

Each and Every Day Playbook

A TURNKEY SCREENING TOOLKIT FOR KAPPA
KAPPA GAMMA & THE JED FOUNDATION
PARTNERSHIP



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The Jed Foundation (JED) is focused on assuring that America's teens and young adults develop the skills have the support they need to grow into healthy, thriving adults.

We help schools develop, evaluate and strengthen mental health, substance misuse and suicide prevention programs and systems designed to safeguard individual and community health; we develop expert resources and create powerful partnerships to ensure that more teens and young adults are able to access the resources and support they need to navigate life's challenges; and we work across systems to assure that students, families and communities know when and how to support youth struggling with a mental health issue.

This work requires flexibility and creativity. Storytelling is a powerful approach for achieving these aims. This is why we are proud to partner with MTV on *Each and Every Day*, a new feature film by MTV Documentary Films, executive producer Sheila Nevins and filmmaker Alexandra Shiva. This film focuses on conversations between a diverse group of young people who discuss their experiences with suicidal ideation, loneliness, depression, anxiety and potential self-harm. The film serves to show audiences of all ages that these struggles are universal and there is hope and help.

Our goal is to bring this film to a wide array of audiences so that more young people, families, schools and decision makers are equipped to engage in productive conversations on the topic of mental health and suicide prevention. In collaboration with the filmmaker and MTV, JED's outreach campaign is dedicated to calls to action and to developing resources that leverage current attention and concern about youth mental health and proactively address the needs of young people and their families to prevent youth suicide.

Each and Every Day contains mature mental and suicide health-related themes and content. Viewers with personal experience with suicide or mental health experiences / challenges are advised to be sure that they have adequate self-support readily available. Viewers younger than 16 years of age may benefit from viewing with an adult present or nearby.



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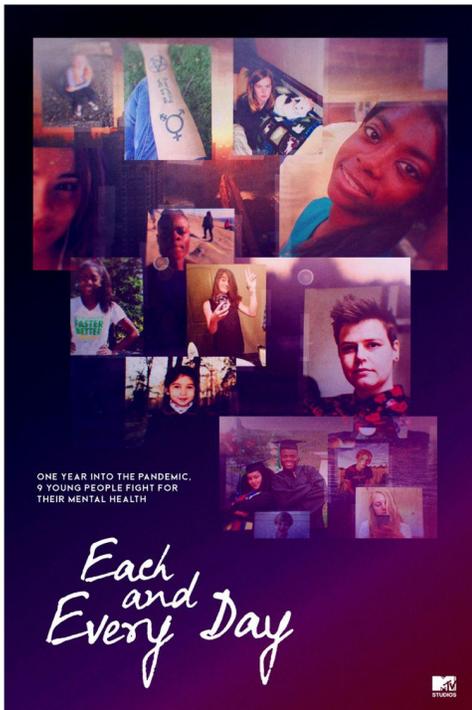


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ABOUT

Each and Every Day is a documentary exploration of youth mental health through the eyes of young people who have attempted suicide or have struggled with suicidal thoughts. The nine people featured range in age from late-teens to early-thirties and come from diverse backgrounds. They share not only their challenges, but also their recoveries and hard-won wisdom about what made their life worth living. In addition to telling their personal stories, all the participants meet virtually, creating an online community to discuss mental health challenges. The film offers relatable and authentic portraits of young people dealing with suicide and emphasizes help-seeking and hope. Shot during the pandemic in partnership with The Jed Foundation and executive produced by Sheila Nevins, *Each and Every Day* premiered commercial-free on MTV Tuesday, February 16 at 9PM ET/PT.

A NOTE FROM THE FILMMAKER

“I really wanted to do a film that focused on prevention of suicide in young people,” Shiva tells MTV News. The filmmaker is interested in exploring identity through different lenses, with a focus on young people and coming-of-age stories that capture marginalized communities, feelings of belonging, and the creation of connections. “I wanted to walk people through the experience of others where they have either attempted [suicide] or have come close to attempting but they are on the other side of that and they've done a lot of work,” Shiva says. She believed that sharing these narratives would allow young people to impart wisdom and worthwhile tools they've acquired through their difficult experiences. “I was so inspired by how honest and open they were about talking about mental health.” Ultimately, Shiva hopes that the film resonates with anyone who has had or is currently having thoughts of suicide and that they'll feel less alone and see the uplifting message of hope, recovery and the importance of treatment and honest conversation. Building a life worth living is possible.



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FILM BIOGRAPHIES



ALEXANDRA SHIVA, FILMMAKER

Alexandra Shiva is an award-winning filmmaker, known for crafting intimate character-driven cinema verité documentaries. Her most recent film, *THIS IS HOME*, is an intimate portrait of four Syrian refugee families arriving in Baltimore, Maryland and struggling to find their footing in the first 8-months. The film premiered at The Sundance Film Festival in 2018, where it won the Audience Award: World Cinema Documentary, and will broadcast on EPIX. Her previous film, *HOW TO DANCE IN OHIO*, follows a group of teenagers and young adults on the autism spectrum preparing for an iconic American rite of passage — a Spring Formal. The Peabody Award winning film premiered at The Sundance Film Festival in 2015 and aired on HBO to great critical acclaim. Alexandra's second documentary *STAGEDOOR* follows five kids through a musical theater summer camp program in the Catskills. *STAGEDOOR* premiered at SXSW in 2005, had its theatrical debut at Film Forum in New York in 2006 and aired on Sundance Channel. After spending extensive time in India, Alexandra launched her documentary career producing and directing *BOMBAY EUNUCH*, a feature-length documentary that follows a makeshift family of eunuchs as they struggle to survive in modern Bombay. In 2001, the film was awarded Best Documentary at New York's New Festival and the Special Jury Award at the Florida Film Festival and was released theatrically. Alexandra graduated from Vassar College with a BA in Art History.



SHEILA NEVINS, DIRECTOR

Sheila Nevins, Executive Producer, currently serves as an Executive Producer at MTV Networks. She is the former president of HBO Documentary Films and Family Programming where she was responsible for overseeing the development and production of more than 1500 programs for HBO, HBO2 and Cinemax. As an executive producer or producer, she has received 32 Primetime Emmy® Awards, 35 News and Documentary Emmys® and 42 George Foster Peabody Awards. During her tenure, HBO's critically acclaimed documentaries won 26 Academy Awards®. Sheila has been honored with numerous prestigious career achievement awards, including the 2018 Realscreen Legacy Award, the 2017 DOC NYC Lifetime Achievement Award and the Governor's Award from the Academy of Television Arts & Sciences. She won the first George Foster Peabody Award ever presented to a cable program for "She's Nobody's Baby", which was produced with Ms. Magazine. She is also the *New York Times* bestselling author of *You Don't Look Your Age... and Other Fairy Tales*.



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HOW TO USE THIS GUIDE

This guide has been designed to help viewers reflect on *Each and Every Day* with information about the essential themes, questions to consider, and resources for learning more or getting help if needed. *Each and Every Day* is a film that is best experienced communally or with a trusted friend or family member. It is a film that is likely to evoke a range of thoughts, emotions, and physical reactions, all of which are an important part of the *Each and Every Day* experience.

The goal for this guide is to foster productive dialogue among diverse groups of people around sensitive subjects with direct relevance to mental health and wellbeing. This guide has been designed to help viewers reflect on *Each and Every Day* and the range of thoughts, emotions and reactions that are all part of the viewing experience. It contains information about the film's essential themes, questions to consider, as well as resources that may be useful after viewing.

As viewers watch the film unfold and hear each story, they may recall their own challenging mental health experiences. For viewers who have previously experienced emotional distress or mental health challenges, the film may evoke intense feelings as well as an awareness of how their own experiences continue to impact their life today. We anticipate that viewers of *Each and Every Day* will be a mix of individuals already in the process of healing and recovery, individuals in the throes of current challenges whose healing journey lay ahead, and individuals who have not yet, but may, encounter future mental health difficulties -- in their own lives or those of the people they love. We expect that regardless of the personal lens one has, viewing the film will affirm and help normalize the feelings and experiences associated with asking and answering some of the most difficult questions in life:

- What happens when life feels unbearable?
- How does one find solace, sanity and connection in the midst of mental and emotional confusion? Most especially, what makes a life worth living, especially when one feels hopeless or disconnected?

We hope that by featuring the way that each young person in the film answered these and related questions, viewers will come away with deeper understanding of mental health challenges in general as well as compassion for themselves and others in their lives who may be struggling. Talking about mental health and/or thoughts of suicide and its effects on individuals and families isn't easy, but open dialogue is necessary for ensuring we provide everyone who needs it with access to adequate mental health care.

If watching with a small group, be mindful of the likelihood that other viewers bring a diverse array of life experiences and sensitivities to your shared viewing experience. It will be important for facilitators to create an open and supportive environment, where honest and perhaps tender feelings, experiences, and impressions can be shared safely. Collective, authentic conversation is potent in healing and stigma reduction and encouraging and supporting both of these is a primary goal of this film.



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HOW TO HOST A SCREENING

Each and Every Day is a film that is best experienced communally, as part of a class, or with a trusted friend or family member. It is a film that will evoke a range of thoughts, emotions, and physical reactions, all of which are an important part of the *Each and Every Day* experience.

Getting Started

[Click here for a direct link to the view the film with your community.](#)

What to Know about the Film's Key Themes and Messaging

This film features young people sharing their stories of feeling hopeless, struggling with their mental health and expressing suicidal ideation. Viewers will witness authentic conversations about these subjects and learn about each young person's journey. The topics included are sensitive but are handled with great care and meet the standards for language and representation meant to destigmatize mental health issues and to empower and protect young people.

Key Themes Present

- Mental health
- Suicide prevention
- Emotional wellbeing
- Family / Familial relationships
- Healthcare
- Gender and sexual identity
- Hope and hopelessness
- Community
- Dignity
- Acceptance versus judgment
- Help-seeking
- Stigma
- Equity

Messaging and Key Data

Talking about mental health can save a life. An important outcome of viewing and discussing the film will be enabling people to talk about the ways the film relates to their own lives and beliefs, and supporting them in their efforts to tell their own stories and in articulating their thoughts and feelings.

- One year into the pandemic, 25% of young people have experienced mental health issues.
- Suicide is the second leading cause of death for ages 10-24. (CDC WISQARS)
- Suicide is the second leading cause of death for college-age youth and ages 12-18. (CDC WISQARS)
- More teenagers and young adults die from suicide than from cancer, heart disease, AIDS, birth defects, stroke, pneumonia, influenza, and chronic lung disease, combined.



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Film Participants

Abraham, 24. A teacher and mental health advocate in Florida. Abraham started experiencing depression and anxiety during his freshman year of college. Growing up in a Jamaican-American household, mental health wasn't talked about and as a young man he felt the pressure to tough it out. Finally, a friend encouraged him to see a school counselor and seek help. After a leave of absence from school, Abraham graduated college and has become a passionate advocate and speaker for mental health. He credits journaling, fitness (especially cross-fit, his faith in God and therapy for his recovery.

Emma, 19. A college student in Portland, OR. Emma was hospitalized her freshman year in high school for a suicide attempt. It came as a shock to her family and friends as Emma was always seen as an outgoing high achiever. She struggled for a longtime, not wanting to accept help. She now uses her experience to help others as a lead volunteer at YouthLine, a peer-to-peer crisis hotline.

Gobbie, 29. Writer, actor and comedian. Gobbie uses they/their pronouns and is currently based near Chattanooga, TN. Gobbie started struggling with mental health and attempted suicide at age ten after the death of a close family member. They continued to struggle with their gender identity in their conservative southern town. Thoughts of suicide returned as a young adult when they suffered career setbacks and started problem drinking. Gobbie credits the support of family, therapy and getting sober as key to their recovery.

Hannah, 19. A college freshman in Atlanta. After developing POTS, a condition that causes her to faint, then 15-year-old Hannah, was terrified of being alone. What would happen to her if she fainted and no one was around? Hannah's fears quickly spiraled into anxiety and deep depression, which led to self-harm. It was during one of Hannah's lowest moments, alone in her room and contemplating self-harm, when the idea for the notOK App was born. What if there was a button she could press and someone would immediately know she was not okay? When her condition stabilized, Hannah was able to take coding and entrepreneurship classes at local colleges, which empowered her to see her vision through.

Mabri, 25. Originally from St. Louis, currently in Loveland, CO. Marbi's family has a history of mental illness. Her mother attempted suicide when Mabri was seven. To escape a turbulent home, she turned to drugs and alcohol. After a sexual assault and several suicide attempts, Mabri found a therapist that helped her start to address her past traumas and she moved to be close to a supportive aunt and



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uncle. She loves spending time with her dog, Bruce. She wrote about her experiences in an autobiography and hopes sharing her story will help others.

Nathan, 18. A recent high school graduate living in Loveland, CO. Despite mental health being openly talked about at home, he struggled to accept his own depression and anxiety, often self-medicating with drugs as an escape. He now sees a therapist and uses music and being out in nature as an outlet.

Pablo, 32. A Latinx licensed therapist and young father currently in Raleigh, NC. Pablo was born the year his parents emigrated from Guatemala. Growing up he struggled with anger, anxiety and addiction. He attempted suicide his senior year of high school. He eventually sought help, received a proper diagnosis and treatment. He has been sober for over a decade and now helps others as a therapist and social worker.

Quinn, 21. As a trans woman, Quinn struggled to come out in her conservative Mormon community. She identifies as having treatment resistant depression. She is vigilant about her self-care routine, which includes limiting time on her phone, going for walks in nature and journaling. She recently began living independently for the first time.

Saniya, 22. A college senior from San Jose, CA. Saniya grew up in a chaotic household, witnessing domestic violence. When her parents finally separated, Saniya struggled to deal with the lasting trauma, while also experiencing the stigma of mental illness in the South Asian community. She hopes to become a therapist and currently co-hosts a podcast about mental health and the South Asian community.



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WHAT VIEWERS SHOULD KNOW ABOUT WATCHING *EACH AND EVERY DAY*

Things to keep in mind for viewers before they watch the film:

- The film's complete run time is 59 minutes.
- This film contains honest conversations between young people about suicide and thoughts of self-harm.
- While the filmmakers have been careful in how they present these stories, it does not mean they are appropriate for every viewer, particularly children under 14 and anyone who may have recently experienced suicidal ideation or significant mental health problems.
- Remember that while these are stories of real people, this is a film and you are in control of how you watch it.

Things to keep in mind for viewers after they have watched the film:

- At the end of the film, viewers should allow themselves time to relax, review personal reactions to the film, and then to reflect on what they heard and saw.
- If you are viewing as a group and planning to discuss the film after watching it together, it may be helpful to invite your group members to stand up and move around before starting the conversation.
- A brief period of journaling and/or quiet reflection can also offer a useful way to allow individuals or groups to process their observations of the film.
- If you are watching alone or at home with others, it is a good idea to check in with a friend or with your group about how you are doing before dispersing the group or discussing your observations of the film together.
- Allow space for a full range of emotional responses while you watch it. While this film was made to provide hope and comfort to viewers, if the content of the film is too disturbing or upsetting, stop watching it.
- Delve into the guide and begin to engage on the discussion topics when you or your viewing group are ready.
- If you find that post-viewing feelings, personally or in the viewer group you are supporting, are overwhelming or impacting ability to function (for example, trouble sleeping, eating, concentrating or enjoying things), please seek or encourage seeking help from a loved one or professional. For emergencies dial 911.



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CONVERSATION STARTERS

We encourage viewers to explore these important questions that inform the film's creation to spark conversation about how we can support each other, young people and their families in the pursuit of emotional wellbeing.

- 1) What emotions did you experience most frequently and intensely while watching *Each and Every Day*?
- 2) Which person's story do you find the most relatable? Share whatever you are comfortable sharing about why.
- 3) Which of the stories shared would you be most interested in continuing to follow?
- 4) What are your biggest takeaways from the film?
- 5) What questions do you have after watching the film?
- 6) What themes did you notice across stories, in general?
- 7) What were your key takeaways about key turning points across the different stories?
- 8) Was there anything that surprised you?
- 9) What did you notice about the kinds of supports and coping techniques young people in the film most relied on and found most helpful?
- 10) What did you notice about the role of help seeking and treatment, in the film?
- 11) How do the stories in this film resonate with your experience, either through personal experience or things that you've watched or noticed related to mental health more generally?



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JOIN THE CONVERSATION

Tell others about *Each and Every Day* and what you hope they will learn by watching. Share some of MTV's social media language or create your own:

- One year into the pandemic, many young people have experienced mental health issues. #EachandEveryDay speaks with nine young people surviving the fight for their lives.
- Talking about mental health can save a life. The doc #EachandEveryDay goes deep with nine young people to discuss their experiences with suicide and recovery.
- It is an important step in addressing mental health stigma to support conversations about the ways the film relates to their own lives and beliefs, and to support them in their efforts to tell their own stories and to articulate their thoughts and feelings.

GET INVOLVED

Together, we can help America's teens and young adults grow into thriving adults. Here is how:

- 1) Get the Facts
Sound mental health is fundamental to the health and well-being of our youth. [Learn more about mental health, suicide prevention, and how to help yourself or a friend.](#)
- 2) Become an Advocate
Your voice matters. Whether it's speaking up for a friend, hosting a fundraising event or spreading awareness online, you can exert an extraordinary influence on the lives of others. [Actions you can take to make a difference.](#)
- 3) Put Your Money to Work
Your financial support helps teens and young adults respond to their emotional challenges and lead lives of promise and possibility. [Make a tax-deductible donation now or start your own Fundraise for JED page.](#)



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FUTURE RESOURCES

The **Jed Foundation's Mental Health Resource Center** provides essential information about common emotional health issues and shows teens and young adults how they can support one another, overcome challenges and make a successful transition to adulthood.

Young adulthood can be a time of significant change and intense challenges. We see the effects every day: a death from binge drinking, an overdose, a suicide. These tragedies are complex and their warning signs often subtle. With the right support and safety nets, the high school and college years can be safer and more manageable.

JED is leading the way to a comprehensive, community-based model of protecting student emotional health and preventing suicide at schools across the country. Working with campus leaders and professionals, JED helps to create campus-wide prevention and intervention strategies and advises on best-practice mental health policies, programs and services.

Visit our student engagement toolkit and download your copy [here](#).

For resources on managing mental health during the COVID-19 pandemic, check out JED's **COVID-19 Resource Guide and COVID-19 Tips and Updates**.

NOTE: THIS GUIDE DOES NOT PROVIDE MEDICAL ADVICE

The information contained in this guide is not intended to be a substitute for or to be relied upon as medical advice, diagnosis, or treatment.

This guide is for informational purposes only.

Always seek the advice of your physician or other qualified health providers with any health-related questions you may have.



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NEED HELP NOW?

If you or someone you know needs help immediately, please call 911, text START to 741-741 or call 1-800-273 TALK (8255).

You can also contact The Trevor Project, specializing in supporting the LGBTQ community: call 866.488.7386 or text “Trevor” to 1-202-304-1200.

If someone is threatening or endangering their own life or someone else’s life, this is an emergency. If you feel you can safely do this, you should bring your friend to the Emergency Room, or call 911 or other emergency services immediately. If it’s safe to do so, stay with that person or find someone to stay with them until help arrives.

If you see someone behaving dramatically differently than usual, it may signal that this person needs help. If you have a gut feeling that something is not right, you should act on it.

Learn more about emotional health issues and what to do if you’re worried about yourself or someone else:

jedfoundation.org/help

Learn how to recognize warning signs on social media that someone may be in distress and how to **Help A Friend In Need.**

Get Help Now

If you or someone you know needs help immediately, you should take one of the following actions:

- › call 9-1-1
- › text **START** to **741-741**
- › call the Lifeline at **1-800-273 TALK (8255)**
- › contact your campus counseling center or other mental health professional

**This guide was developed in collaboration with Elemental Advisors.*