

# 5 STEPS TO HOST A MICROBIRTH SCREENING

\*\*\*World Premiere Launch Date - Saturday 20th September 2014\*\*\*

## Step 1: KNOW WHAT YOU WANT!

- Decide the type of event you want to hold.
- Is it an intimate screening in your home or is it a bigger community screening?
- Decide how many and the types of people you want to target: parents / health and medical professionals / doctors / midwives / doulas / educators / academics / politicians / local maternity decision-makers / lawyers etc
- Ideally, you might want to have a short discussion afterwards.  
So maybe you want to invite speakers for a q&a OR maybe you want to turn it into a party?

## Step 2: DECIDE WHERE AND WHEN?

- Check out local places for suitability of access, toilets, parking, refreshments and costs.  
Or you can have a screening in your home.
- Decide when to hold a screening - remember, you can hold an event **anytime on or after Saturday 20th September 2014.**  
**(\*\*But not before 20th September as this will spoil the impact of a global simultaneous launch event!)**
- Make sure you book enough time to run the event (around 2-3 hours) .  
The film's running time is approx 75-80 minutes
- Then BOOK THE VENUE!!!
- And yes, you can have multiple screenings.
  - ⊕ And yes you can sell tickets and all profits go to you or to a good cause.
- **\*\*\*If you're in the United States, from August 2014, "Microbirth" is also going to be available on the Tugg.com platform.** This could be a great option as there's no financial cost for putting on a screening! So, you arrange a "Microbirth" screening through Tugg either in a cinema or in a non-theatrical location, and if enough tickets are sold, then the screening goes ahead. And the screening organiser receives 5% of the profit from ticket sales. If not enough tickets are sold, then the screening is cancelled and you don't lose any money. So if you're interested, go to <http://tugg.com> and have a look at how it works!
- However, a word of caution, it might be difficult to schedule a Tugg MICROBIRTH screening in a cinema on Saturday 20th September as it's a very busy cinema night.

## Step 3: PLAN THE EVENT

- Prepare a budget & schedule
- Recruit friends to help if you need to! If it all seems daunting, friends could help you publicise the event, or run the technical side of the screening.
- Decide whether or not you want to sell tickets. All money raised goes to you – so you can use the screening as a fund-raiser for local campaigns.

### Budget: Things to include -

- Cost of purchasing a MICROBIRTH DVD & license agreement
- Cost of hiring a venue
- Cost of hiring in TV / DVD player / projector
- Cost of refreshments
- Cost of printing of promo materials & posters
- Cost of postage / telephone calls

## Step 4: TELL PEOPLE ABOUT YOUR SCREENING!

If you hold it, they will come! But only if they know about it.

Create an invite list of local parents / health and medical professionals / midwives / doulas / educators / academics / politicians / local maternity decision-makers / lawyers etc

With permission, put up posters and leave postcards in child-friendly cafes, libraries, community centres, playgroups, GP surgeries, antenatal clinics, hairdressers, schools, hospitals, treatment centres etc

Adapt and send out the sample press releases to local media.

Send out press release 10 days before the event then follow up with phone call 2 days before event

Send to health or women's issues reporter of local paper plus arts/events editor. Include an invite to event. Contact local radio / TV stations and invite them to event - ask to speak to news team or programme producers

Email flyers / invites to your invite list.

**\*\*\* Put a pin on the world map with details of your screening at <http://microbirth.com> (when this map is live!)**\*\*\*\*

## Social networks

If you are not already a member, join Facebook <http://facebook.com> and then there's always tweeting on Twitter <http://twitter.com> and Google +!

On each of the social networking sites, create a simple profile about yourself and make sure you mention your screening event.

On Facebook, create an event page for the screening by clicking on “Events” then click on the “+ Create an event” button.

Post a link to your screening on our One World Birth Facebook page  
<http://facebook.com/oneworldbirth>

Then invite your friends to join the community and ask them to forward and distribute information about your screening event to their friends, or ask them to forward links.

## Set up your own blog

Set up your own blog to tell people about yourself, and your services (as a doula/midwife/educator etc) and about your screening!

Two of the simplest, easiest and cheapest (FREE!) blog sites to use are <http://wordpress.com> or you can try <http://blogger.com> (you'll need to sign in to Google)

Sign up to the blog site, click on one of templates and make a post. It's that simple. Then you can add pages if you want to construct a blog that looks like a website, upload images and video and connect to social networks.

## Enrol Your Family & Friends

Probably one of your biggest assets is your own family and friends. Everyone you know knows people you don't know and word of mouth is king!

Ask your friends to tell people about your screening. Then ask them to tell their friends and so on!

And you can reach out to even more people by posting messages on baby or birth related internet community groups, forums or user groups.

Or comment on Youtube videos that you like or post wall-to-wall messages on local baby / birth groups on social networking sites. You never know - they might become your new friends!

## Step 5: ACTUALLY HOLD THE SCREENING!!!

Test the DVD /TV projector equipment beforehand to make sure sound and picture work

Introduce the event and introduce the film, then press PLAY!!! (75-80min duration)

**(\*\*If you want to play the film with subtitles, then press the subtitle button on your remote control and choose your language!!!!\*\*)**

Host a Q&A discussion after the screening with invited panel (midwives, OB-GYNS, doulas birth educators, lawyers, academics, maternity decision-makers etc)

Make sure everyone at the screening (local media, partner organisations and expectant parents) knows how to contact you.

If at all possible, make sure you take everyone's contact details so you can stay in touch afterwards, maybe send out a regular birth community newsletter or e-shot.

Take photos / video of the event - **ASK YOUR AUDIENCE TO HOLD UP SIGNS SAYING MICROBIRTH 2014 WITH YOUR LOCATION!** Then post on your own blog, social networking sites / website & One World Birth Facebook page  
<http://facebook.com/oneworldbirth>

Tweet about the your event and post pictures using the hashtag **#fmicrobirth**

## Tell Us About Any “News-worthy” things!

Let us know by emailing [info@altofilms.com](mailto:info@altofilms.com) if you have invited any high-profile/celebrity guests or if your screening has a quirky, unusual or newsworthy element to it

After the screening, please send us any good quality photos to [info@altofilms.com](mailto:info@altofilms.com)

After the screening, consider putting out another press release yourself with any good quality photos you have as local papers will love a ready-to-go story with photographs

## FAQ - MICROBIRTH SCREENINGS

### **When is MICROBIRTH Global Premiere Launch Date?**

September 20th 2014 - you can have a screening any time or date on or after this launch date.

### **Can I have multiple screenings on multiple dates?**

Yes - as many screenings as you would like. As long as all screenings are on or after 20th September 2014.

### **Who can host a screening?**

Anyone. If you know friends who want to have a screening, it's not too late. Tell them to go to: <http://oneworldbirth.net/microbirth>

### **Where can you host a screening?**

Anywhere! Your living room, local cafe, community centre, university lecture room or even you can hire a cinema?

### **How much does it cost?**

Aside from the purchase of a Premiere DVD package, you may also need to pay for venue hire, projection facilities, publicity materials, phone calls etc

### **What do I need?**

You need a MICROBIRTH DVD. These will be mailed out towards the end of August and should arrive at the beginning of September, in plenty of time for your screening.

### **Can I sell tickets?**

Yes. You can sell tickets. All the money goes to you. Or you can collect donations for a local cause. Or you can collect donations for us that will go towards the direct costs of making our next One World Birth film about birth. Email [info@altofilms.com](mailto:info@altofilms.com) for more info.

## **What is MICROBIRTH?**

"MICROBIRTH" is a 80 minute science documentary that looks at birth in a whole new way, through the lens of a microscope. Exploring the latest scientific research, the film warns that modern birth practices are interfering with critical biological processes making our children much more susceptible to disease. Made by One World Birth filmmakers Toni Harman & Alex Wakeford. <http://microbirth.com> <http://oneworldbirth.net>

## **Why Host A Screening?**

This is a call to action. We want to bring worldwide attention to the fact that what happens in childbirth has repercussions for the long-term health of the child and also, potentially could have consequences for the whole of humanity.

This is an urgent global public health issue. You can help bring people together, discuss the issues and to help think of a solution. Together we can make change happen!

## **Who is in MICROBIRTH?**

### **The list of scientists and academics in "Microbirth" includes:**

*RODNEY DIETERT, Professor of Immunotoxicology, Cornell University*

*MARTIN BLASER, Director of the Human Microbiome Program & Professor of Translational Medicine, New York University*

*MARIA GLORIA DOMINGUEZ BELLO, Associate Professor, Department of Medicine, New York University*

*PHILIP STEER, Emeritus Professor of Obstetrics, Imperial College, London*

*NEENA MODI, Professor of Neonatal Medicine, Imperial College, London*

*MATTHEW HYDE, Research Associate in the Section of Neonatal Medicine, Imperial College, London*

*SUE CARTER, Professor, Behavioral Neurobiologist, University of North Carolina School of Medicine*

*ALEECA BELL, Assistant Professor, Dept of Women, Children and Family Health Science, University of Illinois at Chicago*

*STEFAN ELBE, Professor of International Relations, Director of Centre for Global Health Policy, University of Sussex and member of the Future Security Advisory Board.*

*ANITA KOZYRSKYJ, Associate Professor, University of Alberta and Co-Principal Investigator, Synergy in Microbiota Research (SyMBIOTA)*

*JACQUELYN TAYLOR, Associate Professor of Nursing, University of Yale*

*HANNAH DAHLEN, Professor of Midwifery, University of Western Sydney*

*LESLEY PAGE, Professor of Midwifery, King's College London and President, Royal College of Midwives*