

www.DirectingChangeCA.org



Directing Change

Program and Film Contest



California's Mental Health Movement



Funded by counties through the Mental Health Services Act (Prop 63).

FAQs



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1. What is Directing Change?

The Directing Change Program & Film Contest is a free and evaluated program that engages youth to learn about **mental health, suicide prevention** and other critical health and **social justice** topics through film and art.

Youth are exposed to knowledge about the topics of **mental health, suicide prevention, and social justice** through educational resources, instructional tools to educators, and additional resources to further learning about the basic components of these topics. From here, youth must apply their knowledge to create their own unique message about suicide prevention, mental health and social justice for their peers. The creative process of filmmaking and creating art requires youth to synthesize their knowledge resulting in a deeper level of understanding.

2. Who can participate?

Open to youth and young adults ages 12-25 in California in partnership with a school, community-based organization or trusted adult.

3. How does it work?

Enter Film Contest

The program can be implemented in a traditional or virtual classroom.

- Open to students in middle and high school, and young adults through age 25
- Free to participate
- Mini grants available
- Cash prizes for youth (up to \$1,000)

7 SUBMISSION CATEGORIES



- SUICIDE PREVENTION
- MENTAL HEALTH MATTERS
- ANIMATED SHORT
- SANAMENTE
- WALK IN OUR SHOES
- HOPE AND JUSTICE
- THROUGH THE LENS OF CULTURE

"Films in English, Spanish, Sign Language and other languages welcome!"

4. Who are our partners?

Directing Change is part of Each Mind Matters: California's Mental Health Movement and 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 (CalMHSA), an organization of county governments working to improve mental health outcomes for individuals, families and communities. Directing Change is a 501c3 and accepts donations.



5. Does Directing Change support educational outcomes?

Directing Change **supports educational standards** in school districts and schools by providing educational resources, lesson plans and technical support.

Directing Change integrates sound pedagogical principles into the film and art making process so that participants are engaged via all methods of the “learning spectrum”: to **see, experience, discuss, and apply**.

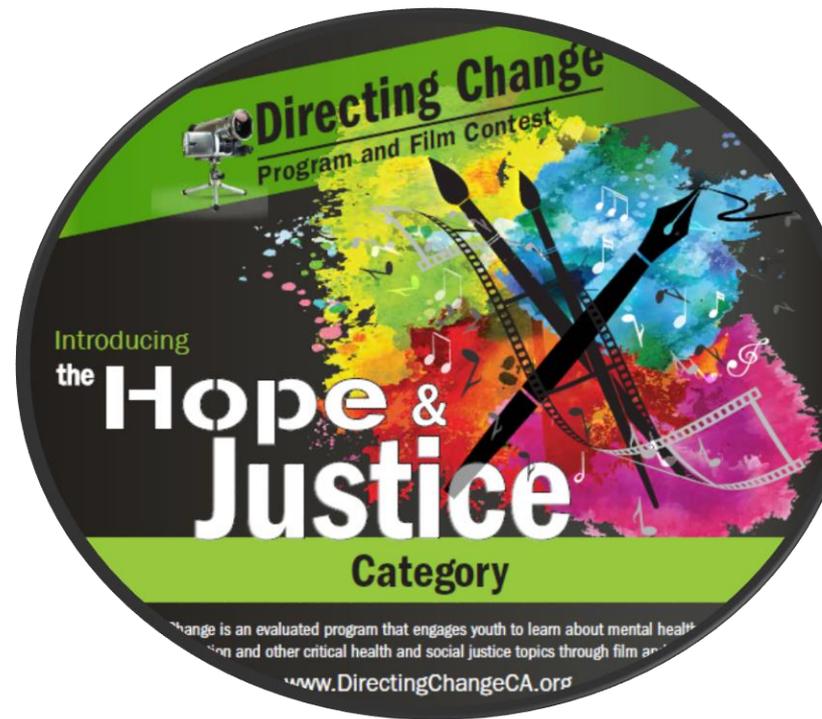
By integrating the evidence based Directing Change program and its evaluated curriculum into classrooms, teachers can enhance **academic, social, and emotional learning**.

Visit www.DirectingChangeCA.org/schools/ for more.

6. Why the new *Hope & Justice* category?

With everything going on right now, many youth are looking for ways to share what they are experiencing, how they are coping, and explore what drives them to stay hopeful for the future.

The *Hope & Justice* category is an opportunity for youth living through history to express their feelings and to inspire others through art.



6. Why the new *Hope & Justice* category?

Youth & Teacher Feedback:

“I love this idea! I feel like this encourages the participants to keep working towards a goal, as well as helping participants become more comfortable with their emotions, and knowing that it's okay to feel this way, especially with what's currently going on.” - Teacher

“Oftentimes youth feel as if they aren't allowed to participate in these conversations, that it's not their place when nothing could be farther from the truth. Right now, youth and Gen Z are the hope and future of America, and most of us are filled with great ideas and inspiration. To create a space like this where we can be heard, and literally have valued ideas and opinions- all I can say is that we need more of this.” - Student

I am personally excited to see the work that comes out this! We are in such a pivotal moment in history where our political, economic, social, and educational atmospheres are all colliding! I think that social connectivity and support networks will be vital in our ability to cope with the distance and with the possibility of loss during this time.”- Student

“Reading about this new category honestly brought me to tears. To give youth a voice on these topics when oftentimes they are silenced and essentially told to go back and sit at the “kid's table” is so important. It's also incredibly important to make sure that emotions around these topics during these times are validated no matter the circumstance. It encourages growth and hope, as well as being a piece of hope for youth.” - Student

7. What makes this category different?

The *Hope & Justice* category embraces the “promoting social justice” portion of the Directing Change mission statement, going a step beyond our traditional submission categories (suicide prevention and mental health), to make the connection between social justice and health.

In this category submissions are accepted and awarded monthly and encouraged to be submitted in multiple art forms.

8. What should I know about the *Hope & Justice* category?

HOPE

Create a film, song, narrative, or piece of art that shares your story and encourages others to find their own way to get through tough times.

- What helps you get through tough times? Are you practicing self-care through reading, dancing, listening to music, writing, watching your favorite films? And what if that isn't enough?
- What do you see or experience in your life or community right now that gives you hope during this challenging time?

JUSTICE

Our perspectives are shaped by our own backgrounds, identities, families, friends, life experiences and more.

- Create a project that shares a perspective or your personal experience with discrimination or injustice because of who you are, in a way that gives others a glimpse of what it is like to walk in your shoes and live in your skin.
- Create a project that combats bias by increasing knowledge and encouraging actions young people can take to take a stand against injustice.

OR CHOOSE FROM MONTHLY SUBMISSION PROMPTS:

WHAT THIS ELECTION
MEANS TO ME

HOPE IS...

CREATIVE WAYS TO
MEASURE 6 FEET
PHYSICAL DISTANCING

MY REASON FOR
WEARING A FACE COVERING....

WHAT MAKES YOU
FEEL BETTER WHEN YOU
ARE FEELING DOWN?

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VS

60-Second Film
Suicide Prevention

60-Second Film
Mental Health Matters

60-Second Film
Through the Lens of
Culture

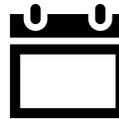
30-Second Film
SanaMente

30-Second Film
Animated Short

60-Second Film
Walk in Our Shoes

- Submissions are due at midnight of the last day of the month
- Any art form suitable for sharing via social media is acceptable: original music, dance, spoken word, art, poetry, film, a speech, **ANYTHING**
- First place (\$300), Second Place (\$150), Third Place (\$100), and Honorable Mention (\$25) in Amazon gift cards

Deadline



Formats



Prizes



- March 1, 2021
- 30-second and 60-second films
- Prizes ranging from \$250 to \$1,000

In addition, all 60-second film entries received prior to March 1, 2021 will also compete against all 60-second films entered in the Hope and Justice category for a chance at a statewide prize.

9. What happens after I participate?

Community Action Project!

The goal of the program is to share, educate and inspire action. After submitting an entry to the Hope & Justice category, youth may apply to receive a grant to create a community action project that makes a difference to affect change.

Youth films and projects are used in schools, communities, and on social media to raise awareness and start conversations about these topics. You might even catch one at the movies or on TV!

10. What are some outcomes?

Recognize warning signs for suicide and know how to get help for a friend or themselves.

Know the facts about mental health, coping during adversity, and where to find help.

Have the confidence to stand up for others experiencing stigma or discrimination as a result of a mental health challenge.

Apply critical thinking to issues around equality and justice.

- View the [2020 Program Outcome Statement Here](#)
- Check out one of our student testimonials: [“We Don’t Do That”](#)
- View more [outcomes and testimonials on our website](#)

11. How can I participate or learn more?

Visit: www.DirectingChangeCA.org

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Contact Us:

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