



FREEDOM FOR BIRTH

Host Your Own Screening

Easy-How-To Guide

Copyright Alto Films Ltd

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What is: **FREEDOM FOR BIRTH?**



“FREEDOM FOR BIRTH” is the new film released as part of our ONE WORLD BIRTH global documentary project.

“FREEDOM FOR BIRTH” is a special 60 minute campaigning documentary calling for changes to the obstetric monopoly which, in many countries, is violating women's rights to choose where and how they give birth.

Who Is In: FREEDOM FOR BIRTH?



The film tells the powerful story of Agnes Gereb, a Hungarian midwife imprisoned for helping to give women choice in birth.

The film tells how a Hungarian mother, Anna Ternovsky, who wanted a home birth with Agnes, took her country to the European Court of Human Rights and won a landmark case which might have changed the world!

Also in the film are over 40 of the world's leading birth experts including: Ina May Gaskin, Sheila Kitzinger, Sarah Buckley, Robbie Davis-Floyd and Michel Odent.

Our Strategy For Worldwide Release: Step One

We want to have:

1,000 Simultaneous Global Premiere Screenings

Date: Thursday 20th September 2012

Where: In a local cinema, cafe, community centre or in your own home

Hosted By YOU!

(With hopefully the help of your friends)

What You Need: Hard-copy DVDs for the screenings will be dispatched to everyone at the end of August.

Digital downloads will be available beginning of September.

If you have not received your DVD by 12th September, contact us at info@altofilms.com

Our Strategy For Worldwide Release: Step Two

**After the night of 1,000
FREEDOM FOR BIRTH
premieres on Thurs 20th
Sept 2012...**

**Shortly after the premiere, we
want to release the film
online on youtube for free
championed by YOU.**

**You will be one of our birth
champions, you will lead
the word of mouth
campaign across social
media and in real-life!**

**We need you to share the link
on Facebook, to tweet
about it on Twitter, blog
about it and tell everyone
you know about it!**

**We will start a Tell 100
campaign - so your
mission is to tell 100
people about it!**

**Then those people tell 100
more, and so on, so very
soon, the film reaches
millions!**

Why Host A Screening?

This is a call to action.

We want to bring worldwide attention to the many childbirth Human Rights violations happening around the world.

We want all women to be fully informed of their birth choices. We want all women to be supported in their choice of how and where they give birth.

And by hosting a screening, you're playing a big part in what we are calling the "Mother's Revolution!"



Reasons To Host A Screening

- To raise awareness of the almost routine Human Rights violations happening under the current obstetric system.
- To be a catalyst for local action for global change.
- To show the importance of midwives, doulas, and educators in helping women have fully informed choice.
- To inspire expectant mothers to have the birth they want!
- To build bridges with the local community
- To educate local health professionals including OB/GYNs about the long-term benefits of physiological birth
- To reduce fear of childbirth!
- To have fun!

Host Your Own Screening In 5 Easy Steps!

- **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: local expectant parents / health and medical professionals / midwives / doulas / educators / academics
- Ideally, you would want to have a discussion afterwards. So maybe you want to invite other speakers? Or maybe you want to turn it into a party!!

Host Your Own Screening In 5 Easy Steps

- **Step 2: DECIDE WHERE AND WHEN?**
- Check out local places for suitability of access, toilets, parking, refreshments and any hire costs.
- Decide when to hold a screening - Our worldwide premiere date is Thursday 20th September 2012 so aim for that!!!
- Make sure you book enough time to run the event (around 2 hours)
- Then **BOOK THE VENUE!!!**

Host Your Own Screening In 5 Easy Steps

• **Step 3: PLAN THE EVENT**

- In this screening kit, you will find print-ready posters, postcards for you to print at your local print shop. You will also find a logo (post on your website/blog/social networks and link to <http://freedomforbirth.com>), guide of action steps and a public screening license.
- Prepare a budget (see below) & 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 fund-raiser for your action steps (see the guide in the screening kit)

“Freedom For Birth” Screening Budget

Things to include when making a budget:

Cost of purchasing a FREEDOM FOR BIRTH premiere screening
“perk”

Cost of hiring of venue

Cost of hiring in TV / DVD player / projector

Cost of refreshments

Cost of printing of promo materials & posters

Cost of postage / telephone calls

Host Your Own Screening In 5 Easy Steps

- **Step 4: TELL PEOPLE ABOUT IT!**
- If you hold it, they will come! But only if they know about it.
- With permission, put up posters and leave out postcards in child-friendly cafes, libraries, community centres, playgroups, GP surgeries, antenatal clinics, hairdressers, schools, hospitals, treatment centres etc
- Send out press releases to local media - sample in pack
- Email flyers and invites
- Link the logo in the screening kit with the film's website:
www.freedomforbirth.com

Sending Out Press Releases

- Adapt the sample press release in the screening kit to include local information
- If available, include local birth / baby statistics
- Include quotes from local parents or yourself!!!
- Send out press release 10 days before the event then follow up with phone call 2 days before event

Sending Out Press Releases

Cont:

- 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
- If photos are needed by press, email us at:
info@altofilms.com

Don't Forget Social Networks

- If you are not already a member, join Facebook www.facebook.com and then there's always tweeting on Twitter www.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
- 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) and about your screening!
- the simplest, easiest and cheapest (FREE!) blog sites to use are: www.blogger.com and www.wordpress.com
- 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 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!

Host Your Own Screening In 5 Easy Steps

- **Step 5: ACTUALLY DO IT!!!**
- Test the DVD /TV projector equipment beforehand to make sure sound and picture work
- Introduce the event and introduce the film
- Play the film – 60 minutes duration
- (**If you want to play the film with subtitles, then press the subtitle button on your remote control!!!!!!**)
- Host a Q&A discussion after the screening
- Take photos / video of the event and post on your own blog, social networking sites / your website/ the One World Birth Facebook group (www.facebook.com/oneworldbirth)

Let Us Know How It Goes

- We will be adding a List of Screenings page to the www.freedomforbirth.com website – so once it's live, fill out the form and send us details!
- Post on Facebook/Twitter how the screening went
- Remember to take photos and share those photos!!!

Co-Sponsors For Screening

- You could team up with local organisations to co-host the event and share costs
- Examples of co-sponsors could be:
- Other birth practitioners from your local area: doulas, midwives, educators, alternative birth practitioners
- Local baby / healthcare shops or products connected with births and babies.
- Local birth organisations

What happens next?

- At the screening, you can hold a Q&A discussion
SEE ACTION STEPS guide in the screening kit.
- 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.

About **FREEDOM FOR BIRTH** Film-Makers



“FREEDOM FOR BIRTH” is part of our ONE WORLD BIRTH global film documentary project.

The film production company behind ONE WORLD BIRTH & FREEDOM FOR BIRTH is Alto Films Ltd, an independent film and video production company based in the UK - run by Toni Harman & Alex Wakeford.

Toni and Alex are a real-life couple and parents to a 4 year old little girl. (Alex is on the left, Toni on the right in this photo!)

Join The Revolution!

Stay informed about what we're doing.

Please sign up to our mailing list at:

oneworldbirth.net

Thank you!