



THE DIRECTING CHANGE PROGRAM AND FILM CONTEST

engages young adults throughout California to learn about the warning signs for suicide, mental health and how to help a friend by creating short films. Throughout the filmmaking process, participants are engaged via all methods of the “learning spectrum” to see, experience, discuss, and apply concepts learned about suicide prevention and mental health. These films are used in schools and communities to raise awareness and start conversations about these topics.

Findings from a cross-sectional case-control study by NORC at the University of Chicago demonstrated knowledge, attitude and behavior changes:



Directing Change participants more frequently agreed that suicide is preventable, identified more warning signs and were more willing to encourage others to seek help, beyond their own social circles.

Directing Change participants are more willing to engage in conversation aimed at suicide prevention and have fewer attitudes that contribute to stigma about mental illness.



Teachers report impact on students and school climate such as gaining skills for dealing with mental health issues later in life, noticing social isolation, increased sense of safety and sensitivity to the feelings of others, and knowledge of how to connect peers with resources.

Directing Change provides an effective, tangible, and supportive way to generate open discussion about mental illness, prevent suicide, increase help-seeking, and to reduce stigma and discrimination.



Since 2012, 5,343 youth have participated in the Directing Change Program and Film Contest. Their commitment and creativity towards raising awareness about suicide prevention has helped inspire a new generation to know the warning signs, reach out for help, and initiate conversations that could help save a life.

Learn more about the Directing Change Program and Film Contest by visiting DirectingChange.org.

Directing Change Box Office Returns

86%

OF YOUTH LEARNED PROPER RESPONSE TO A FRIEND'S SUICIDE WARNING SIGNS VIA PROGRAM

58%

OF YOUTH ENCOURAGED SOMEONE GOING THROUGH A TOUGH TIME TO SEEK HELP

86%

AGREED EVEN PEOPLE WHO SEEM SUCCESSFUL CAN BE HURTING ON THE INSIDE AND THINKING ABOUT SUICIDE

82%

MADE A PERSONAL EFFORT TO FIND OUT MORE ABOUT MENTAL HEALTH IN THE PAST 12 MONTHS

2,138

NUMBER OF FILMS SUBMITTED BY YOUTH IN THE LAST FIVE YEARS

77,343

NUMBER OF VIEWS RECEIVED BY ALL FILM SUBMISSIONS SINCE 2012