

TO WIN, WE HAVE TO LOSE.

THE
WEIGHT
OF THE
NATIONTM

Screening to Action: Quickstart Guide

To spark conversations that lead to action.



The most important behavior to change this epidemic is participation. It's the most important. If we participate with our doctor, we change things. If we participate with our school, we change things. If we participate with our neighbors, we change things.

America Bracho, Executive Director, Latino Health Access—as quoted in *The Weight of the Nation™*, Part 4

Introduction

This *Screening to Action: Quickstart Guide* was created to spark community action to address obesity and its root causes. The guide contains the information you need to plan and host a Screening to Action event to accompany *Challenges*, the fourth film in *The Weight of The Nation™* series.

Whether you are hosting a brown bag lunch meeting, an intimate gathering or a large community event, we've included ready-to-use meeting agendas and organizing tips. These tools will help you hold a screening and dialogue experience where participants learn more about the issues, discover shared interests, identify opportunities for change, and work together to take collective action.

The Weight of the Nation™ partners include HBO, The Institute of Medicine of The National Academies, Centers for Disease Control and Prevention, National Institutes of Health, Michael & Susan Dell Foundation, and Kaiser Permanente.

The Weight of the Nation™, a four-part HBO film documentary and a public health campaign, takes a hard-hitting look at America's obesity epidemic and tells us "to win, we have to lose." The epidemic and the related wave of chronic disease is taking a serious toll on our country's physical and fiscal health—and action is urgently needed to reverse the trends. This *Quickstart Guide* can help you, your organization, and your community—be part of the solution.

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Set Your Goals

Setting clear goals for the screening will help you create a satisfying experience for participants and increase the likelihood that your event will lead to collective action. The activity below will help you establish clear goals and decide what kind of Screening to Action event will be most effective.

Think about the following questions:

- What do you seek to accomplish with a Screening to Action event?
- What is already happening in your community to fight obesity and its causes?
- What strengths, assets and initiatives can you build on?
- What are the barriers or challenges to the community being more effective?
- Who is missing that needs to be invited to the conversation?
- What roles do you imagine participants might play in taking collective action?

Please finish the sentence below. For ideas, see the examples from other communities.

We are hosting a *The Weight of the Nation*[™] Screening to Action event in order to:

Examples of screening to action event goals and models

Hamilton County, OH hosted a screening to **expand and diversify an existing coalition.**

- Hamilton County set out to grow their coalition and add active volunteers and partners to existing coalition teams focused on healthy eating and active living.

Santa Ana, CA & Colorado Springs, CO hosted screenings to **build broad community support for their efforts.**

- Santa Ana worked with the media to build awareness and increase support for obesity fighting efforts. To attract participants, door prizes like gym memberships were offered.
- Colorado Springs used live video streaming to increase viewership and participation.

A Cincinnati, OH school system hosted a series of screenings to **engage youth.**

- A Cincinnati school showed all four *The Weight of the Nation*[™] films and now has activated a core group of 9th graders who are taking action to improve their school's environment.

A Missouri community held a screening to **engage school board members and key stakeholders.**

- School board members and others were asked to consider co-creating policies for increasing physical activity and improving the food environment.

A Wisconsin community is using the screening to **kick off a regional obesity prevention coalition.**

- The event was designed to solicit feedback on preliminary ideas and secure volunteers.

Set Your Goals, *continued*

Other reasons to hold a screening to action event

Host a screening to **link different groups already working on the issues.**

- Many communities have multiple coalitions working on different aspects of obesity. Hosting a screening provides an easy onramp to exploring collaborative opportunities.

Host a screening to **begin a conversation.**

- Maybe there isn't much your community is doing to address obesity; the film might be the perfect spark for beginning the conversation that can lead to taking action.

Select Meeting Option

This guide includes ready to use agendas for three different types of Screening to Action events. Consider the strengths of each when deciding which event is right for you.

Strengths of brown bag lunch meetings

- Most effective way to accomplish a goal in one hour. Has options for multiple sessions
- Opportunity to energize an already established team or group of colleagues at work
- Can be an effective way to use an established meeting time when people are generally available

Strengths of a small gathering

- Most effective way to build trust and relationships
- Opportunity to develop a deeper understanding about obesity as the result of hearing multiple perspectives from participants
- Can be an effective way to manage the ideas and feedback from the group and to facilitate next steps

Strengths of a large community event

- Most effective way to build broad community excitement and momentum
- Opportunity to identify shared community priorities
- Can be an effective way to infuse new energy and volunteers into existing efforts

Plan Your Event

Whether you are planning a Brown Bag Lunch Meeting, a Small Gathering, or a Large Community Event, each will benefit from careful planning. This guide is organized around a sample six to eight week timeline. You may need more or less time depending on the size of your group and who is involved.

Six to eight weeks
before your screening
to action event

Obtain the films

Download *The Weight of the Nation*™ films, or go online to order the Screening Kit from HBO at no cost. <http://theweightofthenation.hbo.com/digital-assets/>

Assemble an organizing team

If you are hosting a small gathering, one person may be able to do all of the planning and hosting, but creating of team of two to three people brings new perspectives and balances the workload. A Large Community Event will go better with a team of four to six that can offer diverse perspectives and help spread the word.

Determine your goals

Review your initial goal setting exercise. Do those goals still fit? Are there new goals?

Select a facilitator(s)

Good facilitation is critical to a successful dialogue. Enlist an experienced facilitator or person that is a good listener and can inspire conversation while remaining neutral. Visit page 20 for facilitator tips and additional resources.

Arrange logistics

Choose a date that works for nearly all of your intended audience. Make sure that date works with your facilitator. Choose a location that is comfortable and accessible. Visit page 21 for additional information about room set-up, screening equipment, and supplies.

Get creative

Consider building a “walk and talk” into your meeting, so participants can enjoy some physical activity. For example, your group may watch some or all of the film, spend some time framing a series of questions, then break into small groups to discuss those questions while taking a short walk. The groups will return energized to next discuss how to take action.

For those doing Brown Bag Lunch Meetings, how many you will have?

You might hold just one lunch hour meeting, or spread the meetings out over several weeks or months.

Plan Your Event, *continued*

Five to seven weeks
before your screening
to action event

Recruit diverse participants

The most important thing you can do to ensure a lively discussion and meaningful outcomes is to bring together a diverse group of people. Review your goals and make sure the people you are recruiting have the knowledge, connections or influence to help you meet your goals.

Spread the word

Ideally this will take place as soon as possible, but make sure all of the steps from the previous list are in place before issuing your invitations. Personal contact can make a big difference in increasing participation. A postcard with a personal note followed by a phone call or text is effective. *The Weight of the Nation*[™], website has key video clips, facts and infographics about obesity that you can include in your outreach <http://theweightofthenation.hbo.com/digital-assets/>. Resources are also available at http://info.kaiserpermanente.org/communitybenefit/html/our_work/global/weightofthenation/get_engaged.html

Prepare the facilitator(s)

Your facilitator(s) should prepare ahead of time so that he or she is familiar with the purpose of the Screening to Action event, the film, the agenda and the discussion questions. Visit page 20 for facilitator tips and additional resources.

Three to four weeks
before your screening
to action event

Set your agenda

This Screening to Action: Quickstart Guide includes three ready-to-use meeting agendas starting on page 10. Each agenda can also be modified to fit your goals.

Gather information about existing local initiatives

Strengthen the impact of your meeting by providing relevant local information. Consider creating a brief “fact sheet” about your community’s demographics, obesity rates and chronic disease rates, etc. You can do this at CommunityCommons.org. A handout or presentation that describes local initiatives and partnerships can be effective as well.

Anticipate next steps

Talk with your organizing team about the kinds of action ideas participants might generate during the discussion. What next steps might be needed to help bring these ideas to life? Consider what kinds of support your group might be able to provide to participants to help move things forward.

Plan Your Event, *continued*

Two weeks before your screening to action event

Engage the media

Send a press release to radio, television, and newspaper sources. Get the word out on social media sites like Facebook and Twitter. Send a broadcast email and ask friends to spread the word.

One week before your screening to action event

Reconfirm and remind

Check in with your facility, your facilitator(s), and any other key people that will assist with your event.

Assemble supplies

Gather everything you need for your Screening to Action event in one place. Test any audiovisual equipment you will use.

The day of your screening to action event

Arrive early

Some people will likely arrive early to your event and reporters may want to talk to you before things get started so allow yourself plenty of time to set up your room, test any equipment, and be ready to greet participants.

Set the stage for action

Make sure the tone is set for good conversation that leads to tangible action – by the participants, not just the organizers.

Document and use social media to expand the impact of your event

Ensure someone can take photos, keep notes, and capture inspiring stories. For larger events, spread the word via social media such as Facebook and Twitter. Consider live-streaming the event for those that are unable to attend in person.

Plan Your Event, *continued*

One day to one week after your screening to action event

Thank participants

Send a thank you message to everyone that assisted or attended the event and remind them of commitments made, next meeting date, etc.

Share your stories

Let others around the country know about your successful event and the outcomes it generated. Visit page 18 of this guide for links to share your stories.

Ongoing work after your screening to action event

Support ongoing action

Continue to support the conversation and advance the individual and collective actions the group committed to. Nurture the relationships that were formed, help action be clear and easy to take, highlight early wins and impacts.

Screening to Action Brown Bag Lunch Agenda

This agenda is designed for a small group that intends to meet over a lunch or series of lunches. Use this to host a screening and conversation for a board, a staff, or a group of organizational partners. You may have to expand or contract this agenda to fit your chosen time frame.

The goals of this agenda are to

- Learn about the obesity epidemic and its causes
- Discover your organizations unique role or opportunity to address obesity
- Discuss existing community efforts and assets to fight obesity
- Identify actions your organization can do internally or in partnership with others to address obesity

Feel free to use your own language and context when asking questions. The statements below are only suggestions for how your discussion may flow.

Welcome

Please see Facilitator Tips on page 19 for suggested ground rules.

- Welcome everyone and do introductions if necessary
- Briefly review the goals of your screening and dialogue
- Establish ground rules

Watch *The Weight of the Nation*TM: Part 4

Screen chapters 1 & 11 from *The Weight of the Nation*TM Part 4: Challenges (18 min).

If you have more than two hours, consider showing additional chapters or all of Part 4 (68 min).

- Introduce the film
HBO created *The Weight of the Nation*TM a 4-part documentary to confront America's obesity epidemic in order to help us
 - Learn more about America's obesity epidemic
 - Hear what communities around the country are doing to change things
 - Spark ideas for what we can do here

Follow-up discussion

- Ask participants what intrigued or surprised them the most
- Ask participants how they see obesity impacting your organization or those you serve
- As a group, discuss existing community efforts and whether those are working or need additional resources
- Ask participants to generate a list of new ideas that could work in your community

Plan next steps

- Ask of all the ideas you've discussed, what seems the most promising. As a group, what do you see as the top two or three ideas?
- Ask what next steps you all can take to bring these ideas to life. For example, can we:
 - Make plans to meet again as a group to work on some of our ideas?
 - Consider watching other segments?
 - Explore our current workplace policies in depth?
- Thank everyone for participating

Screening to Action Small Gathering Agenda

This agenda is designed for a small group of about eight to fifteen people. Use this to host a 2–2.5 hour screening and conversation for your neighborhood, business, faith group or the leadership team of a healthy community coalition.

The goals of this agenda are to

- Build relationships among participants
- Learn about the obesity epidemic
- Discuss existing community efforts and assets to fight obesity
- Identify actions the group and partners can take to address obesity

Feel free to use your own language and context when asking questions. The statements below are only suggestions for how your discussion may flow.

Consider building a “walk and talk” into the agenda to integrate physical activity into the meeting.

Welcome 10 min

Please see Facilitator Tips on page 19 for suggested ground rules.

- Welcome everyone and do introductions if necessary
- Briefly review goals of the screening and dialogue
- Establish ground rules

Share our experiences 10 min

- Ask participants to state their name and briefly describe what brought them to this meeting.
- Ask participants what makes it hard to talk about weight and obesity.
- Ask what themes the group is noticing from your initial discussion.

Watch *The Weight of the Nation™: Part 4* 20–70 min

Screen chapters 1 & 11 from *The Weight of the Nation™* Part 4: Challenges (18 min).

If you have more than two hours, consider showing additional chapters or all of Part 4 (68 min).

- Introduce film
HBO created *The Weight of the Nation™* a 4-part documentary to confront America's obesity epidemic in order to help us
 - Learn more about America's obesity epidemic.
 - Hear what communities around the country are doing to change things.
 - Spark ideas for what we can do here.

Screening to Action Small Gathering Agenda

Explore actions we can take

30–45 min

Keep track of the time so participants have a chance to discuss all of the questions in this part.

- Ask participants, before seeing this film, what were their assumptions about the factors that have contributed to obesity. Did the film change their views?
- Give examples from the film of the kinds of actions individuals and communities are taking to reduce obesity and improve health.

- Implement workplace wellness
- Build new parks, bike paths or sidewalks
- Create community gardens at schools
- Distribute healthy food through supermarkets, food carts, or roving trucks

Ask your participants if any of these things have been tried in your neighborhood or community. If so, how would you characterize your current efforts? What seems to be working? Where do you seem to be getting stuck?

- Ask what one change could make a big difference in your [neighborhood, workplace or community]. Where would we start? Who could we work with to make it happen?
- What resources do we have in our community to help us?

Hand out follow-up information

- Point out some highlights of that information

Plan next steps

15–25 min

- Of all the ideas we've discussed, what seems the most promising? As a group, what do we see as the top two or three top ideas?
- What next steps can we take to bring these ideas to life? For example, we can
 - Make plans to meet again as a group to work on some of our ideas
 - Join up with an existing group or coalition
 - Contact local leaders or policy makers and invite them to join us
 - Identify and agree on next steps and who is responsible for them
- Thank everyone for participating

Screening to Action Large Community Event Agenda

This agenda is designed for a group of twenty to hundreds of people. Use this to host a 2.5–3 hour screening and conversation for a coalition, a leadership summit, or a community-wide gathering.

The goals of this agenda are to

- Build relationships among participants
- Learn about the obesity epidemic
- Share information about existing community efforts
- Determine community priorities
- Identify action steps

Feel free to use your own language and context when asking questions. The statements below are only suggestions for how your discussion may flow.

Consider building a “walk and talk” into the agenda to integrate physical activity into the meeting.

Welcome 15 min

Please see Facilitator Tips on page 19 for suggested ground rules.

- Welcome everyone and do introductions of key participants
- Briefly review goals of the screening and dialogue
- Establish ground rules

Share our experiences

10–15 min

- Invite participants to discuss these questions with the person sitting next to them.
 - Briefly describe what brought you to this meeting.
 - Obesity can be a challenging topic to discuss. What makes it hard to talk about weight and obesity?
- Invite several people to share highlights of their discussion with the whole group.

Watch *The Weight of the Nation™*: Part 4

20–70 min

Screen chapters 1 & 11 from *The Weight of the Nation™* Part 4: Challenges (18 min).

If you have more than two hours, consider showing additional chapters or all of Part 4 (68 min).

- Introduce film
HBO created *The Weight of the Nation™* a 4-part documentary to confront America’s obesity epidemic in order to help us
 - Learn more about America’s obesity epidemic.
 - Hear what communities around the country are doing to change things.
 - Spark ideas for what we can do here.

Screening to Action Large Community Event Agenda

Explore actions we can take

30–45 min

Project the discussion questions on a screen or post them on flipchart paper where everyone can see them.

Capture the key ideas from this discussion electronically or on newsprint.

For Communities That Are Just Getting Started With Efforts to Fight Obesity

- Invite participants to discuss these questions at their table or with two or three people sitting next to them.
 - What stood out for you when you watched the film?
 - The film gave examples of several kinds of actions communities are taking to reduce obesity and improve health. Which of these seem especially promising?
 - Implement workplace wellness
 - Build new parks, bike paths or sidewalks
 - Create community gardens at schools
 - Distribute healthy food through supermarkets, food carts, or roving trucks
 - If we wanted to make a change in our community that would make a big difference, what would that change be?
- Invite several people to share a few highlights from their discussion with the whole group.

For Communities That Have Existing Coalitions or Projects Underway to Fight Obesity

- Invite participants to discuss these questions with two or three people sitting next to them:
 - What stood out for you when you watched the film? 10 min
- Give presentation or distribute fact sheet to describe current efforts. 10 min
- Discuss local efforts. 25 min
Invite participants to discuss these questions at their table or with two or three people sitting next to them:
 - How would you characterize our current efforts? What seems to be working well? Are there examples from the film that could work well here? What strengths can we build on?
- Invite several people to share the highlights of their discussions with the whole group.

Screening to Action Large Community Event Agenda

Priority setting activity

15–30 min

Decide on a technique ahead of time to help participants prioritize possible actions. Below are a few suggestions:

Invite each table to share their top 1 or 2 priorities with the larger group

Electronic voting using keypad polling or cellphones.

“Dot” voting using large pieces of newsprint containing each of the ideas and sticky dots

- Invite participants to choose their top priorities. Offer a list of choices that includes examples from *The Weight of the Nation™* list below. Also include examples from local initiatives.
 - Examples of possible actions from *The Weight of the Nation™*
 - Implement workplace wellness
 - Build new parks or create community gardens
 - Build bike paths and increase sidewalks
 - Increase amount of physical activity children get at school
 - Create safe routes so children can walk to school
 - Serve healthier school lunches
 - Open a supermarket or distribute food through roving trucks
- Invite someone to read through the list of possible actions.
 - Ask if anything important is missing and add it to the list
 - Once the list is complete, invite people to surface their top 2–3 priorities

Break

5 min

- During the break, review the results of the priority setting exercise and prepare to report them back to the group.

Plan next steps

15 min

- Present the top priorities back to the group, looking for areas where there may be energy for further action
- Invite and gain agreement on next steps to be taken to make progress on the top priorities that were just identified. Possible next steps:
 - Continue the dialogue on one of the priorities (see Moving to Action on page 16)
 - Join existing efforts
 - Contact local officials and policy makers
 - Identify and agree on next steps and who is responsible for them
 - Thank everyone for participating

Moving to Action

Prior to hosting the Screening to Action event, begin to consider how your organizing team will inform and support action. Below are some resources to help frame and educate on the issues—in a way that can advance collective action that taps the evidence base and highlights relevant data.

Infographic: Obesity—Complex But Conquerable

The Institute of Medicine offers five recommended solutions to address the obesity epidemic and explains it in a graphic that simplifies a complex issue:

<http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention/Infographic.aspx>

Food in Schools

Educating your community and helping schools understand the various aspects of the obesity problem will lead to a more informed process for implementing change strategies in schools. Community Commons has put together data and maps to help you think strategically about ways your community can address how food is seen, procured, sold, advertised, made available, consumed, and talked about in schools.

<http://www.communitycommons.org/food-in-school/>

Physical Activity in Schools

With no national guidelines for physical activity in schools, it is more important than ever for communities to start taking action toward implementing physical activity standards in school and afterschool programs. Community Commons has put together data and maps to help you think strategically about ways your community can assess and address physical activity policies, environments, and opportunities in local schools and throughout your community.

<http://www.communitycommons.org/physical-activity-in-schools/>

Food Marketing to Children

Research suggests that 98% of the food advertised to children is high in saturated fats, sugar, and salt. Unhealthy foods are advertised to youth on a regular basis through television commercials, food placement in television shows, online advertising, and advertising during video games. Because youth in America are surrounded by unhealthy food marketing, it is important for parents and communities to get involved in educating and helping youth make good decisions about the food they eat. Community Commons has put together data and maps to help you and your community think about and take action around food marketing, signage, local food environments, screen time policies, and nutrition education.

<http://www.communitycommons.org/food-marketing-to-children/>

Moving to Action

Walking and Active Community Environments

A community's built environment can make a big difference in how active its' members are on any given day. Making built environment changes that promote physical activity and active transportation easily accessible and affordable is vital to the overall health and well being of any community. Every Body Walk! provides a wealth of resources at www.everybodywalk.org. Community Commons has also put together data and maps to help you and your community assess, plan for, and act on built environment and physical activity strategies.

<http://www.communitycommons.org/walking-and-active-community-environments/>

Food in Communities

From healthy food deserts to junk food oases, communities across the nation are struggling to find a balanced food environment. With high-fat foods priced low and available at every corner store and fresh foods often difficult to access, adults and children alike are having a hard time making healthy choices. Community Commons has put together data and maps that show SNAP retailers, farmers' markets, and community supported agriculture resources in communities.

<http://www.communitycommons.org/food-in-communities/>

Workplace Wellness

Adults spend a majority of their week in work environments. From business meetings and conference rooms to factory floors and hospital halls, health-conscience work environments are critical to keeping Americans healthy. Workplace wellness initiatives are becoming increasingly important to lowering health care costs, decreasing absenteeism, and saving employers and employees precious time and money. Workplace wellness can come in a variety of forms and Community Commons has put together data, maps, and resources to help you and your community talk about and act on strategies that can make your work environments healthier and more productive.

<http://www.communitycommons.org/workplace-wellness/>

Share Your Stories

Hopefully you took a lot of great photos and heard some inspiring stories. Share those with us at *The Weight of the Nation*[™] group page which can be found on the Community Commons: <http://www.communitycommons.org/wotn>.

You will get a chance to see what other communities around the country are doing after hosting their own Screening to Action event. You can also connect with other local organizers to ask questions, share tips, and find out what's working.

You and your community are part of a broad based movement to shape places that support healthy eating and active living—and to reverse the prevalence of obesity by addressing its root causes.

The key is finding effective ways to build on existing assets and work together—across sectors and political interests—on evidence-informed strategies that can make a real difference.

Thank you in advance for sharing your experiences and results with others working to make a difference in their respective communities. We are better, together!

Acknowledgements

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This Screening to Action Quickstart Guide was written and produced by a team at Community Initiatives, including Jamie Kleinsorge, Susan McCormack, Chris Paterson, Monte Roulier, and Michelle Windmoeller.

Resource #1 · Facilitator Tips and Training

1. Understand your role

The facilitator's job is to serve the group and help people have a productive conversation. You can do that by setting a relaxed and welcoming tone, asking open-ended follow up questions, and making sure everyone has a chance to participate. Don't share your personal opinions, push an agenda or allow a few people to dominate the conversation.

2. Help the group establish ground rules

Establishing ground round rules at the beginning helps people have an honest, respectful, productive conversation. Possible ground rules include

- Each person gets a chance to talk.
- Share "air time."
- Speak for yourself. Everyone is an expert on his or her own life experience.
- It's OK to disagree, but don't make it personal.
- If you feel offended, say so and say why.
- Honor confidentiality. Some of what we talk about will be very personal. We will not tell these stories to other people, unless we all say it is OK.
- Help the facilitator keep things on track.

3. Monitor the group process

Keep track of who has spoken and who hasn't. Pay attention to how engaged participants seem. If people seem quiet or disinterested, consider splitting up into pairs or groups of three for part of the dialogue. If the discussion is going well, you won't need to say much.

4. Ask follow-up questions

Sometimes it helps to ask follow-up questions to help participants clarify a point or deepen the conversation. Here are some useful questions.

- What seems to be the key point or idea here?
- Could you help us understand the reasons behind your opinion?
- How might others see this issue?

Additional Resources

Everyday Democracy has a comprehensive facilitator-training guide, which includes in-depth tips. This can be downloaded for free at <http://www.everyday-democracy.org/en/Resource.106.aspx>

Resource #2 · Room Set Up and Equipment

Small Group Dialogue

Room Set-up: A round or square table with a circle of chairs works best, provided that people can adjust their chairs to comfortably view the film.

Large Community Gathering

Room Set-up: Multiple round tables will allow for small group conversation before and after the screening. Make sure there is enough space between tables so people are able to hear. If a presentation is included, you may want to provide a podium at the front of the room. If you plan to do a priority setting activity using flip chart paper, make sure there is wall space available to hang paper on. People should have enough room to comfortably move from their tables to the wall and back.

Materials & Equipment

- Sign-in sheet
- Name tags
- Handouts (optional local fact sheet or overview of local initiatives)
- Flip chart paper
- Pens & markers
- Sticky dots
- Refreshments

You may need to rent the following equipment if the venue you choose does not provide them:

- DVD player
- Projector or large screen television
- Audio (i.e. screen and sound system)
- Microphone(s) and speakers
- Tables, chairs, easels
- Handheld voting devices if needed
- Camera and/or video-recorder if you would like to document the event