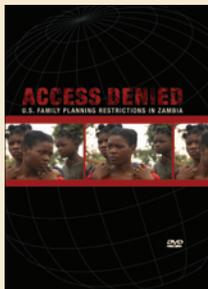
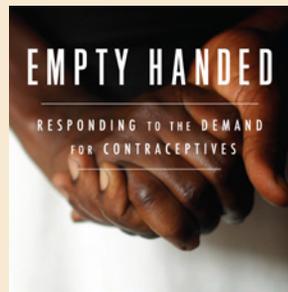
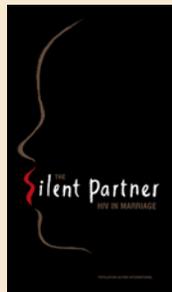
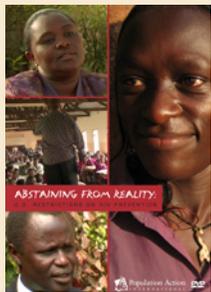


# Young People's Initiative Documentary Screening Guide



Image from *The Silent Partner: HIV in Marriage*



*Finding Balance: Forests and Family Planning in Madagascar* – a documentary looking at the link between reproductive health and the environmental degradation

*Access Denied: U.S. Family Planning Restrictions in Zambia* – a film about the harmful impacts of the Global Gag Rule on the reproductive health programs in one of Africa's poorest countries

*Abstaining from Reality: U.S. Restrictions on HIV Prevention* – a documentary providing a snapshot of the impact of the Bush Administration's abstinence only approach to HIV prevention

*The Silent Partner: HIV in Marriage* – a film examining the risk of HIV within marriage and the failure of conventional prevention strategies to meet married women's needs

*Empty Handed: Responding to the Demand for Contraceptives* – a film about the toll that lack of access to contraceptives has on the lives of women and families in East Africa

## Why Host a Youth Screening of a PAI Documentary?

**Open Minds.** Documentary films are a powerful advocacy and education tool that put a human face on global challenges around family planning and reproductive health, HIV/AIDS, the environment, and gender norms. Screening PAI documentaries with young people is a good way to cultivate new voices in support of family planning and reproductive health, address young people's reproductive health concerns through the lens of the larger international reproductive health field, and engage leaders within your community on issues you care about. Hosting a documentary screening also gives you an opportunity to share your perspective on the films with PAI.

**Build Awareness and Support.** Hosting a film screening can be a great way to raise awareness about international sexual and reproductive health issues and the connections with other global challenges. Educating others is often the first step in making a difference. We encourage you to host a screening for your friends and family members, colleagues, neighbors, and community members. Your school, place of worship, club or community organization, government leaders (local or national), and donors are also excellent audiences for a screening of a documentary. Screenings can be held formally in public places or can involve just a few friends invited into your home or office. Screenings can also serve as fundraisers for improving access to family planning and reproductive health internationally. PAI's Young People's Initiative can help connect you to young people making a difference in their communities around the world.



Images from *Empty Handed: Responding to the Demand for Contraceptives*

### Step 1: Approaching Youth Organizations, Student Groups and Communities

**Consider your Audience.** Communicate with the leaders of the target audience and venue for the event. Let the group know that you will be screening a short film, facilitating a discussion session, and offering participants ways to take action and get involved in the issues raised in the film.

**Contact the Group.** The following is a template email for a request to do a film screening. If the group agrees to a PAI Documentary Screening, continue to Step 2.

### Step 2: Use PAI's Materials to Prepare for the Event

**Preparing for Your Event.** PAI can help provide background information about how and why the film was produced, additional details about the individuals featured in the documentary, and examples of how the film has been used to educate and advocate worldwide. In addition, based on your target audience and the film you are screening, PAI can provide supporting materials, including factsheets, reports, and other documentaries, that can be shared with the audience. PAI is also happy to help identify possible ways to take action on the issues raised in the film for those participants who are interested in staying involved after the screening.

**Following Up After the Event.** If you do not know the answer to a question that comes up at the screening, please let the audience know that you will be happy to check with PAI and get back to them or provide them with PAI's contact information if they would like

### Sample Email Letter

Dear [name]:

My name is [name] and I am [affiliation/title].

We wish to work with you to build awareness and mobilize action about global health issues, specifically [insert specific health focus based on the documentary you intend to screen], by screening a short documentary film, holding a discussion and offering ways for those interested to get involved with this work. Our objective in partnering with you is to inform as well as advocate for these important health and development issues as they relate to our shared work and interests.

The film we will screen is called [insert title] and more information about it can be found here: <http://populationaction.org/Publications/Documentaries>.

I will remain the point of contact for this project. Please feel free to contact me by phone at [phone] or via email at [email] with any questions and to discuss this collaboration further.

I look forward to hearing from you and thank you in advance for considering this request.

Sincerely,  
[name]



Images from *Finding Balance: Forests and Family Planning in Madagascar*

During the filming of *Access Denied: U.S. Family Planning Restrictions in Zambia*

to follow up with us directly. Please report back to PAI staff about your screening and share any photos from the event. PAI is happy to help connect audience members with additional resources to learn more and/or take action on the issues raised in the film.

Please contact PAI staff by emailing [youth@popact.org](mailto:youth@popact.org) or calling 202-557-3400.

### Step 3: Use Social Media to Promote Your Event

Social media like Facebook and Twitter are easy, free ways to promote your event and a great way to keep the discussion about the film going long after the screening is over.

#### Promote Your Documentary Screening on Facebook.

If you are already on Facebook you can promote your documentary screening through your personal profile or set up a Facebook page or group for your documentary screening. Facebook also makes it easy to send invites and track attendees. You can also post blogs, articles and other links related to the film on your wall.

**New to Facebook?** Check out Mashable's Facebook Guidebook for everything you need to know about Facebook. (<http://mashable.com/guidebook/facebook/>)

**New to Twitter?** Check out Mashable's Twitter Guide Book for a great introduction to Twitter. (<http://mashable.com/guidebook/twitter/>)

#### Twitter Best Practices

- 1 When creating a Twitter handle, keep it short!
- 2 Engage your followers by using conversational language.
- 3 Use language that shows your personality.
- 4 Keep messages short if you want them to be retweeted.
- 5 Use a link shortener like bit.ly in order to track the popularity of your link.
- 6 Include hash tags in messages to reach broader audiences.
- 7 Reference people in your messages by beginning the message with their Twitter handle.

#### Step 4: Logistics Checklist

- You will need a laptop and projector or DVD player and TV to screen the film.
- Try to connect with other youth leaders or organizations that might want to co-host the screening.
- Request permission to host a film screening and discussion from the appropriate authorities
- Make sure you have PAI Factsheets and other handouts you think you might need. To see what is available from PAI please see our publications page: <http://populationaction.org/Publications/Index.shtml>
- Consider providing free food at the event to help attract an audience
- Bring sign in sheets, evaluation forms and follow-up instructions with you to follow up with attendees and stay in touch.



Images from *Abstaining from Reality: U.S. Restrictions on HIV Prevention*

### Step 5: Engaging Your Audience in the Discussion

Allowing time for discussion after the film is important since the issues that are raised are complex and provoke different reactions based on the individual audience members' previous experience and interests. A facilitated dialogue can further educate and potentially create a space for follow-up action related to the issue raised in the film. **Here are a few tips to help you facilitate an engaging conversation:**

#### 1. Introducing the Documentary:

- Introduce yourself to the participants. Use the descriptions of the documentaries on PAI's website (<http://www.populationaction.org/Publications/Documentaries/>) and the film factsheets (compilations of relevant policy information and statistics) to set the stage for the screening. If you are screening with a small group, allow the participants to introduce themselves as well.

#### 2. Screening:

- Aim to create an environment where everyone feels welcome and safe to share their ideas and beliefs. By ensuring that everyone is respected, your attendees will be more comfortable with revealing their opinions and participating in the discussion.
- It can be helpful to establish "ground rules" for the discussion, with common sense reminders such as "don't interrupt others" and "listen with an open mind." Additionally, be sure that everyone who would like to speak has an opportunity to share and that the conversation is not monopolized by a few individuals.

#### 3. Discussion:

- Use questions to provoke and guide discussion immediately following the film screening. You can use or adapt PAI's suggested questions or create your own.
- Be flexible with the questions based on where the conversation is going. Don't be afraid to be provocative to get your participants engaged in the conversation!
- Featuring a speaker is a great way to attract an audience and spark discussion. Speakers can range from community members who can speak about the film based upon personal experience to local policy makers or government officials who have shown an interest in any of the issues presented in the film (e.g., HIV and AIDS, African development, women's equality, etc).

#### Suggested Discussion Questions

- How does the film make you feel? What is your initial response to the film? What quotes or images have stuck with you?
- What do you think are the main messages of the film?
- What are the biggest challenges in addressing the issue?
- Are you aware of these issues in your community? How does the film relate to your everyday life?

#### 4. Wrap Up:

- Stay in touch with those you met: ask them to join our listserv, social networking sites, and/or offer to send materials.
- Please hand out the Documentary Screening Evaluation Form to participants and collect it after the screening. This and the Presenter's Feedback Form are available as an attachment to this guide. Please return the evaluations, if possible, to PAI to stay in touch with us and obtain our newest materials.
- Take and share photos and videos at the screening. PAI will post these on our website to share your contribution with youth people around the world.

*Be yourself and let your passion for the issues inspire others!*

*Please contact us with any questions, requests, or report backs at [youth@popact.org](mailto:youth@popact.org).*