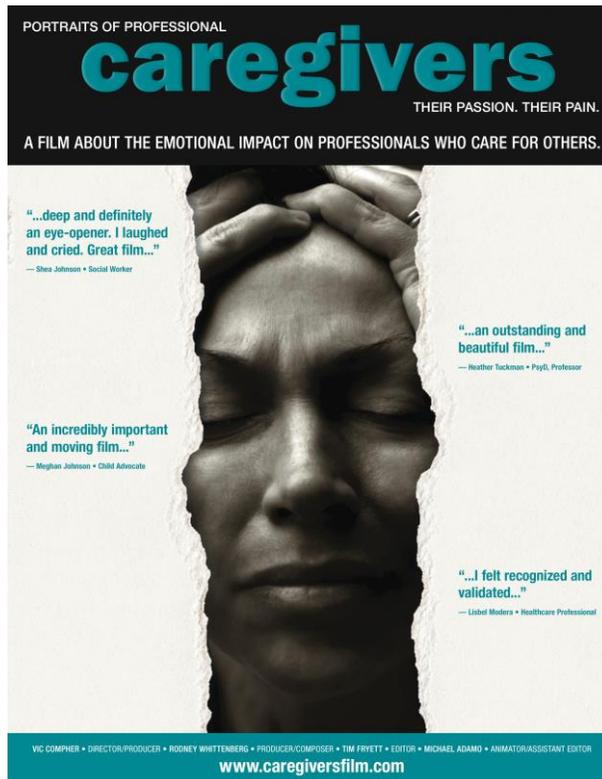


CAREgivers

FILM SCREENING TOOL-KIT



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How to Host a Screening of *CAREgivers*

These are step-by-step instructions on how to host a great film screening and have fun along the way!

THE PLACE

Choose a place to screen *CAREgivers*. Suggestions include:

- Local theater
- Organizational/educational meeting space or amphitheater
- Community Center
- Town/City Hall
- Senior Center
- School auditorium
- Faith Institution

YOUR GOALS

Each screening will be different, but here are some suggestions:

- **Motivate** people to participate in our national conversation about *secondary trauma*.
- **Encourage** discussion and hear ideas, thoughts and suggestions about the issues raised in the film.
- **Inspire** viewers to begin and/or support *trauma informed* workplaces and communities. After seeing the film, people often want to act. You may want to provide the audience with action steps they can take.
- **Share** an experience. Sometimes it's enough to simply enjoy watching a thought-provoking film with an engaged audience.

**** Continuing Education Credits

If you are an organizational or university host, consider looking in to CE credits for viewers who watch the film and participate in a discussion afterwards. Every state has different accrediting bodies that decide what can be used for CE.

WHAT KIND OF SCREENING?

Decide whether you are hosting a screening for an organization and/or select group of people, or whether your screening will be open to the public.

While we assume most screenings will be free, don't hesitate to charge for admission to help raise money for your organization and/or defray any screening costs; however, it's our hope that you can find a free location for your screening.

- **Select group** - Here are some possible scenarios:
 - **Turn your organizational monthly meeting into a screening of CAREgivers** – film screenings are great ways to inspire people to attend meetings.
 - **Include CAREgivers as part of a professional conference**
 - **An intimate screening with friends, neighbors, family and co-workers** – you may even ask some of them to serve as co-hosts. Look for names in your address book, Facebook page, and holiday card list. Send an email invitation and/or create a Facebook event page. Be sure to keep a list of the names, addresses and phone numbers of those whom you invite. About a week before your screening, you might want to make follow-up calls.
 - **Do you belong to a church, synagogue or other faith institution?** Consider having a special screening for your congregation.
- **Screening for the public** – here are some tips for building an audience:
 - **Co-hosts** – are there organizations and/or known individuals who can co-host your screening? More hosts = better attendance. Think about elected officials, healthcare organizations, businesses, medical and nursing schools, human service organizations, film/arts organizations, and others who you think would have a particular interest in watching *CAREgivers*.
 - **Sponsors** – Decide whether you wish to invite sponsors to help you fund your event.
 - **Media release and/or a listing in your local paper/s' calendar of events.**
 - **Listservs** – Many of us are part of listservs and/or know others who belong to a listservs; sending notices through a listserv is a great way to reach lots of people. Ask people to RSVP to you or a designated person who will keep track of who's coming.
 - **Social Media** – Set up a **Facebook event page** that is open to the public and start inviting everyone you know. Your friends and co-hosts can be co-administrators and invite their friends as well. Twitter is an important

way to get the word out as well. *Remember:* @caregiversfilm

- **Gathering hotspots!** Printout and put up a poster advertising your screening at your local university center bulletin board, community center, coffee shops, etc.

BUILDING YOUR AUDIENCE - INVITATIONS

Sample email invitation

Dear X

Please join me for a screening of [Portraits of Professional CAREgivers: Their Passion. Their Pain](#), a documentary film directed by Vic Compher and co-produced by Compher and Rodney Wittenberg. Watch clips from the film on [our youtube channel](#).

Date:

Time:

Location:

Through dramatic personal stories, **CAREgivers** probes the emotionally risky aspects of professional care providers. We ask the question: How are the care providers - the nurses, social workers, clinical psychologists, doctors, teachers, firefighters, and first responders - affected emotionally and physically, and who helps our helpers? Through poignant stories of professionals, the film shows how engaged empathic caregiving can be an occupational hazard; and we explore the painful and human sides of these professions and helpful responses to trauma known as *Compassion Fatigue* or *Secondary Traumatic Stress*.

I hope you will join me. Please reply to RSVP

Invitations via Social Media

- **Facebook** – set up a Facebook event page and/or post a shareable invite that tells the date, time, and location. Contact Lauren if you'd like help setting up an event page: ltownsend4@gmail.com or 215-939-7621
- **Twitter** – here are some sample tweets (remember- 140 characters!)

Watch @CaregiversFilm -This (day). (time) at #Location
FB event: tinyurl.com/XXXXX #Docu #film #secondarytrauma #compassionfatigue

Watch @CAREgiversfilm this (day) at (time) Get your tickets:(tinyurl.comxxxx)
#secondarytrauma #compassionfatigue

Important #hashtags and @handles:

- @CaregiversFilm
- #secondarytrauma
- #compassionfatigue
- #caregivers

- #firstresponders

MEDIA – SAMPLE PRESS ADVISORY

For Immediate Release: Date

Contact:

Name, Phone

(Insert name/s of organizational host/s) to Screen

Portraits of Professional CAREgivers: Their Passion. Their Pain

at (time), on (date) at (location)

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WHEN:

WHERE:

RSVP:

(optional - insert paragraph about why your organization/hosts are screening the film and/or information about your organization/s)

Watch the trailer: <http://caregiversfilm.com>

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Film Screening Checklist

While the timing suggestions below are optimum, it is possible to pull together a well-attended screening in a shorter period of time if you have the right team in place.

- ✓ **Pick a date for your screening and find a venue** (4-6 weeks out from screening)
 - Ask about the DVD player or internet connection, projector, microphones, and any other AV equipment the venue might have for the screening. If it's a community center or a venue with no equipment, decide how you will show the film and what tools you need to do it.
 - It is always a good idea to visit the venue (if you are unfamiliar with it) before the day of your screening to see the venue layout and actual location.
 - For example, you may discover that you will need to make signs telling people where to go because there are several entrances to the building.

- ✓ **Recruit co-hosts/sponsors** (4-6 weeks out from screening)
 - Talk to your co-hosts/sponsors (particularly if you are having a public screening) and find out how many people they think they can recruit to attend the screening. This is the time to set a goal for attendance.
 - Make sure co-hosts/sponsors are listed on posters/outreach notices/FB event page
 - This is also a good time to assign roles for your co-hosts. Roles might include:
 - Publicity – media advisory so that a notice gets printed in local paper about screening; posters up in key hotspots; email invites out to local elected officials, faith institutions; health care institutions, universities, social service agencies; etc.
 - Social media
 - Refreshments
 - Emcee at screening
 - Lead post-screening discussion
 - Consider inviting several professional caregivers and/or individuals who are knowledgeable about secondary trauma to participate in a panel discussion after the screening.
 - Circulate a *CAREgivers* sign-up sheet
 - If you are having a private screening, co-hosts might not be necessary; however, it's a good idea to have an inner circle that will help you get people to the screening.

- ✓ **Send out email invitations/notices about the screening** (3-4 weeks out from screening)
 - Don't forget to make mention of the 30-minute discussion that will follow the screening)

- ✓ **Set up a Facebook event page** (3-4 weeks out from screening)

- ✓ **Advisory to the listings department at newspaper/s** (3-4 weeks from

screening)

- Follow-up by phone to make sure the advisory was received and confirm that it will be in the paper/s before the screening.
- ✓ **Advisory to reporters** – particularly film/arts, labor, and health care reporters (1 week out from screening)
 - Make follow-up calls to confirm receipt and pitch the screening for coverage.
- ✓ **Reminder calls/emails/notices** (2-3 days before event)
 - It's always good to send out a reminder to guests that have RSVP'd and to those who didn't send regrets a few days before your screening.
- ✓ **Arrive 30-45 minutes before your screening and bring the following items:**
 - Sign-in sheets
 - Directional signage to put up before people arrive (if it is needed)
 - Refreshments
 - If you are having a public event, bring several press kits about *CAREgivers* to give to anyone from the media who attends the screening; please keep track of the reporters that attend.
 - Test DVD player or internet connection, projector, microphones, and any other AV equipment needed for screening – get everything ready so that you can “hit play” after you've welcomed your audience.

MATERIALS

The following promotional materials are available for your screening event:

- **Posters** (There are two versions with writable space for you to fill in for your event. These are high res and can be blown up to large sizes. For best results, convert to PDF before printing.)
 - [Download Link for Posters](#)
- **Fliers or Online Notices** (There are two versions with writable spaces for you to fill in. These may be sent out online as attachments as you invite people or institutions. For best results, convert to PDF before printing.)
 - [Download Link for Fliers](#)
- **Screening sign-in sheet** (You may use these to identify who is present. We would appreciate your scanning copies, if possible to send online to viccompher@comcast.net)
 - [Download Link for Sign-In Sheet](#)

- **Official photos** – screen shots downloadable at <http://caregiversfilm.com/media/still-shots/> (Feel free to use these in your PR)
- **Audience feedback form** (These will give you an opportunity to receive some written feedback from your audiences about the film and your event. We'd love for you to send examples of responses to viccompher@comcast.net or post on our FB page at www.facebook.com/caregiversfilm)
 - [Download Link for Audience Feedback Form](#)
- **Press release** (Please feel free to edit this press release to describe your event.)
 - [Download Link for Press Release](#)