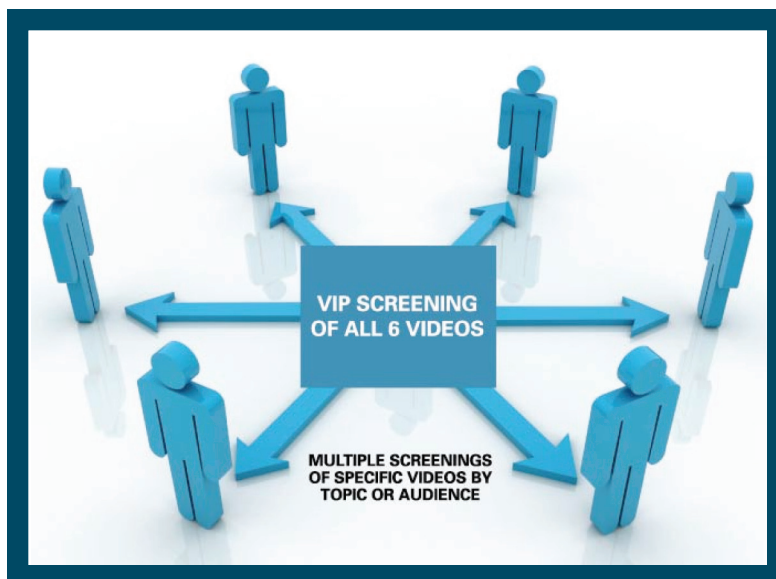


SCREENING STRATEGY: OVERVIEW

Upon receiving the DVD and reading the Insert Booklet, take 40-45 minutes to preview the six videos on the DVD. (Remember, each is just 5-8 minutes long.) Think about who would be interested in these videos: some people will be interested in seeing all of them – such as the mayor and other community leaders – while others may be interested in a specific topic or initiative featured. Think about how the videos might be grouped. This could be by topic, such as showing the video on increased consumption of fruits and vegetables with the video on decreased consumption of high-energy-dense foods; or by initiative featured – for example, two videos show worksite wellness programs and may be of interest to local business leaders.

The first step is to have a VIP screening of all six videos to key influencers in your community: the mayor, policy makers, city and community leaders and business leaders. At this time, you can also distribute any additional DVDs you may have to any of these people who are interested in hosting their own screenings.

After this event, you can host smaller screenings of specific videos to smaller audiences who may be interested in a specific topic or initiative.



By hosting big and smaller screenings, and by distributing the DVDs, you will help to create a “domino effect” of awareness that will help to generate buzz and motivate action.



THREE BASIC ELEMENTS OF A SCREENING

1. **WHO:** Having the right people present (key influencers, those who can bring about change)
2. **WHERE:** Holding the screening in an appropriate venue, whether it's plugging into existing events or creating your own event
3. **MESSAGE:** Providing a call to action, facilitating discussion, next steps

WHO

People: Identifying key influencers, those who can bring about change

- VIPs with interest in all six videos/topics
- Others who can bring about change in one of the six areas
- See appendix for list of example key influencers and organizations

WHERE

Place: Identifying appropriate venue

- **Existing:** It's quite easy to plug into existing events or meetings, such as the city council meeting, health symposia, neighborhood meetings, etc. These events have a venue and do the promotion for you; all you need to do is show up and screen the video/s. The steps are as follows:
 - Identify/locate upcoming appropriate gatherings through your community calendars.
 - Request a spot on the agenda or schedule to show the video/s.
 - Once confirmed, request approximate attendance, room size and audio/visual capabilities, so you know the best way to show the video/s.
- **New event:** Hosting a screening is an easy process that allows you the freedom to create an event around your screening. It can be as large or as intimate as you wish, and you can determine the invite list and schedule/flow. To host a screening, you will need:
 - A venue (see list of suggested sample locations)
 - Venue checklist (included)
 - See appendix for list of example existing event possibilities, list of possible venue locations for new event, venue checklist

HOW

Providing a call to action, facilitating a discussion

- Once you've shown the video/s, you can use the Discussion Guide (www.TexasBringingHealthyBack.org) for talking points to help generate momentum and provide action items for your group. The Discussion Guide includes simple questions to provoke thought and spur action.
- **DVD Distribution:** If you received additional DVDs, now is the time to distribute them to key influencers in your audience who are interested and motivated to spur change in your community and to host further screenings.
- See Web site for Discussion Guide, which includes action items/next steps outlined above.



AFTER THE SCREENING: FOLLOWING UP

As mentioned in the DVD Insert Booklet, the goal of the screenings is to inspire and motivate key community members to:

- Look at your community's current status and needs
- Identify opportunities for improvement
- Identify and/or create local initiatives for these opportunities

Your final step in the process is to log your screening at the Bringing Healthy Back Web site, telling us the date, number of attendees, videos shown, etc.

For more in-depth information about the six topics featured on the DVD, please see the Topic Summary, also on the Web site. If you have further questions about the screenings, the featured programs or the Bringing Healthy Back initiative, or to request additional DVDs, please visit the Bringing Healthy Back Web site at www.TexasBringingHealthyBack.org.

And, thanks again for making a difference, and for doing your part to Bring Healthy Back to Texas!

APPENDIX: RESOURCE LISTS

I. Examples of key influencers, organizations to target for VIP screenings and distribute DVDs to:

- Mayor, city council, mayor's fitness council, legislators
- Chamber of commerce, city planners, health-related coalitions, recreation associations, business leaders/organizations
- Nonprofit organizations, foundations, hospital administrators
- Media

II. Examples of existing events a screening could be plugged into:

- City council meeting, local business alliance meeting, a town hall or chamber of commerce meeting
- Health-related seminars or conferences, health/fitness-related council or coalition meeting
- Neighborhood Association meeting, PTA meeting

III. Examples of venues where a screening event could be held:

- Meeting room at library, church, community center or local business
- School auditorium, live theater space, movie theater, sports center
- Home
- Outdoors: projected on to side of building or other smooth surface at park (obviously this option has additional considerations - electricity for TV/DVD/mic, seating, timing, etc)

IV. Venue checklist

- Venue size: how many people will be able to attend?
- Chairs/furniture present in room?
- Audio/Visual requirements: TV, DVD player, electricity
- Optional: mic/amp for discussion after screening
- Time limits?

