



September 9th, 2014

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Program Goals



Directing Change Student Film Contest

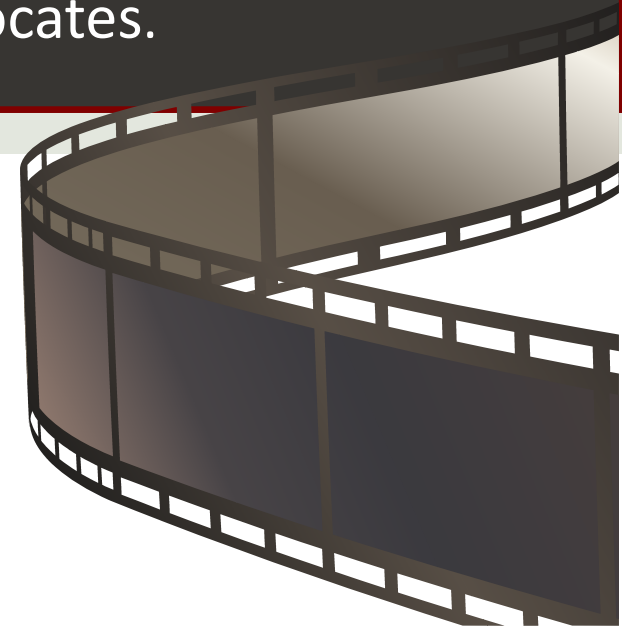
Educate and engage students through the film making process resulting in more knowledgeable and compassionate peers, community members and future film makers, leaders and advocates.

Program Goal

Promote school-based prevention programs

Program Goal

Support education and advocacy efforts through showing of films



Ending the Silence Program

Local
NAMI
Affiliates



American Foundation
for Suicide Prevention

CBOs

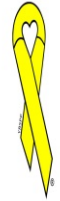
CDE



Schools

**After
School
Programs**

County
Mental
Health
Agencies



Directing Change Student Film Contest

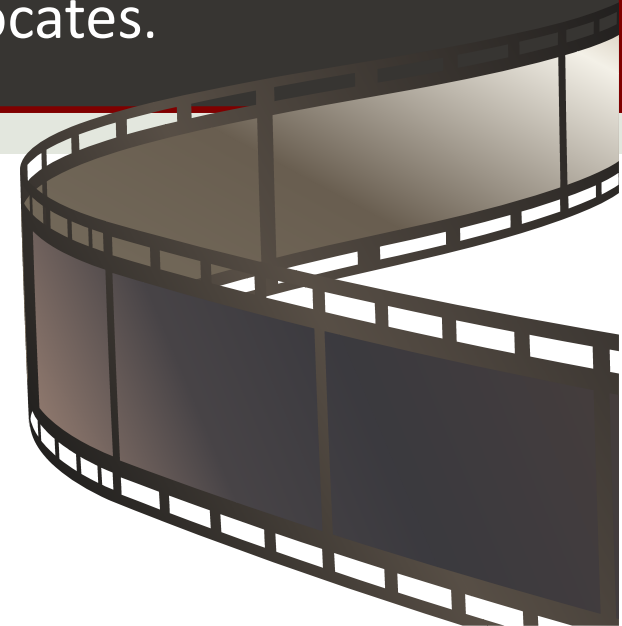
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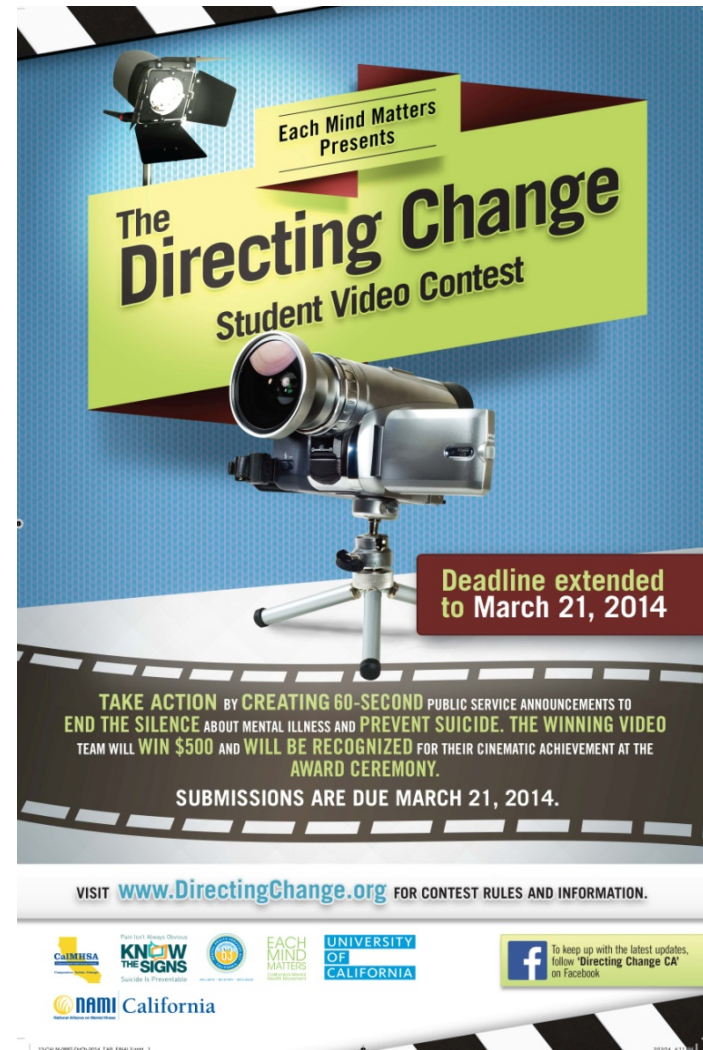


At a glance the program...

- **Is open** to high school and UC students in California.
- **Asks** students to develop a 60-second film about suicide prevention or ending the silence about mental illness.
- **Promotes** school-based prevention programs and educational resources.
- **Recognizes** students and schools at an award ceremony in Sacramento at the end of the school year where students also have an opportunity to discuss these topics during a legislative briefing at the Capitol.

UC Involvement

- It all started because of collaboration!
- Gauging campus interest/ related initiatives
- Assessing Capacity
 - Staff / admin support
 - Campus capacity vs. interest
- Dollars & “Sense”
 - Financial commitment
 - Technical assistance
 - Prizes, travel, award ceremony



Recruitment

- Counseling Centers served as point of contact
 - One campus staff responsible for campus promotion
- Incentives for staff
 - GoPro camera's



Promotion

- Took the lead from the Directing change team
- Weekly emails with to do's
 - Social media announcements
 - Email templates
 - Hard copy flyers
 - Weekly goals & updates on "intents to direct"

Logistics (continued)

Prizes

- Initial Plan
 - Campus round
 - System round
- Plan Re-assessed
 - One UC system round
- Cash award for each category
 - 1st place: \$1,000
 - 2nd place: \$500
 - 3rd place: \$300
 - Honorable mention: \$100
- Winners in invited to attend the award ceremony during Mental Health Awareness month in May

Judging

- UC recruited its own judging Panel
 - Supplemented by Directing Change judges
- Composed of:
 - suicide prevention and mental health subject matter experts
 - UC students
 - UC faculty & staff
- About 25 completed scoring

Budget

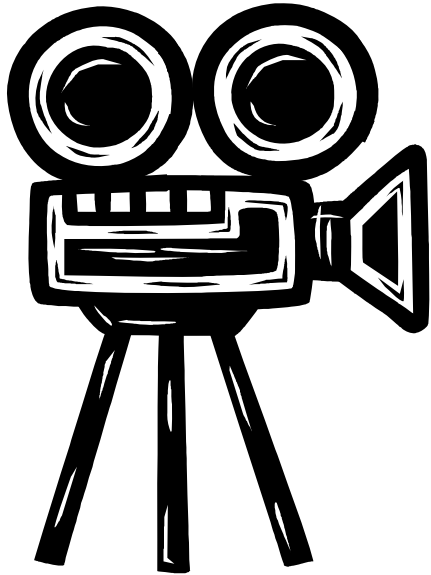
- Technical Expenses - varies
- Student Travel (\$4k)
- Cash Prizes (\$4k)
- Trophies/plaques - varies
- Incentives - GoPro (\$2k)
- Judge thank you's (\$400)



32 Submissions from 8 UC campus locations.



- UC Berkeley: 3 submissions
- UC Davis: 5 submissions
- UC Irvine: 3 submissions
- UCLA: 3 submissions
- UC Merced: 2 submissions
- UC Riverside: 4 submissions
- UC San Diego: 9 submissions
- San Francisco: --
- UC Santa Barbara: 3 submissions
- UC Santa Cruz: --

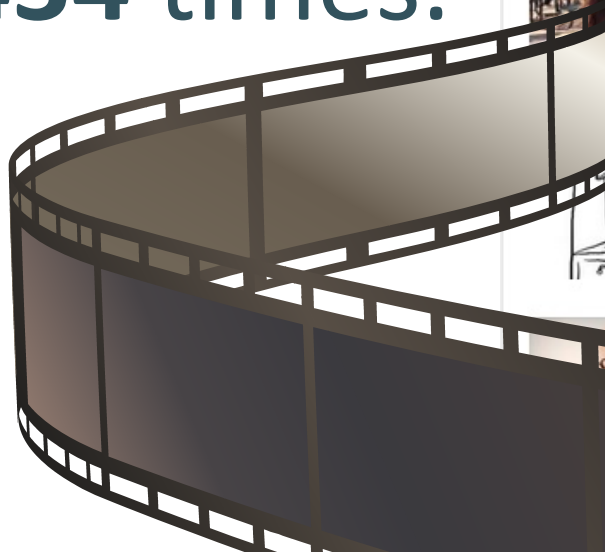


Film Screening

[UC Student Mental Health Best Practice Website](http://www.ucop.edu/student-mental-health-resources)

www.ucop.edu/student-mental-health-resources

The films have
been viewed
online **31,235**
times and
downloaded
434 times.



"Circling Stigma" - Directing Change Video Contest Winner 2013 - Mental Health PSA

by **Spencer Wilson** ✓ • 1 year ago • 1,600 views

This is the 1st place winner of the 2013 **Directing Change** Student Video Contest, in the category Eliminating Stigma on Mental ...

HD



Directing Change Suicide Prevention Contest

by **Northview High School** ✓ • 5 months ago • 152 views

Enter the **Directing Change** Suicide Prevention Contest for a chance to win \$500 and make a difference in someone's life.

HD



Directing Change Winning Entry

by **Mark Hajewski** • 1 year ago • 183 views

Directing Change Student film contest winner (2nd place, Region 3), filmed and edited by the student team of Riley Murtaugh, ...

HD



Words Hurt - Directing Change Suicide PSA

by **Cameron Quon** • 1 year ago • 489 views

WATCH IN 720P!!! Created for the **Directing Change** Student Video Contest. Directed, Edited, Filmed, and Scripted by Cameron ...

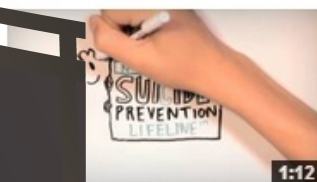
HD



Directing Change Compilation Eliminate Stigma (Sacramento County)

by **Fresno City College Psychological Services** • 7 months ago • 46 views

The contest is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to ...



Directing Change Compilation Hey I'm Allen (Los Angeles County)

by **Fresno City College Psychological Services** • 7 months ago • 118 views

The contest is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to ...



Directing Change 2015 will launch soon!

Stay tuned for updated contest rules and submission guidelines.

Submission deadline: February 1, 2015

Contest Winners and Finalists

[2014 Statewide Winners - High School](#)
[2014 Regional Winners - High School](#)
[2014 Winners - UC](#)
[2013 Winners](#)

2014 UC Winners

Ending the Silence Category

First Place: "We Are All Human"

UC Santa Barbara

Student Names: Kathleen Oum

[View and Download at Vimeo.com](#) ([Download Instructions](#)) (You must agree to these [terms and conditions](#))

Second Place: "Say Something"

UC San Diego

Student Names: Ulysses Savage and Jessica Rosas


[View and Download at Vimeo.com](#) ([Download Instructions](#)) (You must agree to these [terms and conditions](#))

www.directingchange.org

A decorative graphic at the top of the slide features a dark grey horizontal bar with the title 'Using the Films' in white. Below this bar is a light green film strip with three frames, each containing a faint circular pattern. The film strip continues horizontally across the top of the slide.


Using the Films

Here are a few ideas:

- Embed the films on your website
 - Partner with on-campus peer clubs to host screenings and discussion groups
 - Promote the films via social media
 - Show films at county task force meetings and during presentations
 - Screen at local movie theaters
 - During Mental Health Awareness Month/Suicide Prevention Week
- 
- A solid green horizontal bar at the bottom of the slide.

The header features a dark grey bar with the text "Discussion Questions" in white. Below this bar is a light green film strip graphic with three frames and a perforated bottom edge.

Discussion Questions

1. What are some good opportunities to use the films?
 2. Can we create a Higher Education Category?
 3. Questions
- 
- A solid dark green horizontal bar at the bottom of the slide.

“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 since this matter is really important to me.”