PRE-SCREENING

Review venue checklist (Video Screening Strategy, located on Web site). Review the questions below so you know in advance what you want to ask attendees. Ensure you will have equipment on hand to run and show the DVD. Arrive early to set up, ensure video equipment's running properly, and amp/mic (if using) are working.

Greet and welcome attendees as they arrive. Prior to screening, introduce yourself and the topic. Provide an outline for the screening: how many videos will be shown, how long this will take (about 45 minutes if showing all) and the amount of time allotted for discussion at the end (try to allow at least 20 minutes).

POST-SCREENING

Depending on the size and experience of the group, ask each person to introduce him/herself and explain his/her community role. If the group is too large or time is short, skip this step.

Questions to promote discussion and action:

- What was the most compelling part about the initiative(s) shown in the video(s)?

- Is this similar to any efforts currently happening in our community?

- Can you think of ways in which our community helps to make healthy eating and active living easy for our citizens?

  - Increasing Physical Activity: Are our communities well connected? Can you get from Point A to Point B by walking? By bicycling? Do we have sports fields, parks, pools?

  - Decreasing Consumption of High-Energy-Dense Foods/Increasing Consumption of Fruits and Vegetables: do we have accessible healthy or unhealthy food options at work? Near schools? At community events? Sporting events?

  - Decreasing Sugar-Sweetened Beverages: How easy and available are sugar-sweetend beverages? How accessible are drinking fountains in our community? Is water an easy and available choice at work? Community events? What about vending machines around the community? How about restaurants?

  - Encouraging Breastfeeding: Is there community support for breastfeeding through professional or mom-to-mom support groups? Is it socially acceptable in public areas? Do worksites offer flex-time, privacy and storage areas? Do our hospitals support and promote breastfeeding from the start? Do we have nursing-friendly rooms or restrooms at local restaurants, community facilities, offices? Do local companies allow employees time to pump and/or feed their babies?

  - Decreasing TV Viewing: What are the policies at our local daycare centers, after school care, etc.? What local activities offer good alternatives to "screen time?"

- What other changes could we make in our community to help foster healthy eating and active living?

- Who should be involved in this initiative?

- What are the challenges/barriers you've experienced or you foresee when working with this issue? Common responses are:

    - *Time – staff being pulled in too many directions*
    - *Money – lack of dedicated and / or sufficient funds (may tie into staff issue)*
    - *Resistance – from target audience or peers and supervisors*

- What have been some ways that you have or could overcome those barriers? *You can discuss each one separately or combine depending on the issue. Partnership is almost always part of the solution, but it also can create some barriers. Ask:*

    - Who did/would you work with?
    - In hindsight, what worked well?
    - What might you do differently? What were your lessons learned?

Probe for deeper responses (e.g., "tell me more about that ...") and other times wrap up what someone is trying to articulate (e.g., "what I'm hearing you say is ..."). Also, make sure that everyone is engaged rather than having one or two vocal people take all of the time.

WRAP-UP AND TAKE-HOME MESSAGE

- What one thing did you learn or what idea did you get from this discussion that you will be able to use? *Every participant should be able to identify at least one nugget of information they received from the discussion.*

- Who else in this community should see these videos?

- What is our next step to encourage these changes in our community?

After event: Log your screening at the DSHS TexasBringingHealthyBack.org Web site, noting screening date, number of attendees, videos shown and discussion highlights.