

THE LOWDOWN AWARD

The Outlook for Someday sustainability film challenge offers an opportunity for young people to make a film that focuses on **social inclusion** and **mental wellbeing** – **The Lowdown Award**.

THE
LOW
DOWN
.CO.NZ

One in five New Zealanders will experience mental illness this year. That's a lot of Kiwis - and could include you, your family or friends.

The Lowdown (thelowdown.co.nz) is a website to help young New Zealanders recognise and understand depression and anxiety. The Lowdown is part of the National Depression Initiative, which aims to reduce the impact of depression and anxiety on New Zealanders.

Here are some key messages that you might look at for your film:

- ▶ This could be anyone – including you. Around half of us will experience mental illness at some time over our lives.
- ▶ One in five people experience mental illness in any one year.
- ▶ Mental illness is part of the human condition.
- ▶ Lots of different things contribute to mental illness
- ▶ People can and do recover from mental illness. Getting help is the first step.
- ▶ What you do has the ability to negatively or positively affect someone's recovery.
- ▶ Experience of mental illness can build inner strength and resilience.

Check out thelowdown.co.nz for more ideas of what you might include in your film.

To be considered for **The Lowdown Award** your film needs to align with the Health Promotion

Agency's work in other areas, so please make sure the film doesn't depict unhealthy or unsafe activities – such as smoking, drinking alcohol, using drugs or gambling – in a positive or glamorising way.

The Health Promotion Agency, which sponsors **The Lowdown Award**, also prefers that you don't promote commercial interests or brands in your film.

Please also be aware that any film depicting a suicide method or sensationalising suicide will not be considered, and any film with reference to self-harm or suicide should contain messages of hope and healing.

For more information about what is and isn't safe when talking about suicide in the media, check out this resource:

<http://www.health.govt.nz/publication/reporting-suicide-resource-media>

For help around using language when discussing mental illness, check out these suggestions from the Mental Health Foundation of New Zealand: www.mentalhealth.org.nz/get-help/media/words-matter-a-guide-for-media/

Screen writers may also find this resource helpful: <http://www.mindframe-media.info/home/resource-downloads/?a=6017>

For more information about **The Lowdown**, check out thelowdown.co.nz or facebook.com/TheLowdownNZ