

"I chose to participate in this contest because I wanted to show my peers that those with a mental illness are not any different from us. We share the same interests, hobbies, goals, dreams, hopes and fears. I wanted to make a change in the world for once instead of keeping to myself since this matter is really important to me."

"It was originally a project assigned in my video production class, but as my group and I began working on it- it became so much more than that. We had a great time filming, and learned a lot about the issue in the process."

"I participated in this contest because this year alone I have heard about five different teen suicides. I have had to deal with depression and know many other kids who have been so depressed that they thought about suicide. Teen suicide is an issue that can't be ignored and when I learned about the contest I knew that it was my chance to stand up and really make a difference."

"Movies have had such an impact on my life. Besides making me laugh and cry and bringing me to the edge of my seat, they have inspired me, helped me through difficult times, and taught me valuable life lessons. This contest allowed aspiring film students like myself to do what we love to do and inform others about suicide and mental health."

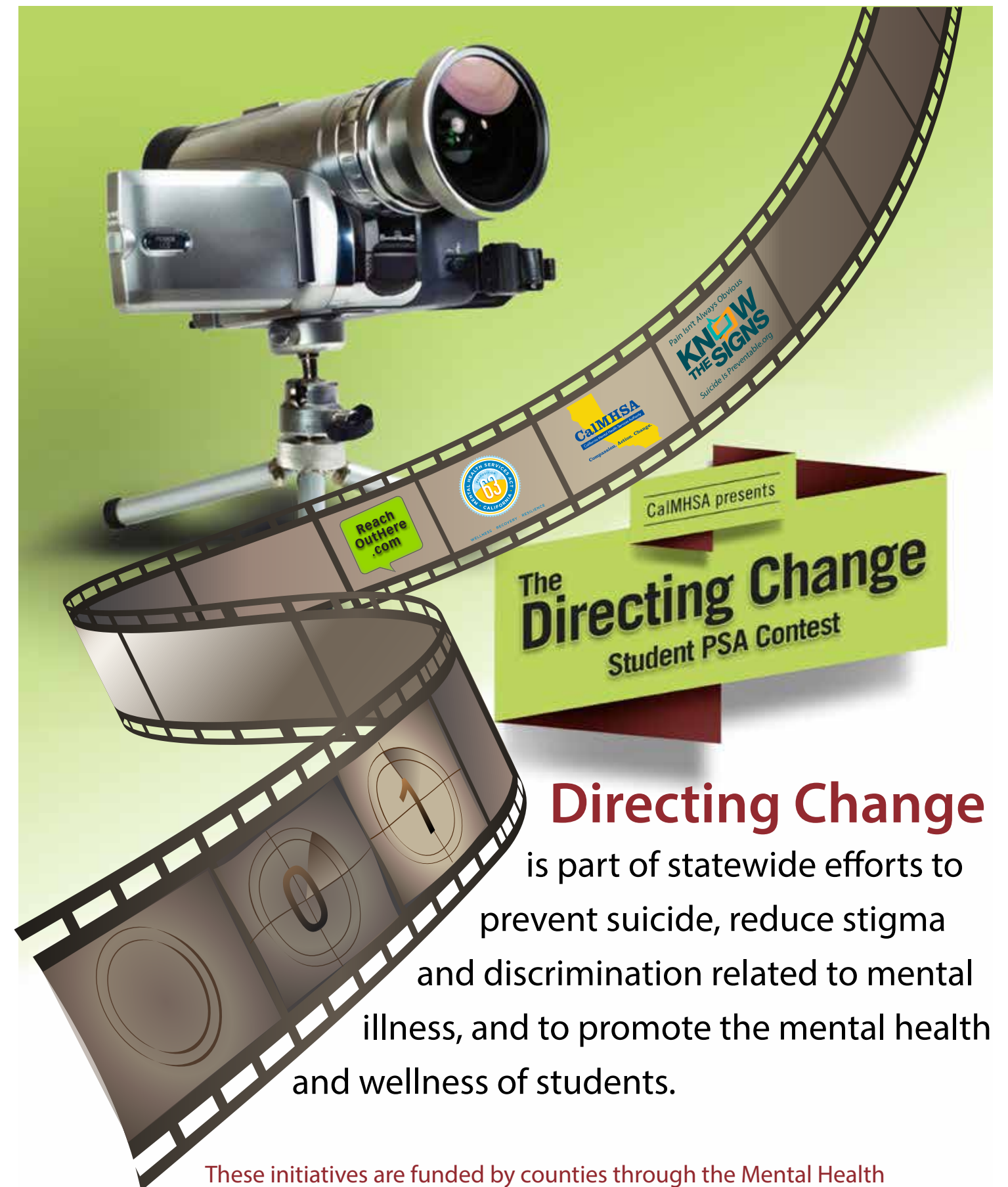
Based on student responses to a post-contest self-administered questionnaire

EACH MIND MATTERS

California's Mental Health Movement

Confronting stigma matters when it comes to young people. Approximately 1 in 5 youth ages 13 to 18 experiences a mental health challenge in a given year. When young people feel alone in dealing with mental health challenges, they may be afraid to talk about it, and not get the help they need. Delay in accessing needed mental health services represents a missed opportunity for youth to improve their lives and reach their potential.

www.eachmindmatters.org



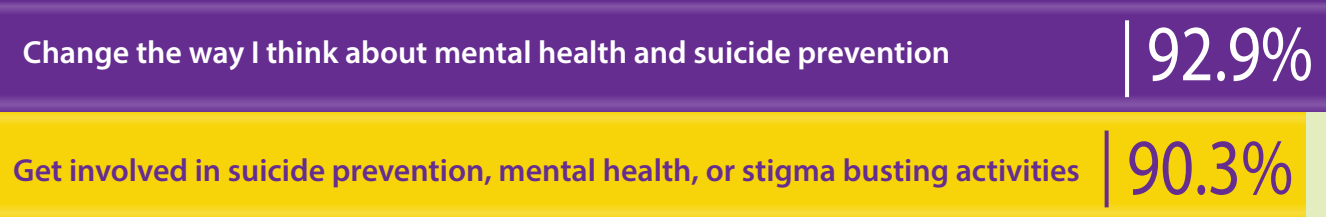
Directing Change is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote the mental health and wellness of students.

These initiatives are funded by counties through the Mental Health Services Act (Prop 63) and administered by the California Mental Health Services Authority (CaMHSA), an organization of county governments working to improve mental health outcomes for individuals, families and communities.

California Students Directed Change

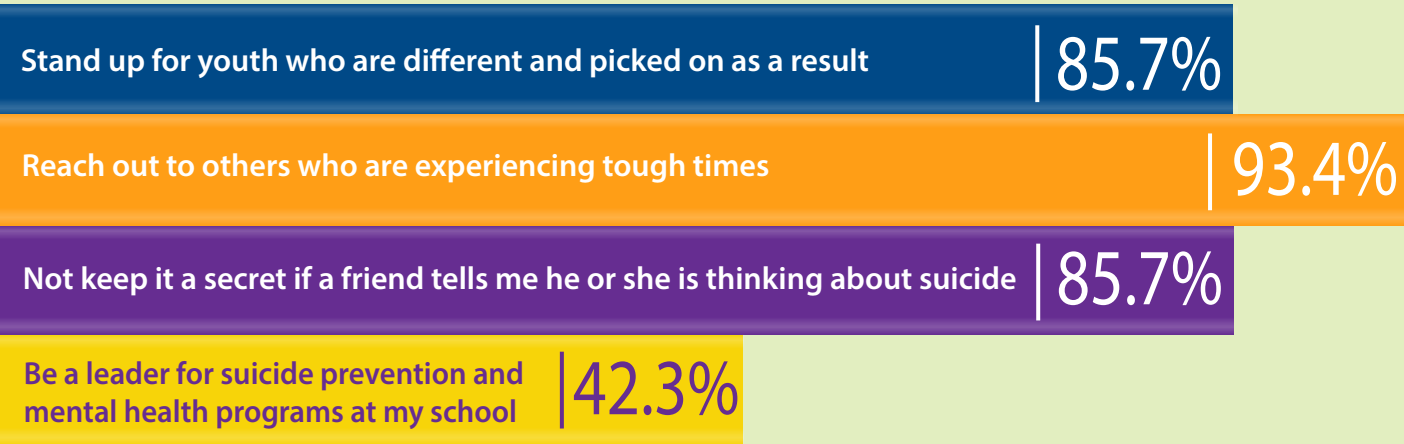
A total of **371** videos about suicide prevention or eliminating stigma about mental illness were submitted; representing **922** students and **142** schools from 35 counties across California.

The contest inspired me to...



Based on 197 student responses to a post-contest self-administered questionnaire

I pledge to...



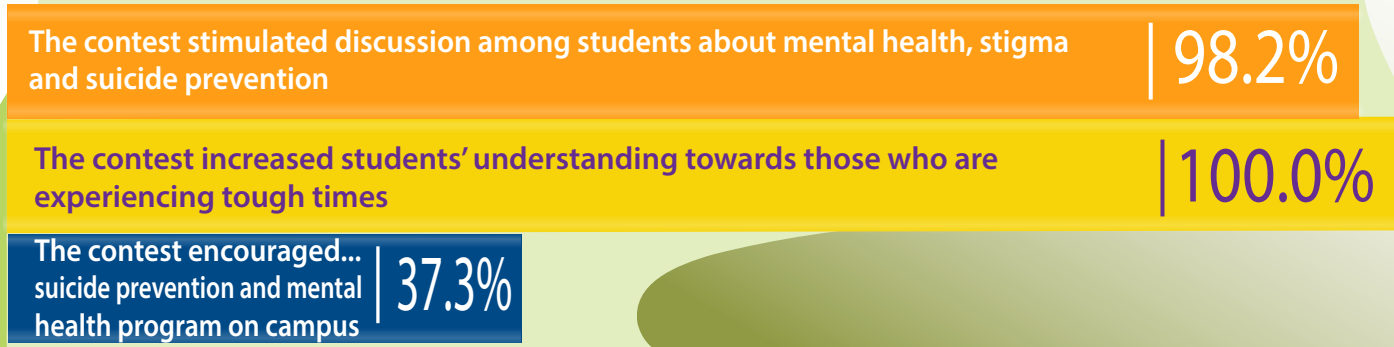
Based on 197 student responses to a post-contest self-administered questionnaire

Studies show that although about **half of teens who are thinking about suicide tell a friend, less than 25% of those friends tell an adult.** Youth need to know how to respond appropriately to a friend in need.

Over 200 school-based prevention programs were donated to schools who participated in the contest. These programs play a key role in educating students and educators about warning signs for suicide, and encouraging youth to reach out to their peers and to share their concerns with a trusted adult.

Over 4000 schools received information about effective school-based suicide prevention programs.

Programs like the **Directing Change High School Video Contest** help students, teachers, administrators and parents by **increasing their awareness and knowledge about suicide and mental health**, and provide an opportunity to learn about effective suicide prevention strategies.



Based on 55 school advisor responses to a post-contest self-administered questionnaire

By engaging young people in these topics through initiatives like Directing Change, we not only educate the current generation, but take a long term step toward changing society's attitudes, because these are the future policymakers, teachers, and mental health professionals.

Students throughout California were invited to Direct Change by submitting 60-second videos in two categories: suicide prevention and eliminating stigma about mental illness. A total of 371 submissions were received, representing 922 students and 142 schools from 35 counties. Regional winners were selected to move onto a second, statewide round of judging, and narrowed down to the top three entries in each category. Californians were then asked to cast their vote to select the winners. Entries were judged by over 100 volunteer experts in mental health and suicide prevention, members of the media and professionals in filmmaking and video production.

It is our hope that the experience of making these videos will inspire youth to become agents of change, standing up for and reaching out to others who are experiencing tough times. And as a result young people will find acceptance rather than intolerance; they won't face mental illness alone. And they will be connected to help if they are thinking about suicide.

To view the videos visit: www.directingchange.org