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SIDEWALK
2011 HOUMA FILM FESTIVAL

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2011 INTERNATIONAL FILM FESTIVAL



THE GREATER GOOD MOVIE



TOOLS FOR HOSTING A COMMUNITY SCREENING

A FILM BY LESLIE MANOOKIAN,
KENDALL NELSON AND CHRIS PILARO

A PRODUCTION OF BNP PICTURES, 2011 | 84 MINUTES

Dear Community Screening Partner,

We are very excited that you are joining us on the journey to explore and educate your community by hosting a screening of THE GREATER GOOD. Our goal is to create a rational discussion on the subject of vaccine safety and help ensure a safer and more effective vaccine safety program in the USA and around the world.

The topic of vaccinations is right up there with religion and politics as something “not to discuss around the Thanksgiving table.” THE GREATER GOOD aims to change that paradigm. The film looks at the issue through a new lens, taking a step back to see the bigger picture. We present the issue with all of its complexities and nuances and hope to create a safe space by bringing the rational back to the discussion of vaccinations. We hope the film will serve as a resource for parents, healthcare practitioners, policy makers and other concerned audiences to support a national dialogue on vaccines and vaccine safety.

To support you in this partnership we’ve developed a number of materials and tools:

- *A How-To Guide for Screening Hosts*, with tips for how to make your event a success, including sample invitations, posters, press releases and more
- *A Discussion/Facilitation Guide*, with details on how to host a polite, rational and impactful dialogue on the issue following a screening
- A list of quick reference *Fast Facts* on the issue to share
- A list of *Frequently Asked Questions* (FAQ) and their answers
- A *Fact Check* document containing references for the facts in the film
- A growing *Catalogue of Science* with links to dozens of documents, studies, and scientific articles on the topic, never before assembled in one place
- A section on our website for *Your Stories*, a place to share your personal stories, reflections on screening events, information and photos

If you need any assistance during your planning process please feel free to contact us via email info@vaccinemovie.org for additional information.

Whether this is your first time hosting an event like this, or whether you are a seasoned film series promoter, we want to thank you and share our gratitude for your efforts. With your help, communities everywhere are beginning to *Think Again* about vaccine safety.

Warm Regards,

Leslie Manookian, Kendall Nelson and Chris Pilaro
Filmmakers, THE GREATER GOOD

TIPS FOR HOSTING A SCREENING

INTRODUCTION

About This Toolkit

Thank you for screening THE GREATER GOOD as part of our *'Think Again'* community engagement campaign. With this film you are helping educate and raise awareness about vaccines and vaccine safety, as well as sharing stories of families whose lives have been forever changed by vaccinations. Our intention is to provide the tools you need to host a fair and rational conversation about this complex issue. (Please see our Discussion Guide for more details on dialogue and deliberation. Sample materials are included at the end of this guide. Available for download are Word Documents of customizable versions of an Invite Letter, Local Media Release, Sign-in Sheet, Banner Ads for your website and a movie event Poster. Find them all at www.greatergoodmovie.org/screenings. You can add your own information and logos to all those materials.)

About the Film

THE GREATER GOOD looks behind the fear, hype and politics that have polarized the vaccine debate in America today and explores the cultural intersections where parenting meets modern medicine and individual rights collide with politics. The film offers parents, doctors and policy makers a safe space to speak openly, actively listen and learn from one another. The film also offers - for the first time - the opportunity for a rational and scientific discussion for how to create a safer and more effective vaccine program. More information on the film, including links to facts, research and other scientific data referenced in the film is available at www.greatergoodmovie.org.

Creating a Screening Event

Screenings may be small and can take place in a private home, or be larger and reach a wider audience at a local library, holistic health practitioner's office, place of worship, local theatre, community center, school campus, yoga studio, or birth center. Our tips are meant for a wide range of groups and audiences.

Additionally, if you would like to host an event at your local theatre, talk with your local owner, OR check out the screenings page of our website to learn more about our brand new partnership with TUGG, a risk-free way to promote an event like this at participating theaters.

You Can Make a Difference

By screening THE GREATER GOOD you are helping inform your community and foster a rational discussion about vaccine safety. Thank you for participating and enjoy the screening!



ADVANCE PLANNING

FOUR WEEKS IN ADVANCE

Set Your Date/Time

Find a date and time on the calendar (the film runs 84 minutes). Confirm your location, whether your home, a local yoga studio, community room, local movie theater or birth center. Make sure you have adequate space as well as screening facilities to show the film.

Before choosing a date, be sure to avoid similar events taking place on the same day such as a vaccine safety workshop. If a compatible event does occur before your screening, attend that event and hand out fliers or announce your screening for THE GREATER GOOD.

You may want to consider involving a few friends to co-host this event with you!

Arrange for Bulk Purchase of DVDs

If you'd like to have copies of the DVD on hand at your event to sell to attendees, you can order them in advance on our website. Bulk purchase discounts of 50% off retail are available. In addition we have a desktop display box that holds our DVD's. See our online store for details!

Arrange for Local Guest Speaker(s)

If you'd like you can arrange for a local guest speaker(s) to introduce the film and lead the discussion, such as a holistic healthcare practitioner, midwife, doula, leader in the alternative parenting community, or someone directly impacted by vaccinations. Download and send our Discussion /Facilitation Guide to your speaker so he or she fully understands how the post-film discussion should be facilitated. Even if you don't have a local guest speaker on hand, you may want to host a dialogue yourself after the film. If your time allows you can have that discussion there after the film. Otherwise consider finding a local café or other public place for people to continue the conversation after the film ends.

Partnerships

You can host a screening on your own, but we encourage you to consider using this opportunity to build relationships in your community that can last far beyond this event. Invite partners that can lend credibility and promote your screening on listserves, meetups, websites, and through social media. The key to approaching partners is to help them understand how your screening can spread the word about their cause, business, or build their membership. Some partners might contribute time, resources, a screening venue, food/beverages, funding, or a guest speaker. Let partners know that they will be thanked at the event and their marketing materials can be displayed on your outreach table. You may want to consider if you have the capacity and interest to promote them on your website or through your social media such as Facebook and Twitter.

You might consider the following as potential partners:

- Chiropractors and other holistic healthcare practitioners
- Local Weston Price Foundation Chapters
- Health food store or coop
- Natural or organic baby product
- Birthing Center
- Yoga studio that offers prenatal yoga or Mommy & Me classes

- Faith-based group
- Community leaders
- Holistic Parenting or mother's group
- Childbirth educator or lactation consultant or breastfeeding resource center

Guest List

You can invite only people you know, or open the event to a broader audience in your community. Invitations should go out to your address list, listservs, Facebook, Twitter and social media groups. Hopefully your partners also have good lists of individuals likely to be interested. Invite community members, educators, and neighbors who are parents, grandparents, aunts, uncles and those with young siblings. You can also include faith leaders in your community, local health or parenting reporters, bloggers, and parents at your children's schools. Also, consider inviting friends interested in healthy living.

Your Invitation

We recommend using a free electronic invitation service that can track RSVPs, such as evite.com, punchbowl.com, meetup.com, or SureToMeet.com. You can also send emails or text messages. Include a link to THE GREATER GOOD's website and movie trailer and be prepared to accept 30% more RSVPs than you have space for since some people will fail to show. A sample invitation and instructions for creating a Facebook event are included at the end of this document.

Get the Word Out – Promoting Your Screening

Social Media

Facebook, Twitter, other social media sites and blogs are some of the most effective ways to reach people. Be sure to include a link to <http://www.greatergoodmovie.org> so folks can view the trailer, or better yet, embed the trailer from our website. We also encourage you to create a Facebook Event page for your screening (see information at the end of this guide or find instructions online by clicking here: <https://www.facebook.com/help/events/create>) and join our Facebook Fan page (<http://www.facebook.com/greatergoodmovie>) and Twitter feed (<http://twitter.com/greatergoodfilm>).

Local Media

Post your screening on local calendar listings, blogs and websites. You can also contact print media in your area. To promote your event to local media, download and personalize THE GREATER GOOD's press release template (available on the Screenings page of our website). Remember, if you plan to have a guest speaker for a discussion after the screening be sure to include their name, credentials and affiliation.

Some local public radio stations will announce public events free and list screenings in their online calendars. Some local newspapers will print a notice at no charge when space permits.

THREE WEEKS IN ADVANCE

Find Volunteers

Find some reliable friends or volunteers to help with your screening, they'll make your life easier! Arrange for two people to be in charge of food and beverages before, during and after the screening. Arrange for one person to help you at the check-in table, offer nametags and be a greeter.

Download fliers and/or posters and web banner ads needed for promotions at www.greatergoodmovie.org/screenings. Fill in the specific details for your event and you are ready to distribute. With permission, post your flyers at health food stores, coffee shops, children's clothing stores, alternative health provider clinics, birthing centers, bookstores, women's counseling centers, community centers, local theaters, libraries, etc.

Resend Invitations

Resend your invitations via email, with a web service, and/or snail mail. Remind Facebook and Twitter friends about your Facebook event page.

TWO WEEKS IN ADVANCE

Food & Beverages

Plan all food and drink items you will serve at the screening. The better the snacks, the better the party!

Materials

Prepare and finalize THE GREATER GOOD materials for the screening.

Set the Agenda

Confirm guest speaker(s) who will introduce the film and/or lead the discussion and make the call for action.

Check in With Your Guest Speaker

Confirm the time, date, and location with your guest speaker. Ask the guest speaker how they would like to be introduced, so you can be prepared.

ONE WEEK IN ADVANCE

1. Secure all food and drink you will serve.
2. Email reminder to volunteers helping with check-in, and food/beverages about their report times and duties.
3. Finalize prep of information packets if you plan to print any out (our *Fast Facts* and *Frequently Asked Questions* documents are ideal to hand out at screenings. A longer *Fact Check* which provides references for all the facts in the film as well as our Catalogue of Science are also available online. You can remind guests who want to delve deeper into the issue to visit www.greatergoodmovie.org/learn-more for more.
4. Call, text and/or email people who were invited to remind them about the show. This works.
5. Print sign-in sheets if you'd like to use them at your event, they are also on our website.
6. Check-in with venue to assure proper setup, etc.

ONE DAY IN ADVANCE

1. Send final email or Evite/Punchbowl reminder
2. Send final reminder on Facebook Event page
3. Remind guest speaker(s)
4. Last check-in with screening venue to assure proper setup, etc.
5. Check A/V equipment

DETAILS

Invitations

- See our sample invite at the end of this document and on the Screenings page of our website. It includes Who, What, Where, When, RSVP date, and type of refreshments served (ex. light snacks provided)
- Include ticket price (if any)
- Name and title of guest speaker
- Directions, parking instructions, including a map link
- Phone number, email and name of contact person
- Encourage guests to walk, bike, take public transit or carpool to the screening and begin the planning with a “carpooling” discussion board on your Facebook event page

Site Logistics

- Parking - Make sure you have adequate and clearly marked parking, and let folks know the nearest bus stop or train station if there is one.
- Signage - Tape a sign or poster on the front door.
- Tables - Place your sign-in and outreach tables where they will allow for easy access and audience flow.
- Food – Aim for a low or no-waste event with reusable plates, glasses and napkins, along with clearly marked recycling and landfill bins.
- Chairs – do you have enough seats for everyone?
- Lighting – if your screening takes place during the day can you block out sunlight?

Sample Event Agenda

- | | |
|---------------------------------------|--------------------------------|
| 1. Arrival, sign in – 20 minutes | 4. Discussion – 20 minutes |
| 2. Welcome, Introductions – 5 minutes | 5. Call for action – 5 minutes |
| 3. Show film – 84 minutes | 6. Wrap up – 5 minutes |

Arrival and Sign-in

Audiovisual – At least one hour before your screening, do a final check on all audiovisual equipment. Test everything even if you’ve checked it before.

Sign-in Table – Lay out name tags, pens and THE GREATER GOOD sign-in sheets. You can either share these names with us or if you’d rather encourage attendees to visit our site and sign up to get updates directly from us, at www.greatergoodmovie.org/list-subscribe

Outreach Table – Lay out THE GREATER GOOD materials available on the Screenings Section of our Website. This includes our FAQ, Fast Facts and Fact Check documents.

Welcome & Introductions

Greet each person who comes through the door with a smile. When everyone is settled, introduce yourself, welcome everyone, and thank your volunteers, the guest speakers if you have any, each partner and everyone who came to the event. This goes a long way to making people feel like they are doing something worthwhile.

Tell the audience briefly why you felt compelled to share THE GREATER GOOD with them. Refer to a recent vaccination news story/current event so guests understand the timeliness of this issue. Our Facebook page always has pertinent vaccination stories and issues.

If you have a guest speaker(s), introduce them.

Introduce THE GREATER GOOD, dim the lights and show the film.

Discussion

A film like THE GREATER GOOD can raise a wide range of emotions, questions and concerns from the audience. If possible, turn the lights on gradually. Our Discussion Guide provides guidance and resources to ensure a productive conversation and will help you navigate provocative questions and controversial comments from the audience.

Call for Action

1. For guests with smart phones, share Facebook, Twitter and our website so they can comment about the film now
2. Have a computer or tablet nearby so guests can join THE GREATER GOOD on Facebook and Twitter, visit <http://www.NVICadvocacy.org/> or contact their local elected officials
3. Letter writing – Encourage guests to write letters to their elected officials and prepare as many pre-addressed stamped envelopes as you have number of guests. Check out the website of National Vaccine Information Center (NVIC) for the latest issues in your state. <http://www.nvic.org/>
4. Brainstorm ways for guests to share the film with others and have them commit to telling 5 people about THE GREATER GOOD (ex. during dinner, gifting the film to a friend, Facebook, etc.)
5. Donate – Announce that guests can support THE GREATER GOOD’s community engagement campaign by making a tax deductible donation to help bring the film and its message to a wider audience. Donate \$10 to THE GREATER GOOD by texting GOOD to 52000 or visit the website to contribute any amount to support the distribution of the film.

Wrap Up

- Final thank you to volunteers, the guest speaker(s), each partner and everyone who came to the event
- Encourage guests to have more to eat and drink, and continue the conversation

Follow Up

Consider sending guests thank you notes or emails within 2-3 days of your screening, remind them of calls to action and to sign-up for our email list at <http://www.greatergoodmovie.org/>.

Send thank you emails to guest speaker(s) and partners

Send us photos from the screening along with testimonials, ‘ah ha’ moments, and feedback with THE GREATER GOOD at the Your Stories section of our website.

RESOURCES (FILMS, ONLINE, BOOKS ORGANIZATIONS, ETC.)

Downloadable Materials

Check our website <http://www.greatergoodmovie.org/screenings> for a host of references and resources including:

- Sample Invite
- Flyer/Movie Art and website banner ads for customizing
- Sample Sign-in sheet
- Media Release/Advisory Template
- FAQ, Fast Facts and Fact Check
- A list of books and organizations to check out
- A Catalogue of Science references never before assembled in one place!

Additional Resources / References

- Vaccine Information Sources: <http://www.greatergoodmovie.org/resources>
- Government Agencies: <http://www.greatergoodmovie.org/resources>
- State Laws: <http://www.NVICadvocacy.org>.

DIRECTIONS FOR CREATING A FACEBOOK EVENT

1. Start from your **Facebook page**
2. Click on “**Events**” in the left margin
3. Click on the grey box “**+ Create an Event**” at the top right of Events
4. Fill in the **title** of the event: Screening of “THE GREATER GOOD”
5. Optional: You can also add a “Tagline” with a subtitle, website, sponsors, etc.
6. For **location**, fill in venue name
7. Click on the blue link, “**Add a Street Address**” and enter:
 - a. Street Address
 - b. City/Town (make sure Facebook recognizes the name)
8. Enter the **date and time**
9. Leave the privacy option at “**Open**”
10. Click on “**Create Event**” this will bring you to **Step 2: Add Details**
11. Click on “Browse” to **add a picture** from your computer. You can download photos of the film and the movie poster here: <http://www.greatergoodmovie.org/press>
12. Select the appropriate **Category & Event Type**
13. Fill in a **Description** of the event:

“Come see THE GREATER GOOD, a film that looks behind the fear, hype and politics that have polarized the vaccine debate in America today.”

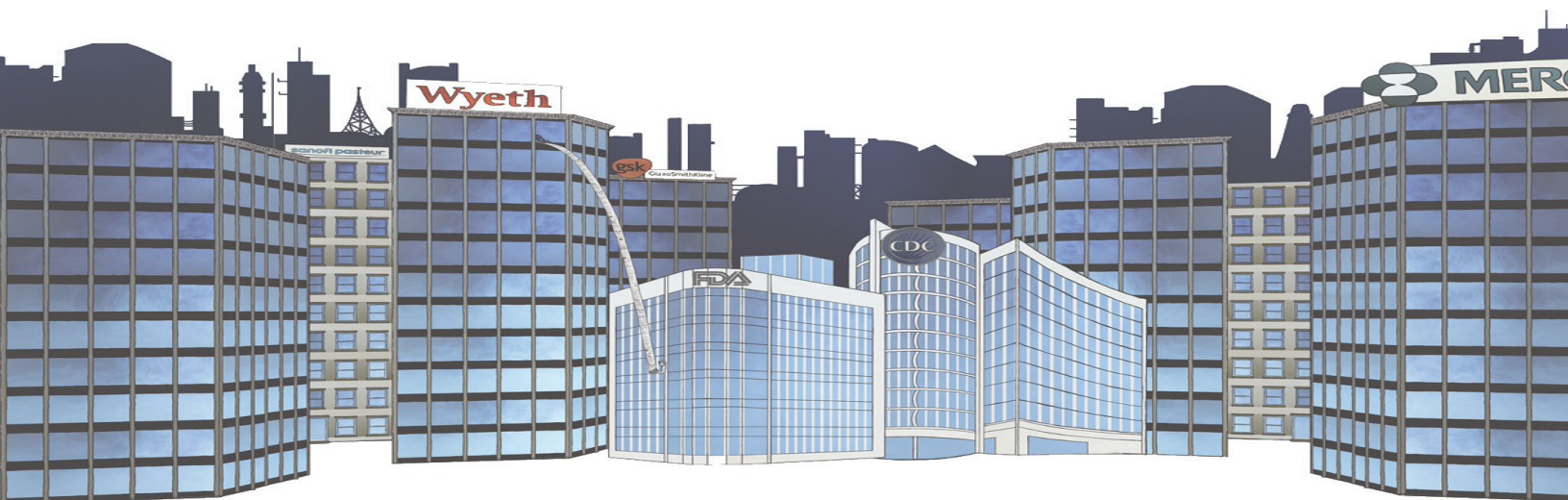
Feel free to enter anything else you want (sponsors, more links, etc).
14. Leave the Event Options checked as they are.

15. Click “**Save and Continue**”

16. A pop-up window will ask if you want to **post the event on your Wall** for everyone to see. Click “Yes” if that’s ok with you.

17. Now you’re in Step 3 (the last step!) to **Invite Friends**
 - a. Click on the **Facebook friends** you’d like to invite (hold the Control button down on a PC to select multiple people)
 - b. If you want to invite all of your friends but don’t want to go through and select each one, try entering this code in the page URL: `javascript:elms=document.getElementById('friends').getElementsByTagName('li');for(var fid in elms){if(typeof elms[fid] === 'object'){fs.click(elms[fid]);}}`
 - c. You can also **send the invitation to email addresses**. Type them in or click “Import Email Addresses”
 - d. Fill in a **personal message** if you want
 - e. Click “**Send Invitations**”

18. Congratulations—you’re finished! You will be directed to your newly created Facebook event page, where you can optionally do more things like:
 - a. Edit the event
 - b. Post a link
 - c. View people who RSVPed
 - d. Cancel the event





THE GREATER GOOD MOVIE

Dear Friends,

I'm writing to invite you to join me {AND SPECIAL GUEST NAME, AFFILIATION} for a screening of the documentary film THE GREATER GOOD at {LOCATION}. Five years in the making, this project has traveled the festival circuit, screened in theaters in New York and Los Angeles, and garnered many awards and accolades.

THE GREATER GOOD takes on an emotional and challenging topic—vaccine safety—and is dedicated to helping foster an informed and rational dialogue on the issue. It looks behind the fear, hype and politics that polarize people into emotionally charged pro-vaccine or anti-vaccine camps with no room for middle ground. I am really excited to share this film with you and our community.

Please join me on {DATE} at {TIME} at {LOCATION}. Carpooling and public transportation encouraged! {FOOD & BEVERAGE TYPE will be served and directions and parking instructions are below.}

Please **email me your RSVP** by {DATE} or register on {LINK OF ELECTRONIC RSVP SERVICE} to secure your spot for this event. You can learn more here: {URL FOR FACEBOOK EVENT PAGE} OR {YOUR WEBSITE} OR <http://www.greatergoodmovie.org/>.

Best wishes,

{YOUR NAME}
{PHONE}
{EMAIL}

{Parking & Directions}



THE GREATER GOOD MOVIE

For Immediate Release: {insert date here}
For more Information about the event: {insert your contact information here}
For interviews with the filmmakers: Celia Alario, +1.310.721.6517 celia@vaccinemovie.org

THE GREATER GOOD Documentary Screening in {insert your town}

{insert sponsor names} Host Community Event on Vaccine Safety

{insert your city and state here}- {Your event hosts here} will be hosting a local screening of a powerful documentary on vaccine safety {insert date, time and location here.} THE GREATER GOOD looks behind the behind the fear, hype and politics that have polarized the vaccine debate in America today. The film re-frames the emotionally charged issue and offers, for the first time, the opportunity for a rational and scientific discussion on how to create a safer and more effective vaccine program.

Filmmakers Leslie Manookian, Kendall Nelson and Chris Pilaro spent over five years researching and making the film, which follows three families personally impacted by vaccination. The film also features interviews by experts from all sides of the issue. (A full list of experts is available at <http://www.greatergoodmovie.org/experts-in-the-field>) THE GREATER GOOD film has screened at a number of festivals including Sidewalk Moving Picture Film Festival where it won the Koroni award from the School of Public Health at the University of Alabama. It also grabbed the Cinematic Vision Award from the Amsterdam Film Festival.

WHAT: A community screening of THE GREATER GOOD {insert any additional details on your screening here}

WHEN: {insert day, date and time of your event here}

WHERE: {insert address, city, state, zip, cross streets, public transpo info here} Carpooling is encouraged.

WHO: {insert names of all hosts here}

“We hope the film will inspire more rational discussions about vaccinations, and serve as a resource for parents, physicians, policy makers and others who want to participate intelligently in the heated national dialogue on vaccines and vaccine safety,” said Leslie Manookian, Producer/Writer of THE GREATER GOOD.

{insert your own quote here if you want to}

“As parents first, and filmmakers second, vaccination is very important to us, and we learned that it is not at all a black and white issue. There is an urgent need for better education about vaccines, and everyone deserves the right to make well-informed decisions. Community screenings like this one in {insert your city here} will make great strides in that direction,” said Kendall Nelson, who directed the film along with Chris Pilaro.

For more information contact {insert host contact information and website here} and for more information on the film visit www.greatergoodmovie.org



THE GREATER GOOD MOVIE

WHAT THE CRITICS ARE SAYING:

“Deftly examined... provocative...film is an effective eye opener.” Los Angeles Times

[Full review at: <http://www.latimes.com/entertainment/news/la-et-capsules-greater-good20111014,0,7995562.story>]

“A new documentary about childhood immunizations, ‘The Greater Good’ could intensify debate around the potential dangers of vaccines.” Anthony Kaufman, Wall Street Journal

[Full review at: <http://blogs.wsj.com/speakeasy/2011/04/03/film-seeks-to-spur-rational-discussion-on-vaccine-safety/>]

“What’s being said is staggering, especially if you don’t know too much about the science of and politics behind vaccines.” LA Weekly

[Full review at: <http://www.laweekly.com/2011-10-13/film-tv/the-greater-good-review/>]

