



CALL ME CRAZY

A **FIVE** FILM



Lifetime.

Movie Screening **Planning Guide**

for NAMI State Organizations,
NAMI Affiliates and NAMI On
Campus Clubs



nami

National Alliance on Mental Illness

Overview

Call Me Crazy: A Five Film is a Lifetime Original Movie event about the challenges and triumphs of living with mental illness. Premiering in April 2013, its goal is to help eradicate the stigma that surrounds mental illness and to raise mental health awareness. The film brings together a prolific cast, including Golden Globe® winners Jennifer Hudson, Melissa Leo and Octavia Spencer, Sarah Hyland, Sofia Vassilieva, Brittany Snow, Ernie Hudson, Jason Ritter, three-time Emmy Award®-winner Jean Smart, Lea Thompson, Oscar®-nominee Melanie Griffith and Chelsea Handler.



Call Me Crazy is comprised of five interconnected short films, each exploring a different facet or perspective on the effect of mental illness. “Lucy” follows the title character through her journey living with schizophrenia. “Grace” portrays the experience of a teenage girl whose mother lives with bipolar disorder. “Allison” is a humorous family drama of Lucy’s return from inpatient treatment, and the effect it has on her sister. “Eddie” is a comedian whose story of living with depression is told through the eyes of his wife. Finally, “Maggie” follows a female veteran and the effect posttraumatic stress disorder has on her life, from which she receives support from her lawyer, Lucy.

NAMI is Lifetime’s official partner for *Call Me Crazy* and we are now offering private screenings for NAMI State Organizations, NAMI Affiliates and NAMI on Campus clubs.

If you are interested in holding a screening, permission must be acquired through NAMI. Screenings of *Call Me Crazy* are free but only offered through May 2014, so we encourage you to plan your event soon. Please email movierequest@nami.org to get the process started. Please include your name, contact information (phone, email and address) and NAMI Affiliate. Be sure to also include your proposed screening date and location (city), and whether you would like a DVD mailed to you (which you will have to return) or a hyperlink to a video stream.

Personalize the promotional materials available via the links below for promotion online and in your community or school.

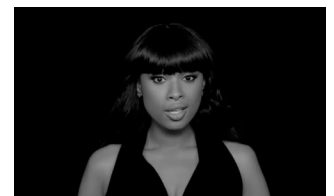


[Download the Promotional Postcard 3.5x5](#)

nami.org/callmecrazy/postcard



[Download the Promotional Poster 7x10](#)
nami.org/callmecrazy/poster



[Watch the Promotional Video](#)

nami.org/callmecrazy/video

Planning Your Event

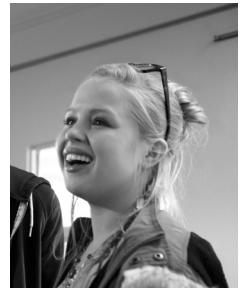
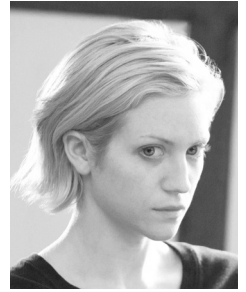
The film is about 90 minutes long so try to schedule about two hours for your screening. It can be viewed via an online access code or a DVD, which you will receive within seven business days of your event.

NAMI State Organizations and NAMI Affiliates can use this event as an opportunity to combat stigma and inform the public about mental illness, as well as attract new members, leaders and volunteers. Provide NAMI materials and resources, such as fact sheets on mental illness and a listing of your upcoming events during the screening.

NAMI on Campus clubs should come prepared with information about when your club meets and any activities you have planned. Movie screenings often attract students who might not normally get involved in a mental health club. Use this opportunity to reach out to a broader audience and show them everything that your NAMI on Campus club has to offer. Be sure to provide a handout about your club and the resources it provides.

Event organizers should also consider holding a panel discussion immediately after the film. *Call Me Crazy* features real-life scenarios of mental illness, so this is a great opportunity to invite individuals with a variety of perspectives to speak. Include professionals, persons living with mental illness or their family and friends in your panel. NAMI on Campus clubs should also consider having a school counselor or psychology professor discuss how to look for signs of mental illness.

Advise your panel members to keep their stories brief—hearing others share their stories can encourage audience members to do the same, so you'll want to save time for them to do so without feeling rushed. Conclude with a short question-and-answer session.



Question and Answer Suggestions

Mental health is a topic that some people may feel hesitant talking about, so rather than ask for questions from the audience, have participants pick up a question-and-answer form as they walk in and ask them to write down questions as they watch. Provide several pre-generated questions on the form, which people may select from as well.

Question: How do I know when my stress or sadness is a mental health condition?

Suggested Answer:

Chronic depression is characterized by feeling “down” or sad that does not pass with time and cannot be willed away.

Symptoms may include:

- Feeling sad, anxious, or “empty” inside.
- An overall decrease in energy.
- Loss of interest in activities you like.
- Sleep disruptions (this can include insomnia, waking up earlier than usual, or oversleeping).
- Appetite/weight changes.
- Thoughts of death/suicide.
- Difficulty concentrating.
- Irritability or shortness of temper.
- Becoming emotional or upset for no particular reason.
- Feelings of worthlessness or inappropriate guilt.

Anxiety disorders are understood as feelings of anxiety experienced on a regular basis in many everyday situations.

General symptoms may include:

- Fatigue.
- Headaches.
- Edginess.
- Difficulty concentrating.
- Irritability.
- Muscle tension.
- Trembling/twitching.
- Sweating.
- Hot flashes.
- Sleep disruptions.

NAMI provides several fact sheets with detailed information on a variety of mental illnesses. Visit www.nami.org and click on “Mental Illnesses” in the top banner.

Question: How do I help a friend or family member who is struggling with a mental illness?

Suggested Answer:

Friends and family members are often the first line of support for people living with a mental health condition.

However, it can be difficult to know how to respond appropriately when a loved one shares with you that he or she has been diagnosed with a mental health condition or is worried about his or her mental health. In these situations, NAMI suggests the following:

- Express your concern and sympathy.
- Ask for more details about your friend or family member's diagnosis or concerns and how he or she is doing.
- Make sure your friend or family member knows you honestly care.
- Ask what you can do to help. You can leave this question open-ended or you can suggest specific things that might help.
- Be sure your friend or family member feels welcome and included in your life.
- Remind your friend that mental health conditions are treatable and encourage them to seek treatment if they have not already done so.
- Educate yourself about mental health conditions and treatment options to become aware of the myths and facts of mental health conditions and to show your friend you care and want to help him or her.
- You may want to consider becoming involved in your local mental health advocacy organization so you are doing something positive as a result of your friend's personal experience.

Visit NAMI's "[Words That Can Help](#)" page for suggestions on how to begin this dialogue.

Question: How do I get involved in helping others who live with mental illness?

Suggested Answer:

NAMI offers outstanding peer-directed programs in education and support. Thousands of trained NAMI volunteers bring these programs to a wide variety of community settings. These no-cost programs support families, individuals living with mental illness, students and mental health and school professionals.

Visit NAMI's "[Education, Training and Peer-Support Center](#)" page to find a program near you.

Where can I go to talk to someone about what I'm feeling?

Suggested Answer:

NAMI peer support groups/programs (mentioned above) are great places to connect with others affected by mental illness. Additionally, the NAMI HelpLine is available at 1 (800) 950-NAMI (6264), Monday through Friday, 10 a.m.- 6 p.m., EST. These trained volunteers provide information, referrals and support to all who have questions about or are affected by mental illness.

Also, consider reading or posting to one of NAMI's online [discussion groups](#) (requires sign in). With topics ranging from illness management, to job-hunting, to relationships, it's never been easier to connect with others who've shared your lived experience.

Visit NAMI's "[Support and Programs](#)" page for a full list of support services and resources at www.nami.org/programs.

Your primary care physician will also be able to refer you to the support services that best suit your needs.

If you are a student, your campus health center can provide mental health services. You may also wish to visit strengthofus.org, an online community developed by NAMI and young adults. It's designed to inspire young adults impacted by mental health issues to think positive, stay strong and achieve their goals through peer support and resource sharing.

Question: It is difficult to balance my treatment plan with day-to-day life. Any suggestions?

Suggested Answer:

While living with a mental illness can present unique challenges in day-to-day life, there are some key strategies that can help.

- Build a support network. A large support network is crucial to combat feelings of isolation that may arise from living with a mental illness. Visit NAMI's "Support and Programs" page to find the support you need at www.nami.org/programs.
- Setting goals. It is important to focus on one goal at a time and to create a plan that includes clear expectations and a realistic timeline. You may wish to work with a life coach to reduce any feelings of being overwhelmed, to identify what it will take to achieve a specific goal and how to prepare accordingly.
- Creating structure. Establishing a daily schedule of supportive activities, including work, social outings and a workout routine, helps to reduce stress and accomplish personal goals. Volunteering in an area that interests you is also a great way to create structure and build relationships.
- Building upon strengths. When opportunities for success are not built into your life, you may start to feel disempowered. To prevent this, identify opportunities to become involved in the community that use your strengths. Also, take your strengths into account when building your support network, setting your goals and creating your structure of supportive activities.