

# 2020 Judging Form Through the Lens of Culture – Mental Health Matters Category

---

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 60-second film in the **Through the Lens of Culture-Mental Health Matters** category. Mental Health is a complex and sensitive subject which 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)

### Does the film include captioning?

Films are encouraged to be submitted in languages other than English, but all films in this category are required to include captioning, even if the film is in English.

**Mark “yes” if the film meets one of these criteria:**

- **The film is in English and includes captioning in English.**
- **The film is in a language other than English and includes captioning in English.**

*Why? Captioning will allow for a wider dissemination of films including to the Deaf and Hard of Hearing community.*

**Yes (10 points)**

**No (0 points)**

### How well does the film explore mental health through the lens of a particular culture?

*There are many different definitions for culture, but here is the one we are going to use for the purposes of providing direction to our film makers: **Culture** is the characteristics and perspectives of a particular group of people, defined by everything from language, ethnicity, nationality, religion, cuisine, social habits, sexual orientation, gender identity, a shared experience, music, arts and more. And when it comes to mental health and suicide prevention culture can influence how and if we talk about these topics, whether or not we seek help, what kind of help and from whom.*

Films should send a positive message about the importance of supporting others and how people can play a vital role in ensuring that all young people regardless of their culture, or group association, get the help they need.

**This can be done in many different ways and here are a few ideas, but note that it does not have to be one of the messages below:**

- The film explores how encouraging people to seek help might look different depending on our culture and the way we were brought up.
- The film explores generational differences: The way we think about and talk about mental health can be influenced by generational differences.
- The film demonstrates how cultural groups can provide support and strength when dealing with mental health challenges or an emotional crisis.
- The film is in a language other than English.

**If Yes, award up to 20 points (\_\_\_\_points)**

**No (0 points)**

<p><b>Does the film have a positive message of support, acceptance, hope, and/or recovery related to mental health, mental illness or reducing stigma related to mental illness?</b></p> <p>A film might do a wonderful job in presenting information about or from the perspective of a particular culture, but does it also make a connection to how this influences mental health, mental illness or reducing stigma related to mental illness?</p>	<p><input type="checkbox"/> Yes (10 points)</p> <p><input type="checkbox"/> No (0 points)</p>												
<p><b>Does the film communicate a message that inspires the viewer to take action?</b></p> <p>Think of it this way: After someone watches this film what are they asked to do? Will they film inspire them to feel, act or think differently? We would like the films to be action oriented and encourage change and support. For example, where to get help, how to offer support to someone, how to get involved or learn more information. We have asked our young film makers to be creative: To not just tell someone what to do, but show them how to do this.</p>	<p><input type="checkbox"/> If Yes, award up to <b>10 points</b> (____points)</p> <p><input type="checkbox"/> No (0 points)</p>												
<p><b>Does the film consistently use person-first language, which refers to people who are <i>living with</i> mental health challenges as part of their full life experience, not people who are <i>defined by</i> their mental health challenges?</b></p> <p><i>(Mark “Yes” if the film uses appropriate “person-first language” or if this doesn’t apply).</i></p> <p><i>Person first language respectfully puts the person before the illness and reinforces the idea that those who experience mental health challenges are not defined by their condition. Using person-first language helps steer clear of stigmatizing language that may lead to discriminatory ideals.</i></p>	<p><input type="checkbox"/> Yes or not applicable to this film (10 points)</p> <p><input type="checkbox"/> No (0 points)</p>												
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Use</th> <th style="width: 50%; text-align: center;">Do NOT use:</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><i>I was diagnosed with bipolar disorder.</i></td> <td style="text-align: center;"><i>I am bipolar.</i></td> </tr> <tr> <td style="text-align: center;"><i>She is experiencing a mental health challenge.</i></td> <td style="text-align: center;"><i>She is mentally ill.</i></td> </tr> <tr> <td style="text-align: center;"><i>People living with mental health challenges...</i></td> <td style="text-align: center;"><i>The mentally ill.</i></td> </tr> <tr> <td style="text-align: center;"><i>He has Schizophrenia.</i></td> <td style="text-align: center;"><i>He is Schizophrenic.</i></td> </tr> <tr> <td style="text-align: center;"><i>She experiences symptoms of Depression.</i></td> <td style="text-align: center;"><i>She suffers from depressed.</i></td> </tr> </tbody> </table>	Use	Do NOT use:	<i>I was diagnosed with bipolar disorder.</i>	<i>I am bipolar.</i>	<i>She is experiencing a mental health challenge.</i>	<i>She is mentally ill.</i>	<i>People living with mental health challenges...</i>	<i>The mentally ill.</i>	<i>He has Schizophrenia.</i>	<i>He is Schizophrenic.</i>	<i>She experiences symptoms of Depression.</i>	<i>She suffers from depressed.</i>	
Use	Do NOT use:												
<i>I was diagnosed with bipolar disorder.</i>	<i>I am bipolar.</i>												
<i>She is experiencing a mental health challenge.</i>	<i>She is mentally ill.</i>												
<i>People living with mental health challenges...</i>	<i>The mentally ill.</i>												
<i>He has Schizophrenia.</i>	<i>He is Schizophrenic.</i>												
<i>She experiences symptoms of Depression.</i>	<i>She suffers from depressed.</i>												
<p><b>Total Messaging Score</b> (Points Possible 60 – see previous)</p>													

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.