

How to Have a Successful Public “Healthcare Movie” Screening

After several screening events, we have worked out the best way to do a screening of the Healthcare Movie. Read below for tips, timeline and sample script.

About The Healthcare Movie

This documentary provides the real story of how the health care systems in Canada and the United States evolved to be so completely different, when at one point they were essentially the same.

Produced by Canadian/American couple Laurie Simons and Terry Sterrenberg, *The Healthcare Movie* reveals the personal and emotional impact on Canadians who now have access to universal health care because of the heroism of people who took a stand nearly 50 years ago. It also reveals the continuing struggle in the United States between the fear of government intervention and the right to quality health care for all people.

In order to show the Healthcare Movie publicly, you must use a copy that is licensed for public viewing. [Click here](#) to purchase a license directly from the filmmakers.

For more about The Healthcare Movie, visit: <http://healthcaremovie.net>.

Tips from the Pros

- Use the 65 minute version, it has an emotional appeal that the 27 minute version lacks
- Have only one panelist answer each question to maximize time for questions
- Have the HCM for sale at the event; Advertise that we can host screenings for other organizations
- Always have a spare copy of the HCM on hand
- Always test the AV equipment ahead of time and have a speech, presentation or activity prepared in case of technical difficulties during the event
- Arrive 60-90 minutes ahead of the event start to make sure you have adequate time to set up and test any necessary equipment on the day of
- Publicity and outreach are key to a successful event: free publicity works just as well as paid, usually public radio, local news web sites, local newspapers, and local organizations and clubs are excellent ways to get the word out without spending money
- Make sure you leave plenty of time for audience questions and discussion. Get the audience involved!
- For Q and A, you may want to use flashcards to screen questions, but in any case, you should have a microphone in the audience so that everyone can hear the question.

Logistics

AV – projector, DVD player, microphones, speakers, Blu Ray or DVD?, etc

Venue – Parking? Cost? How many will it hold? Is it easy to find? Directions?

Costs – Renting venue, food or drink, printing factsheets, etc

Speakers – Have no more than 2 panelists; make sure at least one of the panelists is well-versed in the Canadian health system

Date and Time – Pick one that will get the best turnout, avoid holidays and days with a lot of events in your local area

Outreach – Flyers, flyering, blasts, inviting friends, etc (Editable flyer with this packet)

Sponsors – Reach out to other orgs nearby: HCA, CaHPSA, etc

Film License – Make sure you use a licensed copy of the HCM

Sample Timeline

7pm, MC does the Opening

7:05pm: Movie starts

8:10pm Movie ends

8: 10pm *MC comments on reform movement*

8:15 MC introduces speakers

8:17pm Panelists Speak (each get about 5 minutes to talk)

8:30pm Audience Q and A

8:55pm MC does the closing

9pm End

Sample Script

OPENING:

Hello everyone. My name is MODERATOR. I'm a member of ORGANIZATION, and the moderator of today's program. We're going to get the program started soon and so I'd like to ask everyone to turn off their cell phones at this point. I'd also like to thank our sponsors - it takes a lot of collaboration to put on an event like this - so thank you to SPONSORS.

We're going to start the film shortly - it's a 65 minute documentary that compares the US and Canadian healthcare systems. Following the program we are going to be hearing from our PANELISTS, they'll speak for about 5 minutes each and then we'll take your question and answers.

Before we watch the film I'd like to review a few things about the current healthcare situation in the US. Last year approximately 50 million Americans had no insurance *and another* 100 million were under-insured. Medical bankruptcy was the second leading cause of bankruptcy in the US and the majority of those who went bankrupt had insurance when they fell ill. The US is currently spending approximately 17.8% of its GDP on healthcare. *We have the most expensive system in the world yet we rank very poorly in health outcomes compared to other industrialized nations.* These are dire

statistics but there is hope. We have a solution in CA and we'll talk about that after the film...

AFTER FILM:

When film ends MODERATOR comments:

Wow! What a great film! If I hadn't seen this, I would never have known that one hundred years ago, people were fighting for justice in healthcare in the USA! And finally, in 2010, President Obama managed to pass the Affordable Care Act! This historic legislation goes a long way toward rectifying some of the worst of the insurance industry practices, like denying care to sick people.

But perhaps the greatest aspect of the Affordable Care Act is that it gives the power to individual states to create their own plans.

This means that just like Saskatchewan did, Californians can create a plan that works for us and maybe, just maybe, we can inspire the rest of the country!

And what would we want that plan to look like? How about a plan that is based on the fundamental belief that when it comes to healthcare, we are all equal! How about a plan that would make sure a family doesn't go bankrupt because their baby was born with cancer? How about a plan that is transparent, so we all understand what we are getting - without a gazillion sneaky costs and co-pays and deductibles and coinsurance?

Would you be surprised to learn that over one million Californians - including groups representing Doctors, Nurses, Labor, Seniors, Students, Women and more are already fiercely fighting for such a plan? If you want to help shape the future of healthcare in California, we want you to join us! Please be sure to sign up to get the latest updates on our efforts. We need you! And together, we can win! And now, let me introduce our panelists -

Introduce SPEAKERS. Ask one to start. (they talk)

Moderator: Now we're going to open it up to your questions. (Facilitate audience questions.)

CLOSING:

MODERATOR: Thank everyone for coming, mention contact for more info, encourage people to sign up and get involved.