

Community 201 Call:

Film Screenings to Engage Communities

The Conversation Project



January 16, 2018

WebEx Quick Reference

Welcome to today's session!

Please use Chat to "All Participants" for questions

For technology issues only, please Chat to "Host"

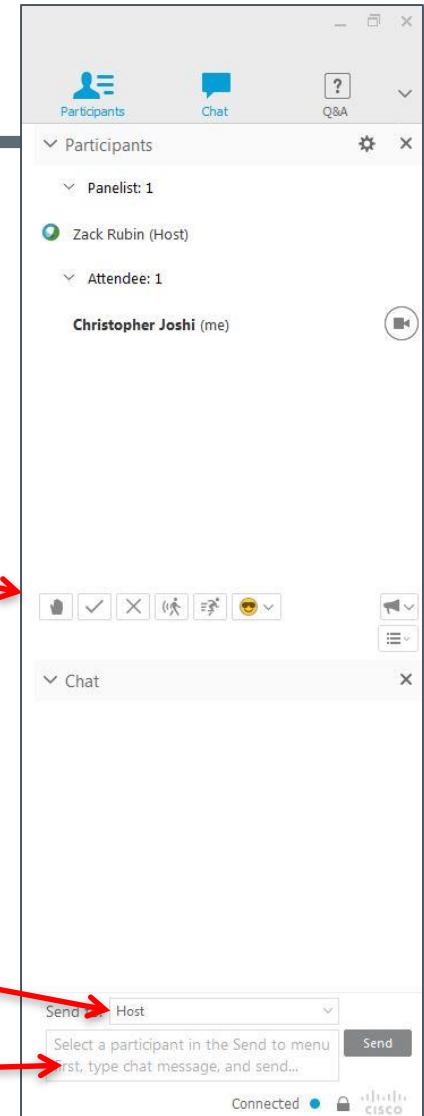
Raise your hand

WebEx Technical Support: 866-569-3239

Dial-in Info: Audio / Audio Conference (in menu)

Select chat recipient

Enter Text



Ice Breaker Question

Type into the chat box your response to the following:

Introduce yourself and tell us what experience you have screening films for community awareness or public engagement.

Make sure you send your message to “All Participants.”

The Conversation Project Field Team

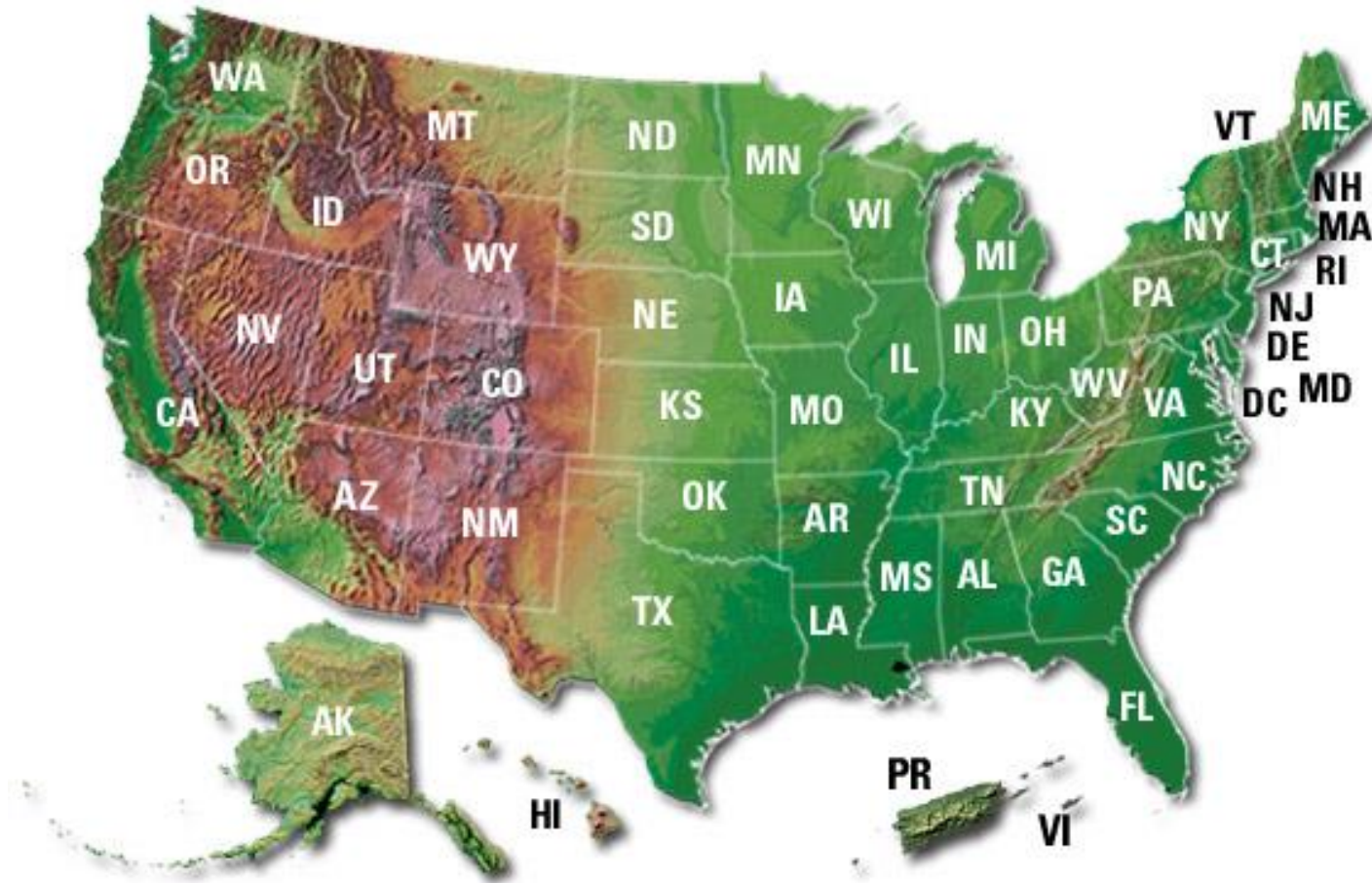


Patty Webster
Improvement Advisor



Naomi Fedna
Project Coordinator

Where are you located on the map?



Call agenda

- TCP updates/reminders
- Introduction to End Game with Natalie Teter
- Conversation with Mary Matthiesen, Mission Hospice & Home Care
- Group Discussion:
 - Shared learning and insights from those who have used film screenings or other unique methods to engage communities
- Wrap up

Upcoming Community Calls

The next Conversation Project Community Call will take place on:

Wednesday, February 20th, 3:00-4:00 PM ET

Date and Time	Topic
Wednesday, February 20 th , 3:00-4:00pm ET	Special Interest: National Health Care Decisions Day
Wednesday, March 20 th , 3:00–4:30 pm ET	Virtual Speaker Training
Wednesday, April 17 th , 3:00-4:00pm ET	Community 201

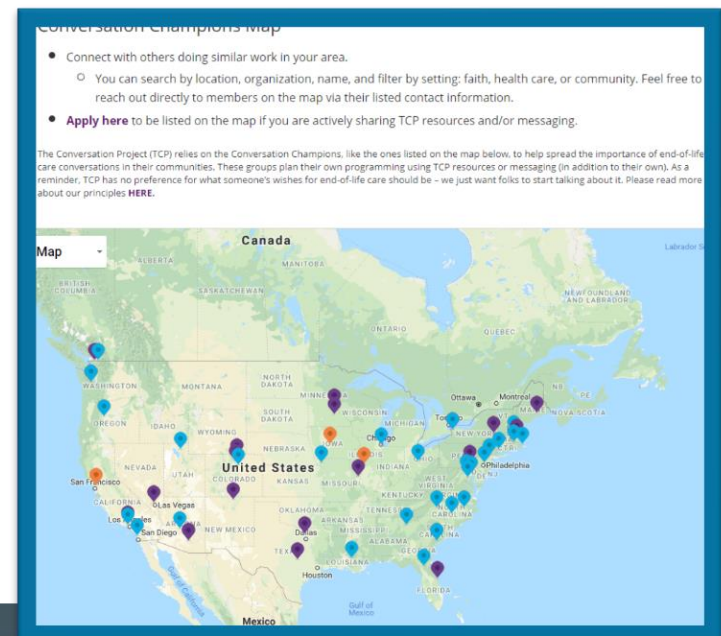
TCP Community Updates

What's New:

- Revised Health Care Resources Page →Get Involved
- Landing Pages for Starter Kits
- Coming soon! TCP standard slide deck and on-site evaluation-Spanish versions

Reminders:

- TCP Champions Map



TCP Community REMINDER

Quarterly **Community Activity Survey** is open until
Monday, Jan 21st!

<https://www.surveymonkey.com/r/G6JBFTF>

Guest speakers



Natalie Teter
Impact Producer
End Game

www.endgame-documentary.com



Mary Matthiesen
Community Engagement & Education Director
Mission Hospice & Home Care

www.missionhospice.org



END GAME: Impact Campaign Vision

- A. We envision a world where patient-centric palliative and hospice care is accessible and understood, so that all feel supported in the transitions at end-of-life.
- B. We envision a world where discussions of death and dying are less scary; and enable us to love our lives (and those in them) to our highest capacity.
- C. We envision screenings of END GAME that support and initiate open and honest conversations about death and dying for individuals, families, patients and caregivers.



END GAME: Impact Campaign Goals

- A. We intend for community screenings of END GAME to create following results:
- a. Destigmatize and demystify hospice and palliative care, so that individuals are more likely to access these services early.
 - b. Support medical care practitioners in having conversations with their patients about death.
 - c. Individuals and families are more likely to have conversations with their loved ones about advanced care planning and end-of-life wishes.



END GAME - Public Screening Guidelines

- A. END GAME is available for non-profit, educational screenings.
- a. To begin, complete the online screening request form - <http://endgame-documentary.com/host/>
 - b. Stream from Netflix - <https://www.netflix.com/title/80210691> - or borrow a DVD from Telling Pictures.
 - c. There are no associated costs.
 - d. Utilize our discussion guides - <http://endgame-documentary.com/resources/>



END GAME: Community Screening Methodology

- A. Film screenings create the conditions for diverse segments of your community to come together for collective dialogue.
- B. Film screenings are an effective community engagement tactic that raise awareness about your organization's mission and programming in the community.
- C. Film screenings can provide an opportunity for reflection and training internally to your organization.
- D. You are an expert - in your field, and in your community. Take the film and run with it.



END GAME: Community Partner Introduction

- A. Mary Matthiesen, Community Engagement & Education Director, Mission Hospice & Home Care
- a. Please briefly introduce yourself and your work with Mission Hospice & Home Care.
 - b. You have an extensive background in using film as a public engagement and awareness tactic. How would you describe the benefits of using film in the space of end of life care?
 - c. We are fortunate that films like *Extremis* and *Being Mortal* have preceded *End Game*. What does *End Game* have to offer that is different than these other films?



END GAME:Community Service Insights

- A. Take away #1 - How to hold the space for reflection and reactions (ie that first line post-screening)
- B. Take away #2 - Logistics and experience: How to facilitate panel, the role of the moderator, and the Q&A
- C. Take away #3 - Moving into action (Using the CSK and other tools)
- D. Take away #4 - How to identify, reach and engage a target audience (diversity, outcomes and a call to action)



Contact Information

Natalie Teter: natalie@tellingpictures.com

Mary Matthiesen: MMatthiesen@missionhospice.org

Q&A and Discussion

- Questions?
- If you've tried and tested community screenings in your own community, what insights or lessons can you share?

Additional Resources

Movie screening guides and example flyer:
(look under “Host an Event, Facilitate”)

<https://theconversationproject.org/resources/community>



THE END: MOVIES AND MORTALITY

*CONVERSATIONS ABOUT END OF LIFE
AT THE LAFAYETTE PUBLIC LIBRARY*

You are invited to a series of interesting and provocative short videos on end-of-life issues, followed by discussion facilitated by members of the community with related expertise. Each session will begin at 6:30 and end by 7:45.

Free and open to people of all ages. Join us for any or all sessions.

- Oct 2: Tom Brokaw, noted journalist, and his daughter, Jennifer, an ER physician, have a [heart to heart conversation](#) about what's important in life and what decisions family members may have to make towards the end of a loved one's life.
- Oct 9: BJ Miller, a hospice physician who lost one arm and both legs in a high voltage accident, [asks big questions](#), such as how we think about death, and how we honor life.
- Oct 23: Peg Batten, a bioethicist, [tells the story](#) of how and why her husband chose to turn off his ventilator and die, after a bike accident and paralysis.
- Nov 6: Funeral Director Caitlin Doughty [explores ideas](#) for “green burial,” a process that returns our bodies back to the earth in an eco-friendly and self-aware way.
- Nov 20: Lucy Kalanithi [shares the journey](#) of her husband, Paul, who wrote “When Breath Becomes Air,” following his diagnosis of terminal cancer at age 36.

*Sponsored by Boulder Valley Unitarian Universalist Fellowship
and The Conversation Project in Boulder County*

Monthly Community Calls

Date and Time	Topic
Wednesday, February 20 th , 3:00-4:00pm ET	Special Interest: National Health Care Decisions Day
Wednesday, March 20 th , 3:00–4:30 pm ET	Virtual Speaker Training
Wednesday, April 17 th , 3:00-4:00pm ET	Community 201

We want your feedback!

After this call you will be redirected to a Survey Monkey form.

Please take a few moments to answer questions that will ask you to rate the overall effectiveness of this call.

THANK YOU!