



the **glow** media
project

Mental health education for a new generation




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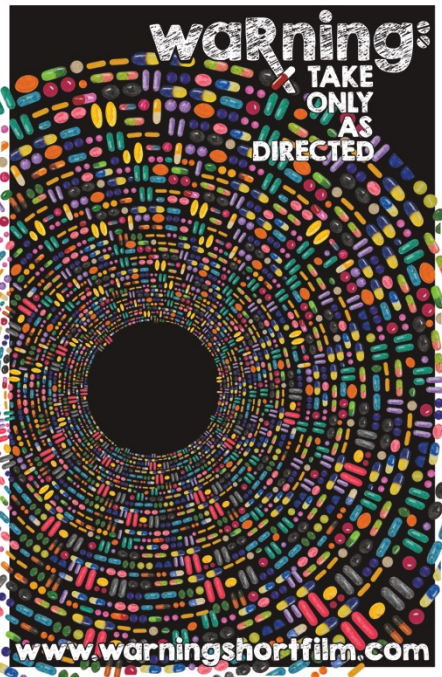
Why use *glowmedia* films ?

Glowmedia's films target middle and high school students, from all backgrounds, across the United States and internationally. Mental illness and substance misuse are pervasive problems that affect all people, from all walks of life; and young people are particularly vulnerable to their devastating effects. According to the National Institutes of Health National Institute of Mental Health, an estimated one in five adolescents has a diagnosable mental disorder.¹ Specifically, the study showed that 8% of adolescents experience major depression, 10% experience anxiety disorders, and 5% experience an eating disorder. The consequences of adolescent mental illness and/or substance misuse are both short-term and long-term. Mental illnesses are often associated with other negative emotional and behavioral patterns in adolescence—including substance abuse, impaired relationships, lower academic performance, a higher risk of unprotected sex and teen pregnancy, and increased involvement with the juvenile justice system. Left untreated, behavioral health challenges often persist into adulthood. The same 2005 study stated that more than half of adults experiencing mental illness and/or substance use disorders first begin by age 14², and three-quarters of these challenges begin by age 24.

¹ U.S. Department of Health and Human Services, National Institute of Mental Health. (n.d.).

² Kessler, R. C., Berglund, P., Demler, O., Jin, R., Merikangas, K. R., & Walters, E. E. (2005). Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey Replication. *Archives of General Psychiatry*, 62(6), 593-602. Retrieved October 26, 2016, from <http://jamanetwork.com/journals/jamapsychiatry/fullarticle/208678?resultclick=1> 

Following screenings of our first film “Warning: Take Only as Directed,” we conducted a simple survey to gather feedback from the students and educators in attendance. 85% of respondents ranked the film 8 or higher (out of 10) for its informative content. With this positive feedback, Glowmedia is confident that our films effectively deliver important educational content in a way that resonates with most students. Pamphlets or textbooks, while valuable, can be easy to ignore. Engaging films grab audiences and create emotional connections.



Feedback from our first film, *Warning: Take Only as Directed*

“Great film - will resonate with young people today. This needs to be shown in Middle and High schools across the nation - but more importantly to parents” -Deb Smith, Principal, Daniel Pearl Magnet High School, Lake Balboa, CA

“What I enjoyed while watching “Warning,” is the fact that it spoke right to who we really need to be speaking to...The way the film is edited, the way the film is shot- it’s just an actual draw. It keeps your attention.” – Maurice Evans, middle school coach and counselor, Talbot Co., MD

“Warning: Take Only as Directed’ was a fabulous film and our students really enjoyed it. I am so glad to hear that this organization plans to do further work to support education around these topics.” – Lauren Eckert, School Counselor, The Academy of the Holy Cross, Kensington, MD.

What topics do **glow media films cover?**

Warning: Take Only as Directed is a short (26-minute) musical about **prescription medicine abuse**. The award-winning film has been viewed by over 50,000 students through the Discovery

Subscription Streaming Service. The story follows three high school friends as they navigate the often stressful world of high school.

This is Me is a short (10-minute) film about a boy struggling to come to terms with his identity. In this film, Luke, a high school junior, wants to reveal his **sexual orientation** to his family and friends, but worries how the news will affect those relationships.

Do Supermodels Eat Popcorn? Is a short (10-minute) film about a teenage girl suffering with an **eating disorder**. Natalie has an unhealthy relationship with food and a complicated family dynamic. Her friends want to help. She reluctantly accepts their help. Or does she?

Gotta Get It is a short (10-minute) film about a teenage boy experiencing **stress and anxiety**. Brandon struggles with the pressure to earn an academic scholarship. Brandon's story exemplifies the sometimes-upending stress that teens endure to succeed.

FAQ

How can an individual access the films?

The new films are available on the website, free of charge. Simply go to our website (www.glowmedia.org). Watching the films can be likened to watching current events and discussing the outcomes with your children or grandchildren. Our films focus on the decision making around substance use and mental health concerns.

How can I use these films to educate others about these important issues?

The films, accompanying guides, and this toolkit, are designed to help you spread the word about substance misuse and mental health issues to your friends and family, in your communities and schools, and to anyone who has an interest in learning more. Spreading awareness will help reduce the stigma people suffering from mental illness and substance use disorder can feel, allowing them to seek help. You can become a glowmedia "event host" by screening any of the films and using this toolkit to help you talk about the issues addressed in the films.

The glowmedia toolkit is designed for easy use by anyone, in any setting. This can include somewhere as informal and small as your own living room, all the way up to a large local theater or auditorium. You can show one or more of the films in a casual setting to friends and family, or host a larger, more formal screening with event panelists and a moderated discussion. Those interested in hosting a larger screening and need assistance finding panelists can contact Trish Glowacki at trish.glowacki@glowmedia.org.

Glowmedia can provide assistance identifying panelists for your event, including:

- A local school nurse, counselor or social worker
- A local mental health professional (psychologist, psychiatrist, therapist)
- Local law enforcement
- A person living with a mental illness or substance use disorder and willing to share his or her story



Why should my local school use glowmedia films in their health and wellness programming?

Glowmedia films are intended to destigmatize challenges that can make teens feel vulnerable and alone, and worry that they are different from their peers. When the adolescents in the films struggle, students viewing the films will feel less alone, less stigmatized by their own issues. The teens in the film model what it is like to confide in friends about a problem, and to seek advice from a parent, a coach, or a school counselor. The importance of getting support and learning coping strategies is emphasized. Through our educational series, schools can present our films and start discussions, raising the chances that young people will feel valued and empowered despite the challenges they face.

For each film, glowmedia creates complimentary Companion Guides that foster open, engaging classroom discourse. The curricula for each guide is developed in collaboration with Adventure Theatre – Musical Theatre Center, a Maryland-based musical theater organization with a wealth of experience creating cross-sector (arts and non-arts) educational materials. The materials are reviewed by educators and professionals in the adolescent psychology and social work fields.

Each film includes an Educator Guide, Student Guide, and a Parent/Guardian Guide. The curricula include a film synopsis; pre-and post-viewing and discussion topics; and resources and fact sheets. The curricula also outline the alignment with Common Core English Language Arts and American School Counselors Association (ASCA) Mindsets and Behaviors standards. We recommend to all educators who use our curricula to send the Parent/ Guardian Guide to parents/guardians, along with a letter about the screening of the film. Our aim is for the discussion to extend beyond the classroom and into our students’ homes.

Glowmedia’s curriculum presents new and exciting opportunities for students to express themselves creatively and make connections between life, academics, and art.. In Arts-Integrated

Curriculum, the arts become the approach to teaching and the vehicle for learning. Students meet dual learning objectives when they engage in the creative process to explore connections between an art form and another subject area to gain greater understanding in both. For example, students meet objectives in film (characterization, setting, action, expression) and in social studies. The experience is mutually reinforcing—creating a dramatization provides an authentic context for students to learn more about the social studies content and as students delve deeper into the social studies content their growing understandings impact their dramatizations. For Arts-Integrated Curriculum to result in deep student understanding in both the art form and the other curriculum area, it requires that teachers engage in professional development to learn about arts standards and how to connect the arts to the curriculum they teach. Glowmedia hopes to promote this new method of teaching and learning in schools across the country.

How can I approach my local schools about using glowmedia films?

It's best to start with the school's counseling or social work department. If you are a parent of a current student, you already have a voice! Whether you are a parent or a concerned member of the community, the following bullet points may help convey your message:

- Glowmedia films and companion guides are part of a research-informed program addressing mental health and substance misuse.
- The films and guides promote social emotional learning
- The guides adhere to Common Core and ASCA Mindsets and Behaviors
- The films and guides are available free of charge
- Ask if the school subscribes to the Discovery Education Streaming Subscription Series. If so, they have access and approval to screen our first film, ***Warning: Take Only as Directed***. We are currently negotiating with Discovery to incorporate our three new shorts into their Streaming Subscription Series.

How can I inform people about/invite people to my glowmedia event?

Included are some social media tips. You may consider creating a “save the date” and/or an invitation to email to potential guests.

Some other tips:

- If you're hosting a large screening, consider setting an RSVP date. Determine if this should be a few days or a few weeks before your event in order to best prepare.
- Remember to use social media (Facebook, Twitter and others) as a method of promoting your screening. Some suggested Facebook and Twitter posts can be found below.

- Email your screening date and information to info@glowmedia.org. We will post your screening information on our website and social media platforms.
- We encourage you to email photos from your events to info@glowmedia.org so that glow media can track the events and showcase your commitment to educating our communities and ending the stigma surrounding mental illness and substance use disorder.

How do I talk about my glowmedia event on social media?

If you're looking to invite people other than your close friends or family, we encourage you to use Facebook, Twitter and other social networks to promote your event to a wider audience. Here are some suggested posts:

For Facebook:

- You're invited to join us on (DATE) at (LOCATION) for a special screening of (INSERT FILM TITLE AND DESCRIPTION FROM ABOVE. The screening will be followed by a special Q&A to discuss the issue of (ISSUE). For more information, (INSERT INSTRUCTIONS HERE)
- Teen medicine abuse is an epidemic. Join me on (DATE) at (LOCATION) for a special screening of "Warning: Take Only as Directed" a short film musical that addresses the issue of medicine abuse. For more information, [@glowmediafilms/warningtakeonlyasdirected](https://www.instagram.com/glowmediafilms/warningtakeonlyasdirected).
- You can help spread awareness about (insert topic); join us at a special screening of the short film (insert film title) on (DATE) at (LOCATION). The film addresses (insert topic) and the screening will be followed by a brief Q&A about the issue. Learn more [@glowmediafilms](https://www.instagram.com/glowmediafilms)

For Twitter:

- You can help #endstigma #crisistextline . Join us on (DATE) for a special screening of (Insert film) @glowmediafilms
- Help #endstigma #crisistextline. Join us for a special film and Q&A; learn more @glowmediafilms
- (insert film title) is a film about (insert topic) Join us for a special screening and help #endstigma #crisistextline @glowmediafilms

For more information or tips on how to host a successful glow media screening event, email us at info@glowmedia.org.