SONG FOR CHARLIE'S

THE NEW DRUG TALK

CONNECT TO PROTECT

FILM SCREENING GUIDE

Film Screening Guide

THE NEW DRUG TALK

View The New Drug Talk film here (downloadable version here).

The fentanyl epidemic has impacted communities nationwide, including here in Oregon. You can help protect the youth and families in your community by hosting a screening and panel discussion of ***The New Drug Talk*** film with parents. This guide will walk you through assembling a knowledgeable and impactful screening and panel, as well as facilitating a meaningful discussion to educate and inspire action within your community.

> ***Note:***
> *Some communities choose to follow the screening with a panel discussion featuring key community experts to discuss the local fentanyl crisis and how to educate the community to connect and protect their loved ones. The panel can include an audience question and answer session as well.*
>
> *Other communities opt to skip the panel and follow the screening with an open question and answer session. For this format, it is helpful to have a moderator who can keep the discussion organized and on time.*

STEP 1 ASSEMBLING YOUR PANEL

A diverse panel of at least 3-4 individuals is key to providing a comprehensive understanding of the fentanyl crisis. Aim for a mix of those with personal experience, medical expertise, and/or educational insights. Potential panelists could include:

- **Local Family Impacted by Fentanyl:** Reach out to local support groups or networks for families affected by drug-related issues. Look for someone who is willing to share their story to help others understand the personal impact of fentanyl.

- **Medical Expert:** Contact hospitals, clinics, or addiction treatment centers for recommendations on doctors, nurses, or addiction specialists who have experience with drug treatment and recovery. An expert who can speak on the medical aspects of fentanyl will provide invaluable insights.

- **Educator Specializing in Health or Addiction:** Universities or community colleges are good places to find professors or teachers specializing in health care, mental health, or addiction studies. They can offer an educational perspective on the issue and suggest preventive measures.

STEP 2 PREPARING FOR THE EVENT

- **Identify a Host:** Determine who will host the screening, book the venue, invite panelists and community members. This individual/organization will arrange the details of the screening, confirm technical logistics of the screening, and ensure the event is well attended.
- **Venue and Logistics:** Secure a venue that is accessible and comfortable for the community. Ensure that the screening and discussion areas are equipped with necessary AV equipment. Venue options can be anything from a home, a community center, to a local theater.
- **Promote the Event:** Use local media, social media, community bulletin boards, and word-of-mouth to advertise your event. Highlight the importance of the topic and the expertise of your panelists to attract a diverse audience. Learn more in the 'Promotion tips' section below.
- **Prepare Your Panelists:** Provide panelists with an overview of the film and the event's objectives. Encourage them to watch the film ahead of time and prepare key points or stories they'd like to share after the screening. A moderator should be identified who can keep the discussion organized, prepare questions for discussion, and keep the event on time. It's helpful to have a pre-event meeting or call to discuss the flow of the panel discussion.

SAMPLE RUN OF SHOW FOR SCREENINGS

5:30	Arrive & Settle
5:35	Welcome
5:45	Show Film
6:15	Panel and Q&A
7:00	Close

STEP 3 FACILITATING THE DISCUSSION

- **Introduce the Topic and Panelists:** Start with a brief introduction of the issue, the film, and each panelist. Set a respectful and open tone for the discussion.
- **Moderate Effectively:** Prepare a list of questions to guide the discussion but be flexible to let the conversation flow naturally. Encourage panelists to share their perspectives and experiences, and ensure each panelist has equal opportunity to speak. Sample panel questions can be found below.
- **Engage the Audience:** Allow time for audience questions and encourage participation. Consider using a microphone for audience questions to ensure everyone can hear the discussion.
- **Provide Resources:** End the event by sharing local and national resources for education, support, and advocacy. This could include hotlines, websites, and local support groups.

SAMPLE PANEL QUESTIONS

General Questions:

- Narcan is an important tool to reverse overdose. Where is it available? Would you advise families of teens and young adults to have some in the house?
- Parents seeing this film may be alarmed. What would you want them to do now that they know more about the fentanyl crisis?
- The film presented the big picture of what is happening nationally, how can you (local expert) shed light on what is happening in your community?
- The film touched on mental health and how that can be a factor in kids' decision to try or experiment with substances or turn to a substance to self-medicate. What can parents do to address that?
- Some parents watching this film may think that their kids already know about fentanyl and that they don't need to talk to them. What would you tell those parents?
- How can parents stay up to date on trends and how to even start this critical conversation in the home?

For a bereaved family member: In the film, we hear from several families who lost a child to fentanyl. Can you tell us about your family's story?

For an addiction expert/mom of teens: What should parents of teens and young adults be doing? What is the best way to talk to a teen about the dangers of the current drug landscape?

For a local health care professional: We know that often kids reach for substances to cope with big feelings. Can you offer some advice to families about how they can stay in tune with their kids' mental health and help them develop healthier coping strategies?

STEP 4 FOLLOW UP

- **Thank Participants:** Thank your panelists and attendees for their participation and contribution to raising awareness.
- **Share Highlights:** Post highlights or a summary of the discussion on social media or community networks to reach those who couldn't attend.
- **Feedback:** Consider sending out a feedback form to attendees and panelists to learn what worked well and what could be improved for future events.

By hosting a film screening and panel discussion, your group can play a crucial role in educating the public, sharing personal stories, and advocating for action against the fentanyl crisis. Remember, the goal is not only to raise awareness but also to inspire and empower individuals and communities to take concrete steps toward prevention and support.,

Tips for Promoting Your Event

Song for Charlie has facilitated hundreds of fentanyl awareness events, addressing a difficult topic that makes some people uncomfortable. Based on our experience, we have some ideas to share about how to effectively promote your event. Here are three important elements of a successful promotion campaign:

1. Overcome Reluctance

Parents and caregivers may be reluctant to attend an event about "Fentanyl Awareness" or "Drug Prevention." These labels evoke the old "just say no to drugs" warnings they have heard before. Plus, many people think these are issues that apply to other families, not their own. Here are two suggestions to reach the universal population of parents:

Widen the Scope: We encourage organizers to promote their events as community health or safety events and offer a more empowering/hopeful message, such as: "What every parent needs to know about the increased risk of today's drugs," or "How to keep your family safe from the risks of fentanyl in your community."

Combine Venues: Consider pairing the event with a resource fair and invite youth-focused services to table outside the event. Youth sports leagues, summer camps, scouts, art programs, mental health providers, groups providing naloxone, etc.

2. Offer Incentives and Flexibility

Remove obstacles that might keep people from attending by providing, for example, translation services, babysitting, and snacks/meals. Consider offering incentives for attending, like gift card drawings or social service hours. If possible, provide a video livestream and record the event for later viewing. Some schools have shared that they have made parent drug education training a requirement for students to get a school parking permit or go to school dances. While these may not be options for your schools, these creative approaches ensure widespread communication of the message and help to keep the entire community safe.

3. Promote Early and Broadly

Promote your event at least two weeks ahead of time, or longer if you can. You'll want to promote it multiple times before the event: by email, on social media, in newsletters, etc. We recommend promoting it at least five times to get a good turnout.

Use this link to view editable sample flyer templates and this link for sample social media templates created in Canva. These flyers are provided in *"View Only" mode. To use the template and add your own images and information you must create/login to your own canva account and select FILE > MAKE A COPY.* You can use these flyers or create your own.

Below is a sample email announcing the event.

Sample Email Announcement

Dear Parents,
On [date] at [time], we'll have an important parent education event: How to Protect Your Child from Fentanyl. Fentanyl has hit our communities harder than any other drug in history. Fentanyl is involved in 90% of young Oregonian drug deaths, making drugs now the leading cause of death for this age group (15-24). Sadly, many of these deaths could have been avoided if the youth had been educated on the risks of fentanyl.

Schools are adding fentanyl education into their health education curriculum, but a few days of drug education a year is not enough to protect our kids from this dangerous drug — parents and caregivers need to be involved, educating their kids about this danger and reinforcing the messaging at home. Most parents today were raised during the time of DARE, where "just say no" was the extent of drug education, and they don't have an example of an effective drug talk to look back on. This event will educate everyone on how the current drug landscape is more dangerous than ever due to fentanyl and give tips and tools to help parents and caregivers have conversations with their kids.

The event will start with the screening of a short film, The New Drug Talk, which explains fentanyl, how it's impacting today's youth, and what parents and caregivers can do to protect the youth in their lives. Following the screening, we'll have a panel discussion with local experts and a Q&A session. Special guests include [add any guests you want to highlight]. While this presentation is geared toward families with children in middle school or older, all are welcome to attend.

This is an event you won't want to miss. We hope to see you there.

Best,
[Your Name]