

In My Mind
Produced by Attitude Pictures Ltd

We nominate the following 2 videos in the series for our submission.

*In My Mind: **Body*** and *In My Mind: **Burnout***.

In My Mind

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Synopsis

Today's woman is sold on the idea you can have it all. But this has transformed into an expectation; you must do it all. These unhealthy expectations driving an anxiety epidemic are explored in the series *'In My Mind'* from Attitude Pictures.

Via raw and honest interviews with New Zealand and Australian women of all ages, alongside expert opinion, this four-part series delves into stress, anxiety and mental health. Directed by four Kiwi female directors, each episode focuses on a different catalyst including social media addiction, the challenges of motherhood, body image and burnout as well as techniques to live in these increasingly challenging times.

Programmes

In My Mind: Social Obsession

- We've been told social media has negative effects for its users, and we're spending too much time online. In reality we're less connected to one another on a personal level. This programme exposes the theories: why social media is seriously addictive and dangerous for young women... affecting mental and social development. We talk to those addicted, and the experts who are trying to help them.
- Link: https://youtu.be/3_mlzmvk58A

In My Mind: Mums

- Modern Motherhood; we're supposed to have it all, the career, the family and the life! But how do we make it work? When motherhood is nothing new, why do we have mothers on a path of despair and suffering from post natal depression? We explore the contributing factors and modern pressures that make being a mother today harder than ever before.
- Link: <https://youtu.be/SaZGrOK15b0>

In My Mind: Body

- A combination of environmental and genetic factors cause obesity, yet society blames the individual for being greedy and lazy. Fat shaming and the pressure to be thin is everywhere, causing a whole host of mental health issues. In this episode we take the blame away from the individual, and look at how anxiety, eating disorders, and depression are interwoven with weight.
- Link: <https://youtu.be/CLhSxXDdUS0>

In My Mind: Burnout

- The pressure on women to do it all and have it all is intense... but it comes with a cost. Women in their early 20s are suffering burnout with doctors seeing increasing rates of depression, anxiety and adrenal fatigue. We talk to women who've hit that point of exhaustion, and find out from the experts what's going on.
- Link: <https://youtu.be/UTlsVLseluA>

Documentary specs

- Demographic details
 - The target demographic for the In My Mind series is: Women, 35 - 54
- When and where did entry appear?
 - Broadcast on 16, 23, 30 July and 6 August 2017 on TVNZ1 (New Zealand)
 - Broadcast on 26 March, 2, 9 and 16 April 2018 on SBS (Australia)
 - Published on both TVNZ & SBS Video OnDemand channels post broadcast
 - Hosted on www.attitudelive.com
- Sound/Vision entries: What is the duration of the program/segment?
 - 4 x 29 minute episodes

About Attitude Pictures

Attitude Pictures Ltd are the production company behind the Attitude programme, a documentary series dedicated to presenting powerful stories about the lives of people who live with disability. We tell human stories that showcase their spirit and determination. The people and lives we show have everyday real challenges and journeys, and we aim to challenge the viewers perception of what it is like to live with a disability. Our style is intimate and empathetic, educating audiences about the lives of people with different abilities.

Director biographies

- Suzi Jowsey Featherstone (Director)
 - Suzi Jowsey Featherstone is a freelance writer and director who has worked in advertising, television and film. She has worked internationally for Access Hollywood and ET and produced behind the scenes content for Band of Brothers and Relative Values.
- Zoe McIntosh (Director)
 - Zoe McIntosh wrote and directed the feature-film documentary 'Lost in Wonderland' which received international acclaim. Her most recent film 'The world in your window' received the jury prize at Clermont Ferrand, Best short film at Short shorts Asia and Best short film at Melbourne film festival.
- Ashton Scott (Director)
 - Ashton completed a degree in Politics and Media at Victoria University, before studying directing at Auckland's South Seas Film School. She has since been building her skills and experience in directing as the Attitude Pictures directing protégé. She is extremely passionate about exploring personal stories and hopes to continue seeking awareness toward social issues through the powerful medium of documentary.
- Nina Burton (Producer)
 - Nina has a journalistic background, coming from news and current affairs in both radio and television, before moving to documentary

making. She's passionate about issues affecting women, and working in the fast-paced media industry, felt a personal connection to the Women's Series... in particular Burnout.

- Emma Calvey (Director and Series Producer)
 - Having started her career in children's television, Emma Calvey discovered her passion for telling in-depth stories about people with disabilities when she joined Attitude Pictures as a researcher. Quickly developing her skills, Emma first became a director then the creative visionary as Attitude's series producer.
- Robyn Scott-Vincent (Executive Producer)
 - Robyn Scott-Vincent is the founder and CEO of Attitude Pictures. After a 20-year long career in current affairs and filmmaking, Robyn founded Attitude Pictures. She was inspired by her own son who was born with a learning disability. The company, which specialises in content about people who live with disability, has gone on to win multiple international film and media awards, including a United Nations World Summit Award.

Support material

Review from Emily Writes, Parenting editor at TheSpinoff.co.nz

Link: <https://thespinoff.co.nz/parenting/24-07-2017/emily-writes-we-have-a-post-natal-depression-epidemic-and-its-killing-mothers/>

New Zealand Herald, *Pressure to be slim, eat clean hurting Kiwi women's mental health*

Link:

http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=11892734

Villainesse, *Megan Annear and Emma Calvey talk body image, pressure to be thin, and mental health*

Link: <https://www.villainesse.com/culture/megan-annear-and-emma-calvey-talk-body-image-pressure-be-thin-and-mental-health>

An email from Leanne:

Hi there,

I just wanted to say how impressed I am with the documentary series that was recently on TV. I wouldn't normally send feedback in but just wanted to share that I think these are really well made documentaries with some really important messages for women. Thank you so much for making them. I have encouraged my friends to watch them on demand as I think we could all benefit from watching them.

*Thanks,
Leanne*

Blog from Dr Katina Michael, professor in the School of Computing and Information Technology at the University of Wollongong

Link: <http://www.katinamichael.com/media/2017/6/16/attitude-pictures-new-zealand>

"To the brilliant team from Attitude Pictures in New Zealand, thank you for visiting Wollongong University yesterday. Likely the best media crew I've ever worked with! Thank you for caring so deeply about social media addiction. Thank you for the time you spent carefully researching this topic, and thank you for spending the whole day on location. An unforgettable experience. I think we were able to do something exceptional that might well be reused by schools, parents, religious organisations, friends, across Australia and New Zealand (and beyond).

If you are reading this page, please visit AttitudeLive and learn more about this wonderful program which has been celebrated internationally given its global reach with OnDemand programming. This is real TV. It is not hype. It is about real people; not people placed in a "fabricated" situation. Raw and confronting. It might move us individually or as a community to get behind disabilities, mental health, womens and mens issues, and societal problems in general.

Thank you TVNZ1 for doing this. Keep doing this. Always. If only 'television viewing' and 'Internet viewing' was more about the realities of life than blockbuster Hollywood films."

Review from Duncan Grieve, Editor at TheSpinoff.co.nz

Link: <https://thespinoff.co.nz/tv/26-07-2017/review-attitude-shows-the-reality-of-life-in-new-zealand-for-the-disabled/>

'Attitude' shows New Zealand lives we rarely see on screen

New Zealand has been getting more comfortable confronting difficult issues in primetime. Last year, Nigel Latta: The Hard Stuff's exploration of suicide and teenagers' online lives was a hit. Earlier this year another season of The Undateables, a British show about dating amongst the disabled and those with learning disabilities played at 8.45pm Mondays on TVNZ 2. And despite the exploitative name, Embarassing Bodies has helped open eyes and minds to the reality of those whose physical form deviates from a societal conception of 'normal'.

All of which makes it somewhat mystifying that Attitude, a New Zealand made and funded show about people living with disabilities, airs at 8.30am on a Sunday morning. Perhaps it's the name, or the elevator pitch – perhaps they needed something borderline offensive as a hook. Whatever it is, it's not the content, which is made with the same production values, curiosity and sense of motion and discovery as the best of those which air in primetime.

That's particularly true of the four part special airing currently on mental health, subtitled 'In my mind'. It's the topic of the moment, both because we seem to be in the midst of a national crisis, and because we have finally gotten a bit more comfortable talking about what's eating us up. As a result this production is

perfectly timed, that rare situation where you drop something months in the making into an environment desperate to know more.

The first episode looked into the effect of social media on mental health. In short, it's bad. We're creating idealised visions of our lives which we all look at and then take turns feeling shitty about. This sucks for a lot of people, but for those prone to anxiety or depression or other mental illnesses, it can send you into very dark places.

This is captured most affectingly by the Torkington family, who talk frankly about the impact Instagram had on them. Aurelia, now 15, joined the image sharing service at 11. She ended up in a group of friends which fetishised self-harm, with private accounts comparing outcomes. While she seems in a far better place now, the picture conjured is deeply concerning.

Other subjects don't reach the same level, but are nonetheless deeply affecting and open about the places their digital lives took them. This is all accompanied by an academic's commentary, which is mostly excellent and illuminating, until the end when her prescribed solution is to get back to nature, because nature is truth. Which is fine, but seems a little trite and maybe not all that scientific.

The following episode looks at the mental health of mothers ([read Emily Writes' more in-depth response here](#)), with three women in quite different situations profiled. It helps show that these issues aren't isolated to any income group or culture, and can come in through any door. All those profiled sought and received help from some source or other, which seems to be critical – but so many are unable to access such help, which is the troubling note lingering in the air as the episode ends.

Still, the existence of Attitude at all cannot help but elevate understanding of what life is like for those living with disabilities in any sense of the word, and for what policy and support should look like too. That the show, and these episodes in particular, airs in a relatively obscure timeslot is unfortunate, but mitigated somewhat by its tremendous accessibility via other means: AttitudeLive is an accompanying website which bulges with excellent accompanying content, and numerous episodes live on YouTube, where some have achieved over 500,000 views. The parent company which makes all this exports around the world, an extraordinary story in its own right, and is nearly 500 episodes deep into a 13 year run, an exceptional achievement. One which deserves more recognition and prominence – not just because it helps us all better relate to one another, but because with some care and attention to its framing it would likely rate very well, too.

YouTube Video comments



Katina Michael 8 months ago

Attitude Pictures congratulations on this sober investigation into social media addiction. May this documentary be instrumental in raising awareness, reducing shame, and motivating us all towards longer-term solutions. Thank you for bringing us viewing that matters to everyday people.



Aspie Answers 8 months ago

Thanks for sharing this topic as this still new, it does need to be addressed somehow to raise awareness. You guys are doing this right now. Let's hope that this will be an eye opener for everyone... I was thinking of talking about this on my channel as have been researching alot of topics to share onmy channel... Keep up the good work as always. Happy to watch different topics you share...



Taegan E 7 months ago

As a mother myself this was such an amazing documentary. I honestly wish more mothers were honest. Thankyou for spreading the word on mental health in mothers



Debbi Levett 7 months ago

Thank you for this wonderful documentary. I was a teen mum 24 years ago, I often wonder why I have no recollections of periods during this time. Despite having a wonderfully supportive "village" surrounding me I felt very alone. In hindsight I suspect I survived on coping mode. I wish I had known where to seek help. I still struggle now in my forties to shake the insecurities that one can feel as a teen mum. I hope more mums see this and find a sense of peace in knowing it's actually ok to need help in fact it's very normal and healthy to get help.



Mental Health For Us 7 months ago

Awesome video. I will be sharing this with some of my friends who are mothers to be!



MindfulSunshine 7 months ago

I've been so excited for this to be released, after watching the trailer. Wonderful message.



SuperMissblueeyes 7 months ago (edited)

Thank you so much for this video. It definitely echoes what I know, but to hear people say the same things I know is such a huge thing for me. I have struggled with severe food anxiety in the past, still can't always eat out & occasionally have a blip with it. Yet my GP would rather send me for bariatric surgery than send me to a gynaecologist to remove my ovaries, which cause me great pain & are a significant part of my weight issue (I have PCOS, which is one thing that causes weight gain)! He tried to tell me that it's just calories in that causes it! Even when I told him I've had two previous GPs & a healthy living adviser tell me there's nothing I can do, he still argued with me! He even tried to bully me into a weight loss group! It's shocking that I felt I had to defend myself to a medical professional who should know that PCOS, CFS, & anti-depressants can all lead to weight gain on their own, but I have them all at once! What's also crazy is that just 100 years ago, being "large" was a sign of wealth! I will be sharing this on FB to help friends & others hear this important message that you're working so hard to spread. Thank you very much.



Katie W. 8 months ago (edited)

I'm so excited for this series. I live in the US but I love watching your documentaries; you portray people from all walks of life with such dignity and honesty and allow them to share their experiences in their own words and I think that's such a valuable thing. I've shared this channel with multiple friends and I honestly feel like I've learned so much from watching your videos. Thank you Attitude!



Ainsley Misilele 7 months ago

this video of body image and mental health has given me a much better understanding of being happy about who we are...so proud of all these that has taken part in this video to show that we are beautiful. confident. and powerfull woman...