



## Directing Change – How to Get Started

### 1. Follow us on social media “Directing Change CA”

- This way you will receive notifications and announcements about the program, and you can post questions to the team. Facebook: @DirectingChangeCA, Instagram: @directingchange, Twitter: @DirectChangeCA.

### 2. Review the contest rules and FAQ!

The contest is open to young people in California in two groups:

- Middle School students (grades 6-8) associated with a middle school.
- High School students (grades 9-12) and Youth and young adults (ages 12-25) who are submitting in partnership with a college, university, community-based organization, program, club or other agency.
  - All film teams need to identify an adult advisor to review the film.
  - There is no limit on the number of submissions by participants, schools or organizations.
  - There is no limit on the number of people who can work on a film.

Review the complete set of rules and FAQ at [www.DirectingChangeca.org/rules-and-faq/](http://www.DirectingChangeca.org/rules-and-faq/)

If at any time you are experiencing an emotional crisis, are thinking about suicide or are concerned about someone call the **National Suicide Prevention Lifeline** Immediately:

**1-800-273-TALK (8255).**  
This is a free 24-hour hotline.

### 3. Visit the “For Schools” page on the Directing Change website

Here you can find mental health and suicide prevention resources, information about school-based programs and activities, short videos on a range of topics such as "Mental Health 101", as well as tools to promote the program at your school or organization.

- Before proceeding with this contest in your school, or at your organization, be sure to review the protocol and procedures in place at your school or organization for addressing the needs of youth in an emotional crisis. Chapter 2 in the *Suicide Prevention: A Toolkit for Schools* (provided on the website) provides guidance on how to do this.
- Contact us to receive a free mental health or suicide prevention program for your school or organization; or to set up an orientation about how to implement or enhance your protocols and efforts for suicide prevention and mental health.

Download these resources at [www.DirectingChangeca.org/schools/](http://www.DirectingChangeca.org/schools/)

## To Get Started:



#### READ

the contest rules and FAQ.



#### SELECT

a submission category and review submission checklist.



#### SUBMIT

an Intent to Direct (one per team).



#### REVIEW

Submission checklist and submission toolbox to ensure maximum score.



#### UPLOAD

Entry form and release forms.

#### 4. Select a submission category and review judge scoring forms

Participants can submit 30-second or 60-second films depending on the submission category. There are six submission categories: Suicide Prevention (60-second PSA), Animated Short Suicide Prevention (30-second PSA), Mental Health Matters (60-second PSA), SanaMente (30-second PSA), Walk in Our Shoes (60-second PSA – middle school entries only), Through the Lens of Culture (60-second PSA), and Hope and Justice (when sent in as a 60-second PSA).

- It is important to review the submission guidelines for each category carefully. All categories have content that needs to be avoided to avoid disqualification or losing significant points during judging.
- Every film needs to include the required logo end slate and title slide. All of these can be found in the Submission Tool Box.

Submission guidelines and the Submission Tool Box can be found at [www.directingchange.org/submission-categories/](http://www.directingchange.org/submission-categories/)

#### 5. The submission deadline is March 1 every year.

A complete Entry Form includes:

- An entry form with information about your school, organization, and each participant.
- A link to your film that has been uploaded to the Directing Change Vimeo channel.
- Entry forms can be saved for up to 30 days.

Every person involved in the creation of the film (this includes all cast and crew) must agree to the terms and conditions listed in the entry form and must sign a release form.

- Anyone under the age of 18 also needs to have the form signed by their parent or a legal guardian.
- Release forms are required so that we can share your films broadly, even on TV and in movie theatres to help prevention efforts across the state.

All forms can be viewed at [www.directingchange.org](http://www.directingchange.org) and need to be uploaded to the entry form before the submission deadline.

#### Direct Change and Get Noticed!

In past years films have been judged by producers, directors and film writers. Here are just a few examples:

- ◆ **Gavin MacIntosh, actor** in “The Fosters” and the film “American Fable”. Ally to the LGBTQ community and an anti-bullying advocate.
- ◆ **Ryan Fleck, writer and director** of Marvel Studios’ “Captain Marvel”
- ◆ **Mark Ordesky, Executive Producer** of “The Lord of the Rings” trilogy and ABC’s “The Quest”
- ◆ **Gren Wells, filmmaker and screenwriter** of “A Little Bit of Heaven” and Director of “The Road Within”.
- ◆ **Director Bradley Buecker, director and producer** of “Glee” and “American Horror Story”.

#### 6. Judging and Prizes

All films are judged by professionals with expertise in film making and/or expertise in suicide prevention and mental health. Middle School students compete at a statewide level while high school students and youth and young adults compete at the regional level and statewide level. For Animated Short, SanaMente, Through the Lens of Culture, Hope and Justice, and Walk in Our Shoes categories there is only one round of judging. Cash prizes for the winning teams and associated schools and organizations range from \$250 to \$1,000 (subject to availability of funding).

#### We are here to help!

Schedule a phone call or webinar with the Directing Change team to answer questions about the contest or to provide information about suicide prevention or mental health.

For questions or technical support contact [shanti@directingchange.org](mailto:shanti@directingchange.org).

[www.DirectingChangeCA.org](http://www.DirectingChangeCA.org)

