**Documentary Screening**

**Planning Guide**

*Includes:*

* Project Checklist
* Planning Timeline
* Agenda Template
* Discussion Guide
* Resource Guide
* SAMPLE HANDOUT: Stigma Myths & Facts
* DVD: “A New State of Mind: Ending the Stigma of Mental Illness” documentary

**Documentary Screening – Project Checklist**

*Use this form as you begin planning your screening event. The full list may not be necessary for your particular event; but it’s a good reference for those showing the documentary to groups large and small!*

Event Overview

* Public Event (at community center, theater, local college, etc. and **open to the public**)
* Community Event (at community center, theater, local college, etc. and **invite-only**)
* Home Screening
* Other:

Proposed date/time:

Who is the audience?

* + *Examples: Teachers? Students? Community?*

Number of guests (approx):

Collaborating partners:

Primary goal:

Secondary goal(s):

* + *Examples: Inform and educate? Break down barriers? Start a conversation? Desired outcomes?*

Description:

* + *Examples: Formal/informal? Panel discussion? Individual speakers sharing their stories?*

Venue

Type of venue needed: 🞎 Community Center; 🞎 Theater; 🞎 College; 🞎 Other:

Will food be served: 🞎 Yes 🞎 No If yes, what kind/how will it be provided?:

🞎 Catered; 🞎 Staff Provided; 🞎 Potluck; 🞎 Other:

Assets needed: 🞎 Chairs (#: ); 🞎 Tables (#: ; Type: ); 🞎 Trash cans (# );

🞎 A/V: ; 🞎 Signs (directional, branding, etc):

🞎 Other:

Venue Contact Info:

Guests

How will guests be identified and invited?:

How will check-in be handled (if at all)?:

Will there be any VIP attendees? Presenters? If so, special considerations:

* + *Examples: PowerPoint and projector? Reserved parking?*

Roles & Responsibilities

Who leads the planning of the event?

Who leads session and brings the *A New State of Mind* DVD?:

Who prepares guest list/tracks RSVPs?:

**Documentary Screening – 8-Week Planning Timeline**

*Use this timeline as a guide when planning a screening event.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Item** | **Deadline** | **Notes** | **Status** |
| EVENT PLANNING CHECKLIST |  |  |  |
| Think through and complete the Event Planning Checklist (in Toolkit) | Week 1 |  |  |
| Build your invite list | Week 2 |  |  |
| Consider potential venues and visit them to evaluate which is best | Week 2 |  |  |
| TECHNICAL CONSIDERATIONS |  |  |  |
| Choose a venue, choose a date and sign a contract | Week 3 |  |  |
| Book a caterer, if required | Week 3 |  |  |
| Consider technology needs; work out needs with onsite contact | Week 3 |  |  |
| Invite VIPs and guest speakers, as applicable | Week 3 |  |  |
| Work through any permitting or rental needs | Weeks 3-5 |  |  |
| INVITATIONS |  |  |  |
| Invite your guests (formal invitations, emails, flyers, word of mouth, etc.) | Week 5 |  |  |
| Track RSVPs | Week 5 |  |  |
| Provide relevant messages to speakers | Week 5 |  |  |
| PRINTED MATERIALS |  |  |  |
| Review all Toolkit materials (Suggested agenda, resource guide, discussion starters and fact sheet) | Week 6/7 |  |  |
| Print Toolkit materials for hand-outs and your reference | Week 6/7 |  |  |
| FINAL TOUCHES |  |  |  |
| Finalize and re-confirm details with venue | Week 7/8 |  |  |
| Remind your guests of the upcoming event | Week 7/8 |  |  |
| Track RSVPs and let venue/caterer know final count (if required) | Week 8 |  |  |
| If desired, re-review materials | Week 8 |  |  |

**Documentary Screening – Agenda Template**

*This is one possible agenda for a screening event. Your event may not feature a panel, or may have one speaker sharing their story before or after the documentary is screened. The format is up to you, but this template should help you plan it out.*

***Event Name***

***Date***

***Time***

|  |  |  |
| --- | --- | --- |
| Activity | Who | Timing |
| Doors open | All | 5:30 – 6 p.m. |
| Welcome remarks | Host | 6 – 6:03 p.m. |
| Documentary screening | All | 6:04 – 7:00 p.m. |
| Intro special guests (if applicable) | Host/VIPs | 7:01 – 7:10 p.m. |
| Panel discussion | Host/VIPs | 7:10 – 7:30 p.m. |
| Q&A with audience | All | 7:30 – 7:57 p.m. |
| Closing remarks & thanks | Host | 7:58 – 8 p.m. |

**Additional Ideas:**

* Host a reception with refreshments before or after
* Collect contact information to facilitate future follow-up or discussion
* Provide hand-outs with further information and details about any organizations represented by your partners and guests
* Leave audiences with a call to take action – what do you want them to do now?

**Documentary Screening – Discussion Guide**

*After the documentary has been shown, a panel or audience discussion can add context and depth.*

**Suggested Questions for Panel Discussion (if applicable)**

* How do the people and programs depicted in the documentary reflect what’s going on throughout California with regard to reducing stigma?
  + *Tremendous diversity*
  + *Locally developed and targeted programs*
  + *Focus on underserved audiences*
  + *Statewide conversation is emerging*
* In the documentary, we heard from a wide range of people from various communities and fields. How are their efforts coming together to form a cohesive movement in California?
  + *Each Mind Matters: California’s Mental Health Movement unites the hundreds of organizations working together to create health systems that serve minds and bodies, and the millions of Californians who refuse to stay silent while untreated mental illness takes an unnecessary toll on our families and communities.*
  + *California is leading the way for the nation with prevention and early intervention strategies.*
* What can viewers like us, who may have no experience living or working with mental illness, do to make a difference?
  + *Visit EachMindMatters.org and make a personal pledge*
  + *Learn the facts about mental illness*
  + *Discuss this important issue with family, friends, co-workers and neighbors*
  + *Be there for family, friends and colleagues who are struggling*
* What does this documentary mean to you, both personally and professionally?

**Documentary Screening – Discussion Guide (cont.)**

**Suggested Questions for Audience Engagement**

* What does stigma mean?
  + *“An attribute that is deeply discrediting and that reduces the bearer from a whole and usual person to a tainted, discounted one.”[[1]](#footnote-1)*
  + *Stigma is a Greek word that originally referred to a kind of mark that was cut or burned into the skin. It identified people as criminals, slaves, or traitors to be shunned.*
  + *At its core, stigma includes three root problems: ignorance, prejudice and discrimination.[[2]](#footnote-2)*
  + *In the case of mental illness, stigma includes negative beliefs (e.g., people with mental health problems are dangerous), prejudicial attitudes (e.g., desire to avoid interaction), and discrimination (e.g., failure to hire or rent property to such people). The desire to avoid labeling oneself negatively or to conceal one’s problems from others appears to cause treatment avoidance, increase dropping out, and reduce adherence.[[3]](#footnote-3)*
* What does stigma look like?
  + *Stigma can exist within societies, institutions and individuals, including people who are living with mental illness themselves. This is called self-stigma.*
  + *Internally, stigma is caused by mistaken thoughts and beliefs that lead to prejudiced attitudes.*
  + *Stigma often takes the outward form of discrimination, when people are treated differently or denied rights because of their mental illness.*
  + *What words come to mind when we think about mental illness?*
* How many of us know someone who has experienced a mental illness?
  + *If necessary, prompt with: post-partum depression, anxiety disorder, attention deficit hyperactivity disorder (ADHD), depression after losing a job or a loved one, bipolar disorder, schizophrenia, obsessive compulsive disorder, etc.*
  + *One in 4 American adults is living with a diagnosable mental illness in any given year.[[4]](#footnote-4) So, statistically speaking, in this room of 40 people (for example), 10 of us are struggling with a mental health challenge.*
* What does stigma feel like to those experiencing mental illness?
  + *Isolating, cruel, unfair, rejection, etc.*

**Documentary Screening – Discussion Guide (cont.)**

* Has anyone here experienced stigma or discrimination, related to mental illness or some other condition?
  + *Examples may include: conditions (depression, anxiety, etc.) resulting from: loss of employment or insurance, loss of friends or other relationships, divorce, death of a loved one, traumatic experience, disability, etc.*
  + *Symptoms may be a more useful way to address this question: has anyone suffered from intense sadness, feeling tired all the time, extreme nervousness, etc.?*
* What false myths and misunderstandings does stigma perpetuate?
  + *The myth that people living with a mental illness are mostly different, or “other” from me.*
  + *The myth that a person is defined by their mental illness, that it is the most important thing about them.*
  + *The myth that people are responsible or to be blamed for their mental illnesses.*
  + *The myth that all mental illnesses are the same.*
  + *The myth that mental illnesses are permanent and can’t be treated or managed to allow for a happy, productive life.*
  + *The myth that mental illness is not our problem and does not affect our lives.*
  + *The myth that we can’t make a difference for people living with mental illness.*
* Because stigmatizing people with mental illness has such negative consequences, what can we do to end stigma and discrimination against people living with a mental illness?
  + *Learn more about mental illness, choose facts over myths. Visit EachMindMatters.org.*
  + *Recognize that many of us will experience a mental illness at some point in our lives, and someone who has been diagnosed with a mental illness isn’t so different from you.*
  + *Speak and act from a place of compassion and acceptance, rather than fear and ignorance.*

**Documentary Screening – Resource Guide**

*Throughout California, hundreds of organizations and millions of individuals are working together to raise mental health awareness and end the stigma associated with mental illness. We encourage you to engage these partners and utilize their tools and materials as you make your plans for how to share “A New State of Mind: Ending the Stigma of Mental Illness” with your family, friends, colleagues and community. This short list of resources can get you started!*

[EachMindMatters.org](http://eachmindmatters.org/) – The online home of California’s Mental Health Movement. Contact us through the website and let us know about your event. If it is open to the public, we can help you promote it!

[CalMHSA.org](http://calmhsa.org/) – The California Mental Health Services Authority is an organization of county governments working to improve mental health outcomes for individuals, families and communities. Prevention and Early Intervention programs implemented by CalMHSA are funded through the voter-approved Mental Health Services Act (Prop 63).

[SpeakOurMinds.org](http://speakourminds.org) – Find a mental health speaker in your area. Download flyers, messages and other materials that may be helpful in bringing your event to life. (One such handout is the Stigma Myths & Facts sheet we’ve included in this Toolkit.)

[NAMICalifornia.org](http://www.namicalifornia.org/) - The National Alliance on Mental Illness likely has an affiliate in your area. This may be a good opportunity for partnership, or for finding a speaker to share their story with your audience.

[DignityandRecoveryCenter.org](http://dignityandrecoverycenter.org/) – Use the Center Registry to find Stigma Reduction programs in your area. Check out the Tools for Change section for more resources on institutional, individual and social stigma, plus capacity building tools and links to national leading organizations.

[SuicideIsPreventable.org](http://www.suicideispreventable.org/) – Know the signs. Find the words. Reach out. This site is full of helpful information and links to resources related to suicide prevention.

[ReachOutHere.com](http://us.reachout.com/reachouthere) – A resource designed specifically for young people ages 14-24, this site includes lots of relevant information and an online forum where they can share their experiences and support one another.

For local resources in your area visit the [California Network of Care](http://california.networkofcare.org/splash.aspx?state=california).

**Crisis Resources**

While viewing the stories told in the documentary, it’s possible some of your audience members may experience difficult feelings in relation to their own experiences. For larger events, it may be a good idea to have licensed counselor in attendance to attend to these needs. For smaller events, be prepared with crisis information:

If you or someone else is in immediate danger, call 911.

If someone is experiencing a crisis, needs help immediately and is in the United States, call:

National Suicide Prevention Lifeline: 1-800-273-TALK (8255) Lifeline is a free, confidential, 24-hour hotline for anyone who is going through emotional distress or is in suicidal crisis.

1. Goffman E. *Stigma: Notes on the Management of Spoiled Identity*, Prentice-Hall, 1963 [↑](#footnote-ref-1)
2. Thornicroft G, Rose D, Kassam A, Sartorius N. Stigma: ignorance, prejudice or discrimination? *Psychiatry*, 2007 [↑](#footnote-ref-2)
3. Corrigan PW. Target-specific stigma change:  a strategy for impacting mental illness stigma.  *Psychiatr Rehabil J*. 2004. [↑](#footnote-ref-3)
4. Kessler RC, Chiu WT, Demler O, Walters EE. Prevalence, severity, and comorbidity of twelve-month DSM-IV disorders in the National Comorbidity Survey Replication (NCS-R). Archives of General Psychiatry, 2005. [↑](#footnote-ref-4)