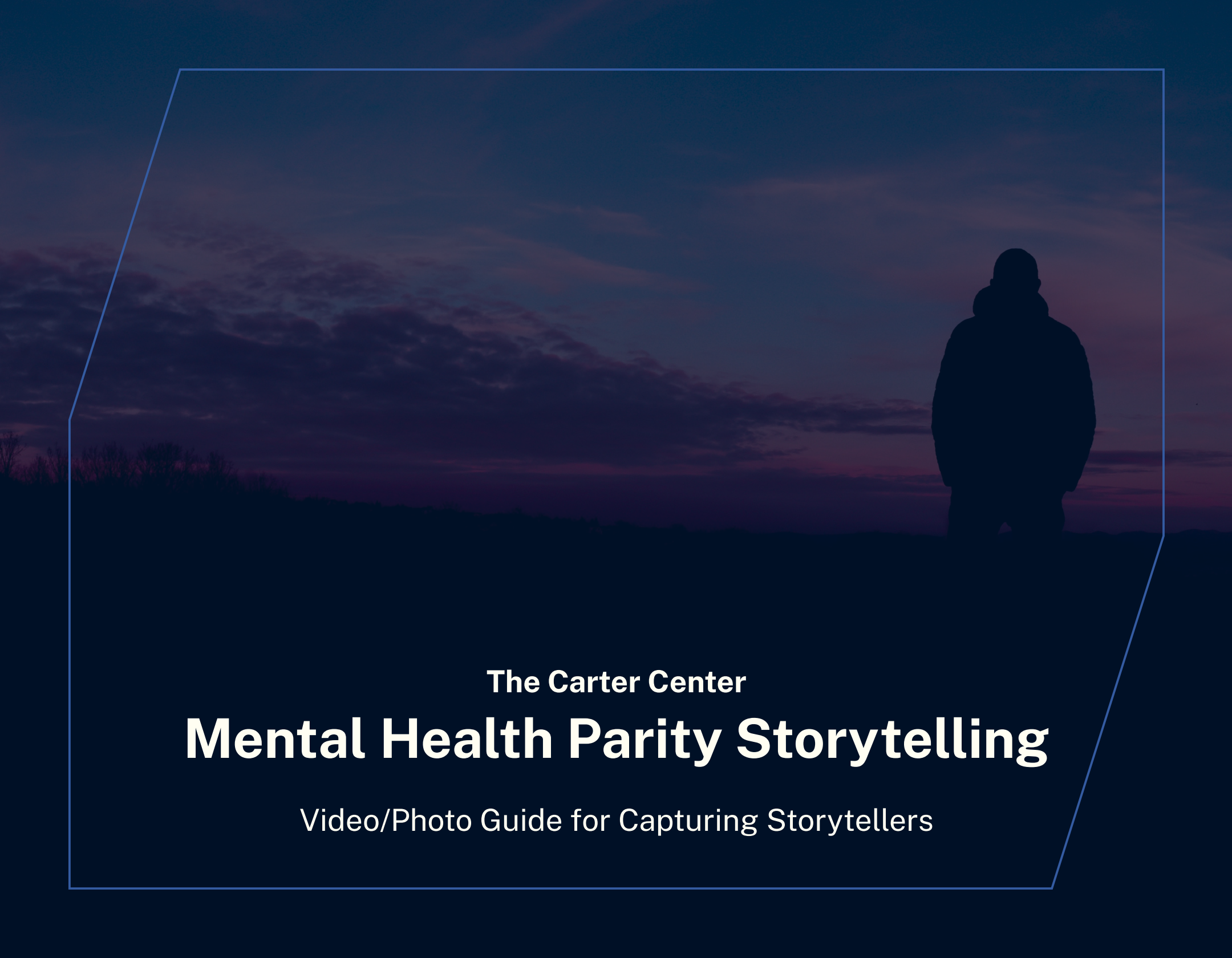




The Carter Center

Mental Health Parity Storytelling

Video/Photo Guide for Capturing Storytellers

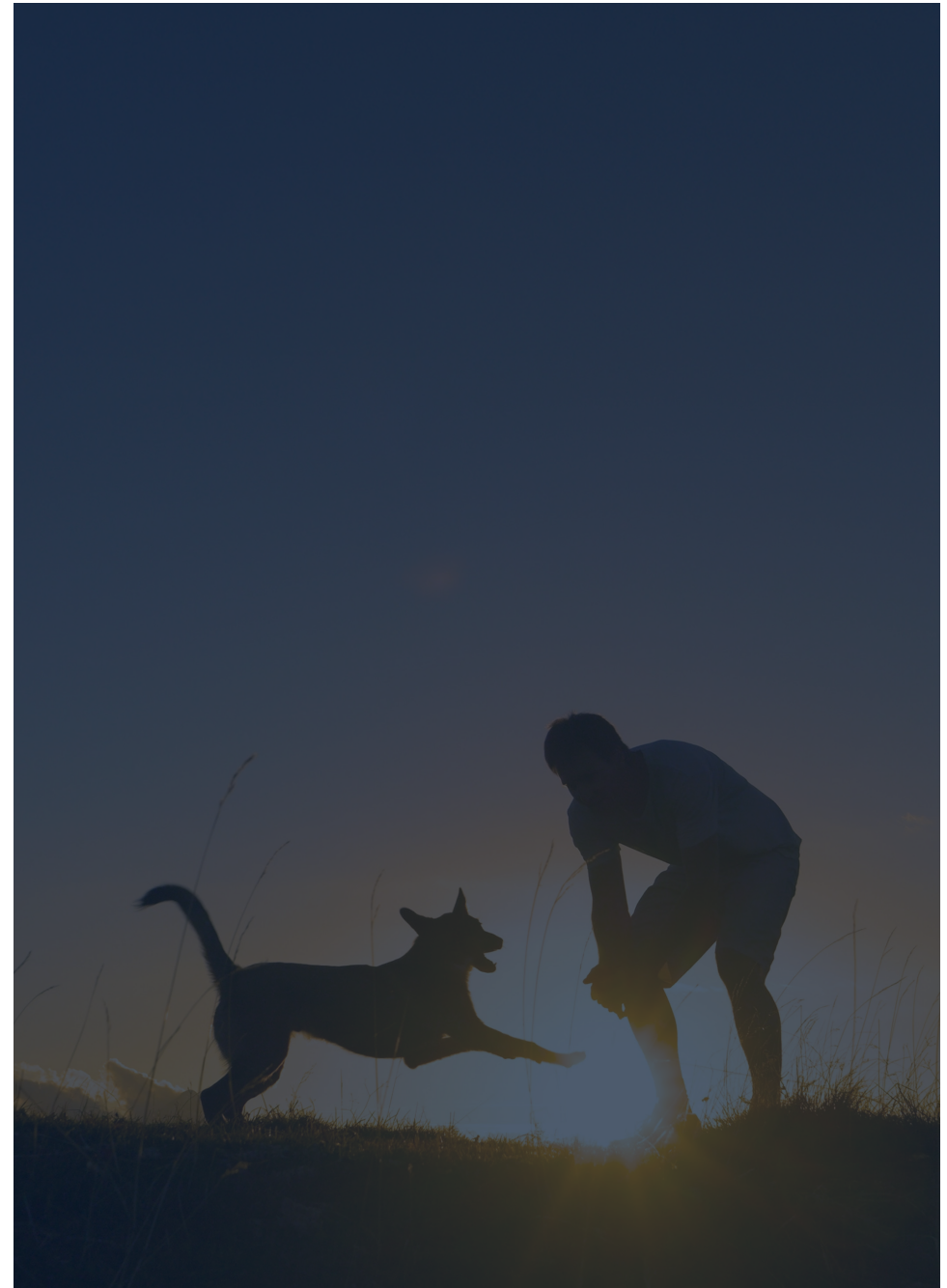
OVERVIEW OF PROJECT

The Mental Health Parity Storytelling Resource is designed to identify and share real-world stories that illustrate how people access — or struggle to access — mental health care. By highlighting where systems succeed, where they fall short, and what it takes to make them work, the project surfaces authentic, human experiences while demonstrating where mental health parity is being realized and where gaps remain. The goal is to present authentic stories that illuminate policy issues without asking storytellers to frame their experiences in policy terms.



TABLE OF CONTENTS

STORYTELLERS.....	4
EXAMPLE INTERVIEW GUIDE(S).....	5
EXAMPLE RELEASE FORM	8
BEST PRACTICES FOR CONDUCTING INTERVIEWS	9
VOICE AND TONE	9
WARDROBE.....	9
ENVIRONMENT.....	9
EXAMPLE LOOK AND FEEL.....	10
GRAPHICS LIBRARY.....	10
CINEMATOGRAPHY SPECS.....	11
PHOTOGRAPHY SPECS.....	12
POST-PRODUCTION SPECS	13
LINK TO EXAMPLES	14



STORYTELLERS

Whose perspectives are we seeking?

- Practitioners
- Patients
- Caregivers
- Advocates
- Rural
- Urban
- Youth
- Underrepresented populations as applicable to your state (Indigenous, Hispanic, Black, etc.)

What stories should be told?

- Importance of prevention and early intervention
- How improved access to care saves insurers and providers money
- Successfully receiving (coverage for) care
- Being denied care or experiencing another kind of parity violation: what this looks like in practice
- Stories of systemic transformation through connected systems and partners; community-led initiatives



INTERVIEW GUIDE: SUGGESTED QUESTIONS TO ASK

Advocate

- Why is equitable coverage for mental health care important in Montana? How might Montanans benefit in ways that differ from other states?
- Describe some of the unique access challenges Montanans may face when seeking mental health care.
- Have you or someone you know ever tried to seek mental health care in Montana?
- What was that like?
- Can you tell us what mental health parity means to you?
- What should Montanans know about their rights when it comes to mental health parity?
- What can Montanans do if they think they have experienced (or are experiencing) a mental health parity violation?
- How can systems in Montana work together differently and/or better to remove barriers to coverage?
- Can you explain the free care rule?
- What's coming up in the next legislative session that Montanans need to know about?
- Is there anything else you'd like to add?



Practitioner

- Why is access to mental health care in Montana so important?
- What barriers are preventing Montanans from getting the mental health care they need?
- What has your experience been like working with health insurance providers in getting reimbursed for your services?
- Have you ever struggled to get insurance providers to cover mental health services?
- Have your clients/patients had difficulty getting their insurer to cover your services?
- What do you wish your clients knew about getting their insurance provider to help cover services?
- What do you wish Montanans across the state knew about mental health care?
- What do you wish insurance companies knew about mental health care? (Or, what's one thing insurance companies get wrong about mental health care?)
- What's something insurance companies do right when it comes to mental health care?
- What's something they could do better?
- Is there anything else you'd like to add?

School Psychologist

- Can you share some of the positive stories or benefits you've observed when students have access to mental health care?
- Are there barriers to students seeking out mental health care in schools in Montana?
- What are some of those barriers?
- What do you wish your students knew about seeking out mental health care?
- What do you wish their families/parents knew?
- Are you familiar with the "free care rule"? Can you walk us through what that means for your students seeking out mental health care?
- Is there anything else you'd like to add?



Patients/Caregivers

- Describe your experience in getting insurance to cover your mental health care (positive or negative). Do you wish that process was different and/or better?

Received coverage, no issues:

- Describe some of the positive outcomes of receiving care that was covered by your insurance.
- If you had been denied coverage, what would you have done? (prompt if needed: worked with care provider, called insurance provider, deferred care)
- Are you aware that it is illegal for insurers to apply stricter criteria for mental health treatment authorization than they do for medical/surgical care, and that doing so is known as a mental health parity violation?
- Had you ever heard of “mental health parity” before this discussion?
- Is there anything else you’d like to share?

There were issues receiving coverage and/or chose delay care:

- What do you wish your [therapist] knew to better help you through this process?
- How do you think your insurance provider(s) could improve the process?
- Are you aware that it is illegal for insurers to apply stricter criteria for mental health treatment authorization than they do for medical/surgical care, and that doing so is known as a mental health parity violation?
- Had you ever heard of “mental health parity” before this discussion?
- Do you believe you might have experienced a mental health parity violation?
- What support did you have — or wish you had — during this process??
- What do you wish other Montanans seeking care knew about what you went through?
- How could the system be improved so that fewer Montanans have to go through what you went through?
- Is there anything else you’d like to add?

EXAMPLE RELEASE FORM

[CLICK TO DOWNLOAD AND CUSTOMIZE](#)

APPEARANCE RELEASE

This Appearance Release ("Agreement") shall confirm that the undersigned person ("Performer") has granted permission to **Agency** and **Company**, their partners, successors, licensees, assignees, and designees ("Producer") to use Performer's name and/or likeness, image, voice, sound effects, interview and performance in the work tentatively entitled **Name of Work or Project** ("Production"), and including but not limited to promotion and advertising materials. This Agreement supersedes all prior negotiations, representations, or agreements, either written or oral, between the parties relating to the subject matter hereof.

It is understood and agreed that Producer shall retain final editorial, artistic, and technical control of the Production and the content of the Production. Producer and Producer's successors and assignees shall own all right, title and interest, including the copyright, in and to the Production, to be used and disposed of, without limitation, as Producer shall in Producer's sole discretion determine. It is understood and agreed that Performer will not be compensated in any way for the recording and/or use of Performer's likeness, image, voice, sound effects, interview and performance.

For good and valuable consideration, sufficiency and receipt of which is hereby acknowledged, Performer grants permission to Producer to utilize Performer's appearance in the Production. Producer may use and authorize others to use the Production and portions thereof in all North American markets, manner, formats and media, whether now known or hereafter developed throughout the world, in perpetuity. The participant's personal experiences, story, identity, likeness, image, and voice remain their own.

Performer expressly releases Producer, Producer's agents, employees, licensees and assignees from all claims which Performer has or may have for invasion of privacy, defamation or any other cause of action arising out of production, duplication, broadcast or exhibition of any appearance.

Name	Signature	Date	
Address	City	State	Zip
Telephone Number	E-Mail Address		

Consent of Parent or Guardian

To be signed if the person signing the attached Release is under the age of 18

I acknowledge that I have read the foregoing Release and am familiar with each and all of the terms, covenants and conditions contained therein, I am satisfied that said Release is fair and equitable, and I hereby give my express consent to the execution thereof and will not revoke my consent thereto at any time hereafter.

Parent or Guardian	Parent or Guardian
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BEST PRACTICES FOR CONDUCTING INTERVIEWS

- When recruiting storytellers, be clear about the intentions for the project and how and where the assets will be used.
- Share questions in advance of the filmed interview.
- Conduct a screening call or meeting to understand storyteller's comfort level and topics of interest.
- Q&A portion of interviews should last no longer than one hour (preferably 45 minutes or less).
- Ask the storyteller to introduce themselves at the beginning and again at the end of the interview (when they are already comfortable).

VOICE AND TONE

- Conversational
- Empathetic
- Authentic
- Educational

WARDROBE

- Work clothes
- No distracting patterns/logos, etc.

ENVIRONMENT

- Preference on place of work/care for practitioners
- Preference on home/outdoor for patients
- B-roll depicts lifestyle/daily routine with specifics from interviews

EXAMPLE LOOK AND FEEL



GRAPHICS LIBRARY

Customize and download video super graphics [here](#).

CINEMATOGRAPHY SPECS

	INTERVIEW	B-ROLL
NUMBER OF CAMERAS	2	1
SUBJECT FRAMING	Camera 1: room/setting (off-center) Camera 2: close up/profile (off-center)	Wide, detail, medium
FOCAL LENGTH/DEPTH	Camera 1: 18mm Camera 2: 50mm	18mm & 50mm
CAMERA MOVEMENT	None	Tracking
LENS PREFERENCES	Shallow depth of field (F/4.0 maximum)	Shallow depth of field (F/4.0 maximum)
FRAME RATES	24fps	24fps
LIGHTING	Non-intrusive 3-point interview lighting: key, fill, backlight	Natural
SOUND EQUIP	Lavalier microphone (hide placement)	Lavalier microphone (hide placement) + Directional microphone

PHOTOGRAPHY SPECS

SUBJECT FRAMING	Balanced, center focused headshots. Environmental, wide (leave room for text/graphics).
FOCAL LENGTH/DEPTH	18mm, 50mm, 90mm
ASPECT	Combination of vertical and horizontal
LENS PREFERENCES	Shallow depth of field (F/4.0 maximum)
FILE TYPE	Full-size RAW
EDITING	Natural
LIGHTING	Ambient

POST-PRODUCTION SPECS

	VIDEO
LENGTH(S) (LONG-FORM AND CUT-DOWNS)	TBD
PACING	Slow
TRANSITIONS/CUTS	Natural
B-ROLL INCLUSION	Cover majority
GRAPHICS	Logos, lower thirds
SUPERS/CAPTIONS	
MUSIC STYLE	Calming, inspiration, urgent, uplifting
USE OF SFX, NATURAL SOUNDS	Where available
RESOLUTION	3840 × 2160 pixels
ASPECT RATIOS	16:9

LINK TO EXAMPLES

<https://mentalhealth406.com/stories/>

