

## HOW TO HOST A SCREENING OF *NO SMALL MATTER* FOR THE WEEK OF ACTION

Organizing a screening of a relevant documentary can be a powerful way to put audience members in the shoes of families who need help to ensure their children have access to high-quality child care programs. Save the Children Action Network (SCAN) has partnered with the creators of *No Small Matter*, a documentary that lays out the overwhelming evidence for the importance of the first five years in a child's life and reveals how our failure to act on that evidence has resulted in an everyday crisis for families.



At your screening, be sure to provide opportunities for attendees to take action such as signing advocacy postcards or a new volunteer signup sheet. Set aside time at the end to facilitate a discussion about the stories shared in the film.

Follow these steps for a successful screening:

- 1. Logistics:** Secure a location, time and date for your screening as early as possible. Look for free or low-cost spaces like libraries, classrooms or community centers. Be sure they have a strong internet connection and access to a projector. Consider providing refreshments for attendees, first confirming that food and drink are allowed at the venue.
- 2. Partnerships:** Look to like-minded organizations – such as your local chapter of YWCA or Boy & Girls Club, early learning centers or to faith and community groups – to partner with you to host and promote the event. Since lack of access to quality and affordable child care is an economic and workforce issue, consider partnering with local businesses or the local Chamber of Commerce as well. If you are on a college campus, consider partnering with the education and social work departments.
- 3. Registration:** Reach out to your SCAN staff contact to register your documentary screening and receive a digital or Blu-Ray DVD copy of the film. If you prefer a link to the film and are confident that you have access to high-speed internet access, we can provide you with a link instead. There are 25-minute and 75-minute versions available.
- 4. Promotion:** Let others know about your event by sharing the details on social media, with local news outlets and on community event calendars. Your SCAN staff contact can also promote the event via texting and emails to supporters in the area. Consider inviting your local members of Congress and their staffs to attend the event. This screening is a great way to build on existing relationships with in-district congressional staff.
- 5. Discussion:** Set aside time at the end to facilitate a discussion about the stories shared in the documentary. You can follow up your screening with either a panel discussion or a group conversation led by a SCAN volunteer. If you choose to organize a panel, potential speakers could include teachers or professors who are passionate or connected to the issue, local elected officials, early childhood educators and business leaders. Ask your SCAN staff contact if they know of anyone who might be interested in sitting on your panel.

6. **Advocacy:** Incorporate advocacy into your event by providing opportunities to take action. Encourage audience members to write letters to their elected officials or make phone calls before they leave.
7. **Follow up:** Take photos at your event to send to your SCAN staff contact, using the downloadable poster on the week of action web page. Send a thank you email to all attendees within 24-48 hours after the event with information on how to get more involved. Remember to thank the speakers as well. Don't forget to enter the contact information from your postcards and send to your SCAN staff contact.

#### Potential Discussion Questions:

- What information about early learning resonated most with you during the screening? What was most surprising?
- What can be done to raise the profile of high-quality early learning in our community?
- What are the additional implications of early learning and kindergarten preparedness? How is it connected to the cycle of poverty?
- Does the government have a responsibility to help low- and middle-income families access high-quality early education and child care programs? Why or why not?
- After watching this video, how might these stories influence your own advocacy efforts?

