



PLANTPURE COMMUNITIES

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ACTION SHEET: PPN FILM SCREENING

The 2015 PlantPure Nation documentary film was created/produced by Nelson Campbell, the son of Dr. T. Colin Campbell and founder of PlantPure Communities.

The documentary covers important topics such as the health benefits of a whole food, plant-based diet and why this information is not well known; the connection between food deserts and the health of communities; as well as the importance of local farming. Many Pods have found that screening the film creates a sense of community and purpose, and helps to provide context to Pod members for both the origins of the Pod Network as well as how their Pod is a part of a larger grassroots movement. While the film is available on Netflix, it has been reported that it can be more impactful to screen the film with a larger group of people. In addition, folks have often scheduled educational Q & A sessions following the screening. More information about the film can be found at:

www.plantpurenation.com/pages/about-the-film

Accessing the PPN Film for a Screening

- There is no licensing fee to screen the film to a group of people
- Film licensing fees need to be checked for each film individually by group leaders
- To purchase a copy of the DVD: www.plantpurenation.com/collections/dvds
- To download or stream the film: www.plantpurenation.com/pages/watch-the-film
 - The price to rent/stream the film is \$6.95
 - The price to own/download the film is: \$14.95

Setting up the Logistics for the Screening

- Reach out to people and organizations that may be interested in hosting or helping to organize a screening. For example, contact local vegan and MeetUp groups.
- Find a location for the screening, such as a church, community center, library, or local theater.
- Check to make sure the selected location has the necessary equipment to show the film. If not, look into renting or borrowing a projector, speakers, and a computer.
- Set the date and time for the screening: during the weekend is ideal as weeknights might be tight on time (the film is 95 mins).



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Preparing for the Screening

- Promote the screening. (Refer to *Action Sheet: Promoting Events* for more ideas!)
 - Start getting the word out as soon as possible (ideally at least 3 months ahead) by sending out a Save-the-Date announcement.
 - Use Social Media - Facebook, Instagram, Twitter, etc.
 - Use printed materials such as flyers to post or hand out around town (at health food stores, libraries, churches, Farmers Markets, etc.)
 - Check out the Host a Screening webpage for memes you could use:
www.plantpurecommunities.org/host-a-plantpure-nation-screening/
- Consider inviting a local plant-based advocate/expert for a post-screening Q&A session.
- Test equipment ahead of time to make sure everything works.
- Consider providing whole food, plant-based snacks.
- Arrive 45 - 50 minutes early with flyers and a sign-up sheet for your Pod.

