

# 2019 Judging Form

## SanaMente Category (30-second film)

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**Dear Judge,**

We encourage you to seek personal support if you become troubled by the content of this category. If you experience an emotional crisis, there are people available to help you at **1-800-273-TALK (8255)**.

The entry you are judging is a short film in the **SanaMente** category and includes mental health messaging. Mental health is a complex and sensitive subject that needs to be addressed with compassion and knowledge. This category has special content that must be included and specific content that must be avoided for the safety of and respect for the audience. At any point if you are experiencing technical difficulties with the website, or have questions regarding the category description, please email [stan@suicideispreventable.org](mailto:stan@suicideispreventable.org) or call (619) 518-2412.

In advance, we appreciate your time.

## Safe Messaging Scoring Measures (Total Points Possible 60)

### Is the film in Spanish and includes captioning?

Films must be submitted Spanish and are required to include captioning in English.

Yes (10 points)

No (0 points)

### How well does the film tell a positive and engaging story about mental health?

The film should be about mental health and promote the website [www.SanaMente.org](http://www.SanaMente.org). The film should also integrate a few ideas to help share the SanaMente message.

Award up to **25 points** (\_\_\_\_\_points)

*Here are a few examples that were provided to film makers:*

- **Visit SanaMente.org/Visita SanaMente.org.** *Mental health is an essential part of our overall wellbeing, and allows us to manage stress, work productively, and contribute to our community. Mental health gives us a solid foundation for a complete and healthy life. Wellness doesn't mean we'll never need help. It means we are resilient and focused on recovery. Films can share information about why it is important to take care of our mental health, to not delay help-seeking and visit [www.sanamente.org](http://www.sanamente.org) for more information.*
- **Talk Openly/Hablar con confianza.** *The film talks about how mental health and mental illness is viewed in the Latino community. Is this something that is openly discussed in families? Why or why not? The film can inspire conversations and reduce some of the incorrect perceptions, also known as stigma, some people have. Stigma and fear thrive in silence, so why not use your film to show people having difficult conversations, being honest about their experiences, saying the things people are afraid to talk about.*
- **Join the SanaMente movement/Únete a SanaMente, el movimiento de salud mental de California.** *Lime green is the national color of mental health, symbolic of vigorous life and flourishing health and the lime green ribbon is the symbol of mental health. The film can inspire young people across California to join the mental health movement. Shows them wearing lime green ribbons, telling their story, and using their power (by speaking up on social media, voting, volunteering in their community) to help create a more equitable California.*

<p><b>How creatively did filmmakers incorporate the lime green ribbon in the film?</b>  Mark "Yes" if the lime green ribbon appears in film. Higher points can be awarded based on how creatively the ribbon is incorporated.</p>	<input type="checkbox"/> Award up to <b>15 points</b> (____points)
<p><b>How well does the film communicate a message that inspires the viewer to take action, specifically to visit the sanamente.org website?</b>  Mark "Yes" if the film promotes the website. Higher points can be awarded based on how strong the call to action is.</p>	<input type="checkbox"/> Award up to <b>10 points</b> (____points)
<p><b>Is the content and language of the film respectful toward people living with mental illness?</b></p>	<input type="checkbox"/> <b>Yes</b> (10 points) <input type="checkbox"/> <b>No</b> (0 points)
<p><b>Is the content and language of the film culturally appropriate for the Latino community in California?</b></p>	<input type="checkbox"/> <b>Yes</b> (10 points) <input type="checkbox"/> <b>No</b> (0 points)

Technical and Creative Scoring Measures	Points Possible	Score
The film <u>creatively</u> explores this topic in a way that is positive, hopeful and educational. (This is less about content, and more about how creatively the content is communicated.)	Up to 15	
The video is technically well-produced (focus, exposure, clear audio, good use of graphics and/or special effects, good pacing and flow).	Up to 10	
The video provides a clear and effective narrative quality, it is easy to understand and it makes sense.	Up to 10	
The video creates an appropriate atmosphere and tone (through choices of colors, music or graphics) consistent with its message.	Up to 5	
<b>Total Technical and Creative Score</b> (Points Possible 40)		
<b>Total Messaging Score</b> (Points Possible 60)		
<b>Total Overall Score</b> (Out of 100)		

## Disqualifying Content:

Submissions that include this type of content, or deemed to contain inappropriate content, were disqualified.

**1. Films should be sensitive to racial, ethnic, religious, sexual orientation and gender differences**, with all individuals realistically and respectfully depicted.

**2. Films cannot use terms like “crazy” and “psycho” in any language** without **explicitly** communicating to the audience that these terms are unacceptable. If the film does not verbally communicate that using derogatory terms are unwelcomed, the film will be disqualified. Our recommendation is to avoid labels of any kind in order to keep the message positive. Some labels to avoid are:

Mentally ill	Cuckoo
Emotionally disturbed	Maniac
Insane	Lunatic
Crazy	Looney
Odd	Wacko
Abnormal	

**Why this matters:** It is important that films do not reinforce stereotypes and labels that could keep people from seeking help. Although there are many ways to show disapproval when using derogatory terms (i.e. body language), it is important to verbally communicate that using such terms is hurtful and inappropriate. For more information on stigmatizing words and how to avoid using them, visit <http://www.disabilityrightsca.org/pubs/CM0201.pdf>

**3. Films cannot include developmental disabilities** (such as Down syndrome, Cerebral Palsy, etc.). Though the difference between development disabilities and mental illness is not cut and dry, it is best to avoid making a film about developmental disabilities. Mental health challenges common to young people include: Depression, Anxiety, Bipolar Disorder, Attention Deficit Hyperactivity Disorder (ADHD), Eating Disorders, self-harm, Post-Traumatic Stress Disorder (PTSD) as well as issues that may not have a diagnosis, but have challenging symptoms that deserve attention and care. For a comprehensive list, please visit <http://www.namica.org/mental-illness.php?page=definitions&lang=eng>

**4. Films should be careful not to accidentally reinforce stereotypes** of people living with a mental health challenge such as: being dangerous or violent, disabled or homeless, helpless, or being personally to blame for their condition. Although popular culture and the media often associate mental illness with crime or acting violently, people living with mental illness are more likely to be victims of crime. It is important to steer clear of perpetuating myths and stereotypes in order to produce an accurate, respectful and mindful film.