

***It is your role as a screening host that is key to changing our school food environment and insuring a healthier, sustainable future for our kids.***

## **PLANNING YOUR EVENT**

### **Assemble Your Team**

You can host a screening on your own, but if you want to plan a larger event, a good host committee can extend the reach, divide the labor, add to its success and be the beginnings of a local wellness team. Identify a diverse group of people who know a broad range of individuals. Each member of the committee should make a commitment to bring a certain number of people to the screening as well as offer additional support in the fulfillment of other organizational aspects of the event.

**Tip:** To get 50 people to a screening, the rule of thumb is that you need to have received 100 “yes” RSVPs after having invited nearly 250 people. Most of us don’t know that many people to invite to an event. It’s important to pool our resources! The most successful events have strong host committees consisting of people with diverse backgrounds (and therefore diverse address books). While you should find answers to all of your questions in this package, if the process intimidates you reach out to someone with experience.

### **Timing is Everything**

Do you want to tie your screening into other local/national events? Do you want your screening to strategically precede a wellness policy meeting or PTA meeting? Decide what time works best for you but as you consider when you will hold your screening remember to allow enough advance planning time to confirm your location, to get your Licensed DVD (please allow two weeks for delivery), to invite your guests and to allow enough time for them to fit your screening into their calendar. If you plan to book a theater, library, school auditorium, classroom or other public venue, check on their availability before settling on a date.

**Tip:** Really – No Kidding – make sure you have plenty of time to order and receive your package.

### **Cinema Sites! Location, Location, Location!**

You may have already identified locations for your screening. We’ve received requests to screen in local theaters, libraries, schools, community centers, yoga studios, gyms, medical offices and living rooms. These are all great ideas and there are probably many more.

As you do your research and make your selection let your goals and objectives, revenues and resources guide you. Do you want your screening to be small and cozy or do you really want to pack them in? If your region already has a grass roots movement with a good sized following that you wish to galvanize into action, inspire, or grow, a larger gathering may be more effective. If you are just starting out, a smaller gathering drawing on interested individuals, organizations, even family, friends and their friends, with plenty of opportunity for discussion and strategizing might be a more effective approach.

**Tip:** If you are approaching a larger venue (i.e. local theater) use our handy [Press Kit](#) to let them know who we are and why this movement is so important to all of us. If the event is outside your home, even if the venue is willing to donate their space and equipment they may charge a fee for staff that must be present in relation to your event (i.e. technician, janitor, etc.).

### **Form Follows Function! So What's the Point?**

Whether the screening will be part of a larger event, or be a smaller gathering, include experts/speakers (Filmmaker, cast, local school administrators and health advocates) and be sure to find ways to involve the audience. The Feature Edition runs 86 minutes; the Conference Version is 60 minutes long. Plan to allow some time following the screening for Q & A, networking and discussion.

If you are bringing the film to a larger venue you might consider partnering with your local health food store. For some free exposure, they may be willing to supply reception snacks. Ask a local chef to come in to demonstrate fun examples of alternative snacks that you can pack in your kids lunch bag or serve at home. How about fruit kabobs, mini roll-ups, trail mix, non-GMO popcorn?

Be sure to make it a fun evening, take pictures to document the event and [send us your photos](#) for inclusion on our web site.

### **Equipment and Materials**

Don't forget the **DVD**. Please order three weeks in advance of your screening to allow time to test the DVD on your equipment etc.

If you are hosting in a larger venue with their own equipment be sure they can accommodate a DVD before signing on. If you are using your own equipment you will need a **screen and DVD projection system** or a **TV and DVD player**. Regardless of where the screening will occur do a test in advance to check that all of the equipment is working and the film looks as it should.

**NOTE:** The movie should be displayed in wide-screen 16x9 format. Most video projectors have a switch somewhere to change to this format.

**Tip:** Try to test the disk on-site at least a week prior to your screening. We use a high-end duplication service, but there is always the chance of receiving a bad or damaged disk. Make sure it plays!

## INVITE AND PROMOTE

### Who is Your Audience?

Consider inviting: Friends - Family - Co-workers - Neighbors - Other parents in your moms group, play group or sports group. Your PTA/PTO, political club, labor union, book group or religious organizations are also good places to approach like-minded individuals. Don't forget to include your school food service personnel, administrators, principals, PTA President's from all area schools, healthcare providers – your doctor, dentist, chiropractor or any other health counselor or child advocate. Go through your address book, holiday card list and local community discussion groups.

### Networking for a Broader Reach

[Bravenewtheaters.com](http://Bravenewtheaters.com) and our social network, [angrymoms.groupsites.com](http://angrymoms.groupsites.com) allow you the option of posting your screening as a public event. This helps individuals browsing for events in their area to find your screening. We will also be sending out periodic communications to our mailing list alerting them to new events in their area. Set up your event through [Bravenewtheaters.com](http://Bravenewtheaters.com) and [angrymoms.groupsites.com](http://angrymoms.groupsites.com) and we'll include it in those updates.

Tip: Do you go to a local coffee shop or dry cleaner? Post a [flyer](#) there.

### Invitations

Whether you send your invitations through [Bravenewtheaters.com](http://Bravenewtheaters.com) and [angrymoms.groupsites.com](http://angrymoms.groupsites.com) (highly recommended) or use our preformatted [postcards](#) via snail mail it's very important that you follow-up by phone or in person. It will increase your attendance and set a warm and welcoming tone for the event. Even if you are opening your screening to the general public, be certain to get commitments to attend from a core group of involved individuals who will inspire the group.

Encourage your guests to RSVP. If invitees cannot come to your event, encourage them to spread the word.

If you have a host committee or are working with volunteers, divide up the calls or visits so it's manageable.

**Tip:** Don't forget to send an email reminder several days before your event. If you plan your screening more than one month in advance, plan to send several reminders (one scheduled two - three weeks out, and another three or four days in advance). The postcards we have provided are formatted for Avery Print-to-the-Edge Postcards - 4" x 6" - 2 cards per sheet – Portrait 28389, 3248, 5889, 8386, 8389.

### Press

Local radio, newspaper and magazines (E and print) are often willing to promote not-for-profit and community-minded events for free. Print media sometimes has remnant space near their closing dates (often one month or more prior to print date for magazines - much closer to print date for newspapers), which they will allow you to fill if you can supply them with a [prepared ad](#). Many of these vehicles have community calendars in which they may be willing to include your

screening. Your local radio announcer may also be willing to read [community event copy](#) for free.

**Tip:** Be sure to invite local press to join you for the event. First send them a [press release](#) (link), look for the correct contact in the masthead of their website or publication (look for editor, if there are beats look for health, lifestyle, children/parents, local) then follow up with a phone call. It may take a couple of calls and they generally need a bit of advance notice. At the least, your event should go on the staff calendar. Call your contact again the day of the event to remind them to come.

## Posters

If you are hosting a public event, consider using our [print-ready posters](#) and placing them in strategic locations in your community several weeks in advance of your event.

## SCREENING EVENT

### BEFORE THE EVENT

#### Equipment Check

Do a final check on all computers or audio-visual equipment to make sure everything is working properly.

#### Check-In Table Set-Up

Have a [sign-in sheet](#) to capture your audience and to begin to build your networking base. Have handouts (see links below) that highlight key discussion points and offer suggestions for an action plan.

**Tip:** Download our useful single page handouts or have copies of the [Screening Event Handouts](#). You may wish to prepare a [survey](#) for your attendees to gauge their interest to school food. Ask them to sign [our two to two- million moms pledge](#). Find out if they would be willing to join your local grassroots effort and begin to build your database.

#### Host Committee Assignments

You and your host committee should decide who will be doing what during the event. You'll want someone to staff the check-in table, someone else to take pictures/video, someone to offer the welcome, lead the discussion and ask for a commitment (to join the effort).

### DURING THE EVENT

[Welcome your guests](#) (it sets the tone and focus of the event), maybe introduce your host committee, tell people why you've organized the screening, play the DVD, perhaps take Q & A and [ask for a commitment](#). This last task is sometimes the hardest for party hosts. Don't apologize, and don't be embarrassed. Use your own words and experiences to tell them why you have committed to the cause of better school food. Then ask your attendees for a specific

commitment to join the movement. Also, we really appreciate donations to help us fund these materials and maintain the websites. Please don't be shy about asking your audience to help out.

**TIP:** Feedback indicates that having a list of [discussion points](#) is particularly handy in moving the discussion forward, keeping it on point and allowing for balanced participation from your attendees.

## **SCREENING COSTS**

While we no longer are requiring a screening fee to show the movie, your financial support is really important! Ask for a suggested donation at the door, or find a local sponsor for the event. You can feel good about supporting the production and distribution of the movie and the ongoing costs of maintaining our website with your donation.

You can donate online here: [MarionInstitute.org](http://MarionInstitute.org) or send a check to: **Two Angry Moms** c/o Marion Institute • 202 Spring St. • Marion, MA 02738

**Fundraiser:** Pay it forward. We want to take this message to communities across the country, especially the most needy. Consider making your event a fundraiser for Two Angry Moms. Your help will be greatly appreciated.

### **Tip:**

You can charge admission for your event, pass the hat, raffle off goods and services, or get a sponsor to cover your costs and/or meet a fundraising goal for Two Angry Moms and your own better school food group.

## **[Okay, I'm Ready To Purchase My Licensed DVD](#)**

The following pages contain your hosting materials and handouts. You can choose to print individual pages of this document. For your convenience, we also have each page listed as a separate downloadable document on the [hosting](#) page of our website.

Ready-to-print Press and Promotional materials are available on [our website](#).

## TWO TO TWO MILLION ANGRY MOMS PLEDGE

**I support efforts to bring out the best in our children by making the school food environment a priority in our school district.**

Former Texas Secretary of Agriculture Susan Combs said, "It's going to take two million angry moms to change school food." There is a national crisis of obesity, type II diabetes, asthma, learning, behavioral and emotional disorders among America's children. Angrymoms.org aims to collect two million angry moms to send a clear message to school administrators, state and national legislators, and government officials acknowledging the connection between nutritious food and better children's health and scholastic performance. We need to establish an imperative for taking better care of our kids by offering better food in schools.

**We, the undersigned, wish to support the school district in making a positive commitment toward a sustainable, healthy future for our children.**

NAME	TOWN/CITY	STATE	EMAIL	TITLE

**PLEASE PRINT CLEARLY**



To add names to our national e-newsletter and pledge, fax this sheet to 203.544.8118

## **MAKE DISTRICT WELLNESS POLICY A PRIORITY!**

- Our government has mandated that school Wellness Policies must set standards for all food served on school grounds. We are asking that our school district make the Wellness Policy a priority this year. Transparency and community input are crucial.
- We want our Wellness Policy to address the use of processed foods with chemical additives such as hydrogenated oils, artificial colorings, MSG and other so-called "natural flavorings", natural and artificial sweeteners, fillers and preservatives.
- The Policy must address local food sourcing, inclusion of fresh and organic ingredients, more plant-based choices, quality and source of meat and dairy products with attention to the use of hormones and antibiotics in their production.
- Our school administrators must write contracts for vendors that specify the quality and allowable ingredients of food offered in the cafeteria, vending machines, classrooms and at athletic events and field trips.
- The Wellness Policy must also address the amount of time students have to eat.
- Wellness Policies must mandate food education via a curriculum that includes farming and gardening experiences, shopping, recycling, preparing, cooking and tasting real, whole food.
- It is the responsibility of the school district to implement and enforce the Wellness Policy.



Advocating for the health of America's kids.  
Working for a sustainable future.

### **THE TWO ANGRY MOMS ACTION PLAN - IN YOUR SCHOOL DISTRICT:**

**1) Host a Screening of Two Angry Moms.** With this first step you will meet and join forces with other like-minded adults who recognize that our kids do better and feel better in a healthy school food environment. Download our screening planner and get started!

**2) Sign and Circulate the Two to Two Million Pledge** to reach a national tipping point where healthy and delicious school food becomes the norm. Visit [www.angrymoms.org](http://www.angrymoms.org).

**3) Have Lunch With Your Child in the School Cafeteria.** Understand the strengths and weaknesses of your school's lunch program by experiencing the food your kids are taking in at school every day. Ask to see ingredient lists for all the food on the menu. Use this information for policy and contract specifications.

**4) Join a Committee or Coalition.** Get involved with the nutrition committee in your school or a wellness committee in your district. Create one if none exist. Write or update a District Wellness Policy that specifies your needs. For more support, become a member of [Beterschoolfood.org](http://Beterschoolfood.org). Your wellness committee should:

**Survey Your District.** Find out how many other parents, students, teachers and staff share your concerns about school food? A community-wide survey raises awareness and builds numbers.

**Read The Food Contracts.** Is your school self-operated or run by a food service management company? Read all the contracts and make sure they reflect your Wellness Policy.

**5) Market Your New Program.** Some kids are afraid of fresh food! So when positive changes are made in your district, work with sports teams and student leaders to get "buy-in" from your entire community.. Create and participate in school gardening and cooking classes that produce real food. Hold "tastings." Make it fun.

### **AT HOME:**

**7) Build Your Food IQ.** Learn which foods are right for your family – not all foods are good for everyone!

**8) Cook With Your Kids.** Read books, takes classes, watch cooking shows. Try new things, test recipes. Grow your own; get your kids connected to their food.

### **ACT LOCALLY AND NATIONALLY:**

**9) Speak Out.** Talk to friends, media and local leaders to raise awareness of the problems with school food and the solutions available when we work together to help our kids be the best and brightest they can be.

**10) Call Congress.** Let them know you support legislation to get advertising and junk food out of schools, and USDA regulations that support sustainable agriculture, small farmers and local markets. Let's fill our schools with fresh food!



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Working for a sustainable future.



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## Two Angry Moms – Just the Facts

- 35% of American Children are obese or at risk.
- Centers for Disease Control: “We are facing a childhood obesity epidemic. This generation will be the first in the nation’s history to live shorter lives than those of their parents.”
- 30% of boys born in 2000 and 40% of girls will develop diabetes.
- There are soaring rates of asthma, ADHD, anxiety, autism, learning disorders and depression among children.
- 1 in 4 children take prescription medication daily for chronic illness.
- 2000% increase in amphetamine prescriptions for children since 1990.
- Americans spend \$200 billion per year in diet-related health care costs; twice as much per person, per year than any other developed nation.
- 50% of all cancer could be prevented through healthy diet and exercise.
- The average American life expectancy ranks 27<sup>th</sup> in the world.
- The cost of fresh fruits and vegetables has risen 40% in the past twenty years.
- The cost of soda, sweets, meat, dairy, fats and oils has decreased by as much as 20% in that same time.
- Americans spend less than 10% of their income on food, but 17% of our GDP is spent on healthcare.
- Europeans spend 17% of their earnings on food, but less than 10% of their GDP on healthcare.

*The movie goes right to the heart and makes you realize how important this is to the future generations of our country. - Melissa Wright, Mom*



Working for a sustainable future.  
Advocating for better food in schools.

## SCHOOL LUNCH-IN

A great way to galvanize moms (and dads) in your district is to organize a day or a week where parents join their kids for a school meal. Parents should see first-hand what their kids are eating (and not eating) at school. Most parents have no idea what is being served in their child's classroom and school cafeteria.

While the idea of a "Lunch-In" may seem radical, it actually comes from USDA guidelines suggesting that every parent should go to school and have lunch with their child.

### Some tips:

- *While you're lunching - read more than the menu.*
- *Ask to see a list of ingredients for every item in the cafeteria.*
- *Read labels; check out what's in the vending machines.*
- *Don't be fooled by health claims on menus and "low calorie", "low fat" branding.*
- *How much of the food being served is real, fresh food and how much of it includes flavorings, colorings, artificial sweeteners, preservatives, binders and unpronounceable ingredients?*

You don't need a degree in nutrition to know whether the food being served in your child's cafeteria is good to be eating on a daily basis. It's really about common sense. Parents are the real customers in the cafeteria. We're the ones who pay for lunch. Our bottom line is the health and well being of our kids. Ask yourself if you want your children eating these foods as a primary source of nutrition for ten months of the year.

Then ask your school board for a wellness policy that requires real food, not junk (and enough time for children to sit down and eat a real meal)! Let us know how your visit goes and send us your favorite school food photos - we'll post them on our site.

<http://www.angrymoms.org>

Dear Parents,

This survey was compiled by \_\_\_\_\_ Wellness Committee. We are a group of concerned parents, professionals, and faculty with our children's best interests at heart. We are working toward providing our children with healthy and great tasting food in the cafeteria and throughout the school. We would like input from both you and your children. Please include their opinions in here as well.

Effective July 2006 the federal government mandated that all school districts that participate in the federally funded school lunch program create district wide wellness policies. Due to the health crisis facing children it is imperative for school districts, facility, administrators, parents and students to work together, become proactive, draft or amend policies that promote sales of healthy whole foods and healthier beverages. As there is much talk about improvements in the schools regarding food served both during school and after-school events, your opinions matter to us. Please take the time to fill out this short questionnaire so your voice can be heard. Thank you for your time.

The Wellness Committee

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### Parent Food and Wellness Questionnaire

1. I am familiar with all the foods, snacks and food choices that are offered for my children to purchase in the school cafeteria.

Agree     Neutral     Disagree     Not sure

2. The foods, beverages and snacks offered through the school cafeteria are healthy for my children.

Agree     Neutral     Disagree     Not sure

3. Daily cafeteria menus feature a sufficient variety of healthy choices.

Agree     Neutral     Disagree     Not sure

4. How many days per week do your children usually buy school lunch in the cafeteria?

5     4     3     2     1     0

5. My children are satisfied with the food served in the cafeteria and at school events.

Agree     Neutral     Disagree     Not sure

(Over)

6. As a parent, I am satisfied with the food served in the cafeteria and at school events.

Agree     Neutral     Disagree     Not sure

7. I would allow/encourage my children to buy lunch more frequently if the food choices were more nutritious.

**Agree**     **Neutral**     **Disagree**     **Not sure**

8. I would be willing to pay more for school lunches that provide healthier and more nutritious foods for my children.

**Agree**     **Neutral**     **Disagree**     **Not sure**

9. My impression is that the cafeteria is clean, pleasant, and appealing.

**Agree**     **Neutral**     **Disagree**     **Not sure**

10. My children have enough time to eat lunch.

**Agree**     **Neutral**     **Disagree**     **Not sure**

11. What would you like to see added from the cafeteria menu?

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12. What would you like to see deleted from the cafeteria menu?

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13. During various festivities and holiday parties, I would like my children to have more healthy food choices, in addition to the traditional foods offered.

**Agree**     **Neutral**     **Disagree**     **Not sure**

14. What would you like to see added or deleted from the present selection of foods and beverages offered at school festivities and holiday parties.

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Please add any comments or suggestions related to healthy food choices for your children.

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Thank You!!

## Welcoming Intro Sample

I would like to welcome you all (today, tonight) and thank you for coming.  
(Acknowledge sponsors here)

As you know, children's health is declining in America at a dramatic rate. The Centers for Disease Control says that, "We are facing a childhood obesity epidemic." "This generation of children will be the first in the nations history to live shorter lives than those of their parents."

Shockingly:

- 35% of American Children are obese or at risk.
- 30% of boys born in 2000 and 40% of girls will develop diabetes.
- There are soaring rates of asthma, ADD, anxiety, autism, learning disorders and depression among children.
- 1 in 4 children take prescription medication daily for chronic illness.
- There has been a 2000% increase in amphetamine prescriptions for children since 1990.

For many children in America, the foods they eat while in school represent the largest portion of their daily diet. The film we are about to view takes this highly important topic and helps us to understand how the institution of school food impacts the health of our kids and how we can work to affect positive change.

Thanks again for coming. I look forward to hearing your thoughts following the film.

## A Sample “Ask”

Following the Film but before people begin to leave –

“If you’ve heard anything today that speaks to you, please do what you can to improve school food. I’m/We’re doing so because [your personal story]. I encourage you to do the same.” Of course, use your own words. Why are you invested in this cause? What efforts have you made in your own community? Nothing is more compelling than your own story, as told by you! Keep it short and inspiring or at least a story that your audience will relate to.

Then.....Get your audience to commit to something specific and have a list of ideas ready:

Will you commit to participating in a School Lunch-In (choose day or week) and visit your child for lunch at school?

Will you commit to holding your own screening or house party?  
(Be prepared to direct them to our website.)

Will you agree to join us in a local coalition to move this issue forward? (Get their contact info and communicate a tentative date for follow-up)

Will you attend a local parent association meeting, join the wellness committee, contact your school superintendent to find out what is being done in your school?

Will you put cash or a check in the lunch box we’re passing around now?

Ask them if they will buy a DVD (<http://www.angrymoms.org>) and spread the word.

## Discussion Points

Spend as little or as much time on each section as you want. Use these questions to keep the discussion flowing or to move on if one person is dominating the conversation. The more people who have a chance to voice their opinion and become involved in the discussion, the stronger the event will be.

### About the Film:

What did you think of the film?

Was there a particular part of the film that you connected with and why?

What, if anything, you learned surprised you? How does that change the way you feel about this process?

Did the film help you to understand the dynamics holding the current structure in place? What, if anything surprised you about this structural dynamic?

After watching this film do you feel there is more urgency to this issue than you felt before seeing it?

### About Your Local Situation:

How many of you pack lunches?

How many of you feel that the food in our local school system could be improved?

Are there obvious changes that you feel need to be made? What are those?

Have any of you reached out to affect change? What avenue did you take? What was the response?

Are any of you currently involved in your local School Board, PTA, PTO or Wellness committee? Have they had discussions re: the quality of food in their schools? What is their position? Do they welcome input? If they are suggesting change is it token or meaningful?

How many other people do you know in your community who feel the same way you do about school food?

Do you know others who might change their mind about this issue if they saw this film?