HOW TO HOST A DOCUMENTARY SCREENING

Raising awareness and educating your community is one of the most important facets of the Save the Children Action Network (SCAN) week of action. Throughout this week, we encourage you to engage your community about the issue of maternal and child deaths and what we can do to help moms and kids survive and thrive.

Organizing a screening of a relevant documentary can be a powerful way to put audience members in the shoes of mothers and children living in areas where access to quality healthcare is limited.

Several moving documentary clips on this topic include:

- How one woman brought life-saving maternity care to Somaliland (7:17)
- Why Do Mothers Die in Somaliland? (8:53)
- Midwifery in Somaliland (5:23)
- Pregnancy Health in Kenya (7:08)

Potential Discussion Questions:

- Did watching this video change your perceptions about poverty or the people it affects?
- How do the experiences of the people in this video compare to your own experiences of childhood and/or child birth?
- Education is often considered a tool in reducing poverty. Do you agree? Is investing in education, and particularly in early childhood education, an effective way to address inequality?
- After watching this video, how might these stories influence your own advocacy efforts?

Steps to a Successful Screening:

1. **Logistics:** Secure a location, time and date for your screening as early as possible. Look for free or low-cost spaces like libraries, classrooms or community centers. Be sure they have a strong internet connection and access to a projector. Consider providing refreshments for attendees, first confirming that food and drink are allowed at the venue.
2. **Partnerships:** Look to like-minded organizations – such as your local chapter of UNICEF or Kiwanis Club, or to faith and community groups to partner with you to host and promote the event. Teaming up with partners is a great way to help everyone advance their work.
3. **Promotion:** Let others know about your event by sharing the details on social media, with local news outlets and on community event calendars.
4. **Discussion:** Set aside time at the end to facilitate a discussion about the stories shared in the film clip. You can follow up your screening with either a panel discussion or a group conversation led by a SCAN volunteer. If you choose to organize a panel, potential speakers could include teachers or professors who are passionate or connected to the issue, local elected officials and returned Peace Corps or mission trip volunteers. Ask your SCAN staff contact if they know of anyone who might be interested in sitting on your panel.
5. **Advocacy:** Incorporate advocacy into your event by providing opportunities to take action. Set up a table with Reach Act postcards at the venue and encourage audience members to sign one before they leave.
6. **Follow Up:** Take photos at your event to send to your SCAN staff contact. Send a thank you email to all attendees within 24-48 hours after the event with information on how to get more involved. Don't forget to enter the contact information from your postcards and send to your SCAN staff contact. Finally, schedule a day and time to deliver your postcards to your member of Congress's in-district office.