In April 2013, Lifetime Television premiered *Call Me Crazy: A Five Film* which brings together an all-star ensemble cast with five interwoven stories about how love, support and hope can help us deal with emotional health conditions like depression, bipolar disorder and PTSD. Love is Louder co-founder Brittany Snow stars in the film alongside Jennifer Hudson, Melissa Leo, Octavia Spencer, Sarah Hyland and many more. The film was Executive Produced by Jennifer Aniston, Marta Kauffman, Kristin Hahn, Kevin Chinoy and Francesca Silvestri.

The Jed Foundation’s Love is Louder movement partnered with Lifetime and the film’s production team to help turn its messages of help and hope into action. Now, we are expanding the reach and impact of the film by working with campuses like yours to hold screenings of the film that also incorporate Love is Louder to encourage students to take action to help themselves and others.

Love is Louder (www.loveislouder.com) is a movement started by The Jed Foundation and actress Brittany Snow in late 2010 to support anyone feeling hopeless, alone or mistreated. The movement works online, through the media and in communities to strengthen emotional health by building resiliency, creating connectedness, promoting acceptance and equipping advocates to support their peers.

We know from research and talking to students that there are factors that make it harder to reach out for help if they are struggling emotionally and dynamics that make them feel different or ashamed if they are diagnosed with a mental health condition. We hope these events will use the film and Love is Louder messaging to help put a face to these conditions and help students understand that the support and resources in their campus community are more powerful than any barrier to getting and staying well.

Love is louder than the fear of speaking up.
Love is louder than shame.
Love is louder than discrimination.
Love is louder than our differences.
Love is louder than hopelessness.

The following pages contain suggestions, ideas and materials to help make your event a success.
EVENT IDEAS

Please note that you will need to get permission to screen the film through The Jed Foundation, Lifetime Television and Sony Pictures Television before you can plan your event. If you have not gotten this permission, please email screenings@loveislouder.com. You may not charge for admission to your event and the film can only be used for the screening event(s) that you initially request.

Our recommendation is that each screening and action event include three components

• Screening of the film
• A panel discussion or Q&A that includes information on campus resources
• A call to action that ties into Love is Louder

Here are some suggestions for planning the different components of your event so you can reduce misunderstanding and prejudice about mental health conditions, make treatment and recovery feel possible, create a more inclusive campus community for those with diagnosed conditions, and encourage students to speak up to help themselves or a friend.

FILM SCREENING:

The film is approximately 90 minutes long, so we recommend planning a 2 hour event with time afterward for students to participate in the Love is Louder/action portion of the event.

Through our work with the Love is Louder movement, we’ve found that events and activities that feel driven by students for students often get more engagement. One idea for the panel discussion or Q&A after the film is to involve a student who speaks about his or her mental health condition or is an advocate for other students on your campus. Having a student introduce the film can be an effective way to make the event about real stories and the ways students can help each other.

From attending previous screenings, we’ve found that the film engages audiences and speaks for itself. So you can keep opening remarks to a minimum and just introduce the film and explain there will be a short discussion after the screening followed by an opportunity for students to get involved.
Panel Discussion or Q&A:

While all the stories in the film aren’t about young adults or college students, there are aspects of each story that are relevant to your audience. If you haven’t seen the film, here are some takeaways from each story:

**Lucy** (directed by Bryce Dallas Howard): Brittany Snow plays a law student named Lucy who has schizophrenia. In the opening scene, she has a psychotic episode and is hospitalized. In a group therapy scene, we learn she stopped taking her medications because she wanted to “prove people wrong” about her. The theme that adherence to treatment is important is a key part of these films. Lucy explores a romantic relationship with another patient only to find she isn’t ready. Her psychiatrist, Octavia Spencer, helps her start to overcome her own mistaken assumptions about what people with schizophrenia can achieve. **Key takeaways from this film are:** *schizophrenia is a treatable condition; it's important to adhere to a treatment plan; we aren’t alone; and our conditions don’t define us.*

**Grace** (directed by Sharon Maguire): Sarah Hyland stars as Grace whose mother (Melissa Leo) has bipolar disorder. The film follows Grace on a day during which her mother is in the midst of a manic episode after not having taken her medication. We see Grace struggle with how people perceive her mother and the resentment she sometimes feels about having to be in the role of caretaker. In the end, the film highlights the power of friendship and family. Despite the hardships, at the end of the film Grace describes her mother as her hero in her college application essay. **Key takeaways from this film are:** *bipolar disorder is a treatable condition; it’s important to adhere to a treatment plan; we can’t judge people by one episode or situation; and friends play an important role in the healing process.*

**Allison** (directed by Laura Dern): Brittany Snow returns as Lucy who is seeing her sister, Allison played by Sofia Vassilieva, for the first time after returning home from the hospital. Allison struggles with anger over the attention Lucy’s illness has required from her parents. Arguments lead to honest discussion and we see the importance of both family and communication. **Key takeaways from this film are:** *families and communities have to work together; communication is important; and despite our differences, we are all similar in our struggles with insecurities and fears.*
Panel Discussion or Q&A CONT’D:

**Eddie** (directed by Bonnie Hunt): Lea Thompson plays the wife of Eddie (Mitch Rouse), a stand-up comic struggling silently with depression. The film deals with a topic not frequently addressed in mainstream media: males and depression. Eddie gets up on stage each night and tells jokes, but falls deeper into apathy and depression as the film continues. His wife initially reacts with frustration, but then begins to realize the deepness of his pain. After a particularly bad night, Eddie’s wife waits with him outside his psychiatrist’s office until it opens. *Key takeaways from this film are: depression is a treatable condition; depression can happen to anyone; sometimes we have to look more carefully to see the signs of depression; and it’s important to reach out if we are worried about someone we know.*

**Maggie** (directed by Ashley Judd): Brittany Snow’s Lucy is now a lawyer and her first client is Maggie (played by Jennifer Hudson) who is a veteran struggling with PTSD after a sexual assault which occurred while she was deployed overseas. Lucy breaks through Maggie’s depression and fear to help her understand that she can take back her life and her family. The film series ends by portraying Maggie and Lucy as two individuals who are managing and overcoming their conditions. *Key takeaways from this film are: PTSD is a treatable condition; no matter how bad things get, there is always hope; individuals with mental health conditions can still reach their dreams; and we can help our veteran peers overcome transition issues as they reenter civilian life.*

It’s important to have one or more professionals from your counseling services participate in the Q&A or panel discussion. If there is a counselor who has more experience talking to groups or is effective at engaging students in a group setting, he or she could open the discussion and outline the resources available at the counseling center. The goal is to make your professional resources and services accessible and welcoming. We want to follow the film’s lead and paint a picture of students with mental health conditions as regular people who can live fulfilling lives with the right support and treatment.
Panel Discussion or Q&A CONT’D:

You can also involve students who talk about their own experiences/conditions or who are advocates working on mental health promotion or suicide prevention. Student voices are powerful. If you have a student who will share their story, you may want to open your discussion or Q&A with that story. Encourage them to keep it brief -- attendees have already been sitting for a long time and could get restless if remarks go on too long. For the event to be successful, we want them to stay engaged.

Some other tips for your Q&A or panel discussion:

• Your panel could be just two people -- someone from the counseling center and a student advocate. We wouldn’t recommend more than three or four people for this type of discussion.
• You can open by introducing the panel and then letting attendees ask any questions that came up for them during the film. But you should also have some questions or topics on hand to present or discuss in case attendees do not have questions they want to share publicly. Often, the facilitator needs to “break the ice” and ask the first question and then other questions will usually follow.
• Some ideas for topics to discuss include: information on the conditions depicted in the film; ways students adhere to their treatment program while balancing demands of college life; how to help a friend who is struggling or has been diagnosed with a condition; warning signs of distress or suicide; and how counseling/treatment on campus works.
• While it's fine for attendees to discuss what they liked or didn’t like about the film, it’s important to try and focus the conversation on information and topics that will educate people about these conditions, encourage help-seeking and make your campus more supportive for those students with diagnosed conditions.
• Try to keep the discussion to 15 or 20 minutes. Wrap things up by reminding students about what they should do if they are worried about themselves or a friend (counseling center, hotlines, walk-in sessions at various campus locations, etc.)
**EVENT IDEAS CONT’D**

**Love is Louder Opportunities for Action:**

One way that individuals and groups from around the world express their involvement in the Love is Louder movement is by writing that phrase on their hands and then sharing those pictures. This film and the related discussions can churn up strong emotions, and we want people to have a way to channel that emotion into positive action.

You can setup a Love is Louder picture station in or outside the room where you hold your screening event. Since Love is Louder is a very visual movement, you can create a group art project through which student’s make commitments to take action for themselves or a friend. Some of those ideas are listed below. You can use this visual reminder of your campus’s commitment to one another as a backdrop for your Love is Louder photos. If you have a photographer at the event, upload those photos to a photo album on a website or social networking site that students can access. If you don’t have a page where you can upload the photos, contact us at screenings@loveislouder.com and we will create a gallery for you on www.loveislouder.com where your students can access and share their photos.

We've created postcards that read “Love is Louder when we...” and outlines three actions students can take: get informed, speak up if we’re having a hard time and help a friend. You can use rolls of paper or a large canvas to create a backdrop for your photo area. Start out by having students you work with write phrases like “Love is Louder than the fear of speaking up” or “Love is Louder when we help a friend” on the paper or canvas. Then have students who attend the screening sign the artwork or add their own “Love is Louder” message when they pick up their postcard. They can then also write Love is Louder on their hands and take a photo in front of this backdrop.

You can also get creative. At Towson University they created a wall from plywood and let students write different words that made them feel bad or alone (names they were called, things they thought about themselves like loser or failure) on that wall. Then they let students splash bright paint colors over those words -- creating a really inspiring mural that overpowered those negative words.

The important part is that you remind students there are actions they can take to help anyone in their community dealing with depression, bipolar disorder, anxiety disorders or other conditions. And that you give them a way to express their commitment to taking those actions.
EVENT IDEAS CONT’D

Marketing Materials:

There are two flyers at the end of this PDF with room to add your campus-specific information. We will also be adding additional promotional materials to [www.loveislouder.com/screenings](http://www.loveislouder.com/screenings).

We can customize the postcard shown on the last page of this guide with your campus-specific information. We can send you the electronic file and you can have those printed locally, or you can purchase the postcards through us. Please allow a week for printing and shipping of the postcards you order through our store. To get a customized postcard file or to order cards, email screenings@loveislouder.com.

If you would like to order Love is Louder silicone bracelets, stickers or sharpies for your event, contact us at screenings@loveislouder.com and you can purchase them at wholesale price.

_Lastly, we want to hear your ideas and see pictures from your events so we that we can share them with other schools planning screenings. Email those to us at screenings@loveislouder.com._

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EVENT IDEAS CONT’D
BRITTANY SNOW

CALL ME CRAZY
A FIVE FILM
FILM SCREENING

and Love is Louder Event

JENNIFER HUDSON

CALL ME CRAZY

LIFE IS ANYTHING BUT NORMAL.

FILM SCREENING

and Love is Louder Event
Love is Louder

when you...

...get informed by learning more about emotional health conditions like depression, bipolar disorder and anxiety disorders. Visit HalfofUs.com to learn more.

...speak up if you are struggling emotionally or having a hard time. Reaching out and getting help is the first step to feeling better.

...help a friend who needs support. If you are worried that a friend is depressed, using drugs or alcohol to cope, or feeling hopeless, visit HalfofUs.com to find out ways you can help.