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"haunting and trenchant... The struggles of patients, their families and health care professionals are illustrated with gripping specificity... a necessary and important film."

- **The Hollywood Reporter**

FILM SYNOPSIS:

Through intimate stories of patients, families, and medical providers, BEDLAM is a feature-length documentary that immerses us in the national crisis surrounding care of the severely mentally ill. Filmed over five years, it brings us inside one of America's busiest psychiatric emergency rooms, into jails where psychiatric patients are warehoused, and to the homes – and homeless encampments – of mentally ill members of our communities, where silence and shame often compound personal suffering. The story is told in part by director Kenneth Paul Rosenberg, MD, whose own life journey has been profoundly impacted by a severely mentally ill family member.

"Brutal and beautiful. Finally, a book that explains serious mental illness to the public and deciphers the madness of America's mental health care delivery system."

- **Linda Rosenberg, President, CEO, National Council for Behavioral Health**

BOOK SYNOPSIS:

Dr. Rosenberg gives readers an inside look at the historical, political, and economic forces that have resulted in the greatest social crisis of the twenty-first century. The culmination of a seven-year inquiry, BEDLAM is not only a rallying cry for change, but also a guidebook for how we move forward with care and compassion, with resources that have never before been compiled, including legal advice, practical solutions for parents and loved ones, help finding community support, and information on therapeutic options.

Kenneth Paul Rosenberg, MD, Director • (212) 861 8807 • krosenbergmd@gmail.com

Jessica DeBruin, Impact Producer • (914) 573 1498 • jcatdebruin@gmail.com

Peter Miller, Producer • (917) 209 1761 • peter@willowpondfilms.com

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"The most powerful film on serious mental illness in 20 years!"

-Healing Minds NOLA

SOCIAL IMPACT GOALS:

We see an opportunity to use BEDLAM to shift the understanding of the crisis in care for the severely mentally ill in the US and facilitate urgently needed change. We will leverage distribution of the film and book towards the following calls to action:

- 1. Destigmatize and decriminalize serious mental illness**
- 2. Advocate for better treatments on par with other fields of medicine**
- 3. Address the housing crisis for people with serious mental illnesses**

We will curate a tool kit and events to support the film and book. Impact will be targeted to the following areas: policy, community, and institutions.

- 1. Policy:** BEDLAM is a perfect tool to educate and engage lawmakers at the federal, state, and local level to address the urgent gaps in mental healthcare. Bedlam can be an impetus for them to adopt supportive policy measures.

We have identified the following as crucial locations for engagement:

- Iowa and New Hampshire - discuss mental health with primary candidates
- California - screen film with the Governor and other state officials
- Washington DC - Capitol Hill screening with pertinent committees
- Texas - inroads to Judicial Commission for Mental Health

- 2. Community:** We recognize the importance of showing audiences not just what is broken, but what is working to provide viewers and readers with calls to action for how to effect change in their own communities.

Successful models for advocacy include:

- The Trieste model and its proposed applications in Los Angeles
- Grassroots successes in Ohio using the sequential intercept model
- Therapeutic courts: Judge Liefman (FL), Dr. Kazan (TX), Judge Dohi (CA), and the Center for Court Innovation

- 3. Institutions:** There are many institutional avenues to share BEDLAM and our messaging to improve systems. With the help of our partners, we will target universities, professional education programs, and law enforcement organizations for outreach. We will also pursue collaborations with member based organizations such as our partner NAMI (The National Alliance on Mental Illness).

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PROJECT STATUS AND TIMELINE:

FALL 2019

- **October 1 BEDLAM book release**
- Suicide Awareness and Prevention Conference
- Festival screenings: Reel Abilities Pittsburgh, Vancouver Cinematheque, Nashville Film Festival, Chesapeake Film Festival, Rendezvous With Madness Festival and Hot Springs Documentary Film Festival
- Intended special partner building screenings with: NAMI, American Psychiatric Association (Presidential Symposium), Healing Minds NOLA, Scattergood Foundation, Carter Center, Meadow Fund

WINTER 2019 - EARLY 2020

- **National theatrical release in cinemas**
- Television Critics Association press tour panel
- **Inaugural film festival screening event hosted by LA County Dept of Mental Health**
- Community screenings and Capitol Hill screening

SPRING 2020

- ITVS pop up community screenings leading up broadcast in 70+ markets
- **Broadcast premiere on PBS Independent Lens April 6**
- Streaming via Independent Lens
- National Center for Behavioral Health, NatCon 2020
- Educational distribution to schools and universities

PARTNERSHIPS:

Throughout filming and release we have seeded partnerships with respected and pioneering leaders in mental health advocacy, activism, publishing, philanthropy, policy, public media, and documentary distribution. These collaborations will form the backbone of our engagement activities in the coming months. Partners include:

*American Psychiatric Association, Black Lives Matter, Dignity and Power Now, The Fledgling Fund, Independent Television Service (ITVS), Justice LA Now, Kennedy Forum, Los Angeles County Department of Mental Health, Lovell Foundation, Matthew Ornstein Foundation, National Alliance on Mental Illness (NAMI), National Council for Behavioral Health, One Mind, Peg's Foundation, Penguin Random House, Ro*Co Films, Scattergood Foundation, Steinberg Institute, Treatment Advocacy Center*

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