

THE CHECKLIST EFFECT SCREENING KIT



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WELCOME!

Thank you so much for your interest in hosting a screening of The Checklist Effect. It's a compelling story - and an opportunity to educate and agitate in your community for safer surgery and anesthesia worldwide.

That's the only way global change is going to happen, and in this pack you'll find everything you'll need to get started.

If you have any questions at all, don't hesitate to get in touch.

- Lauren & Sarah

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BEFORE



BOOK THE VENUE & TECH

Room size and seating capacity obviously depend on how many you're inviting. But for any venue you'll also need an Internet connection (you'll access the film through a password-protected link), projector/screen and sound system. Make sure you do a sound check with enough time to make adjustments before the screening - if the audience can't hear the film, they won't enjoy it.

You'll probably need the venue for about 2 hours: set up, screening (45 minutes), discussion time.



CONSIDER THE SUGGESTED DONATION

No one is making a profit from The Checklist Effect. But we do encourage you to make a commitment to changing the realities you'll see on the screen: US\$250, the cost of a pulse oximeter from Lifebox Foundation.

Email Sarah: sarah@lifebox.org to learn more about the difference your donation will make. Contributions can be made in advance or collected on site from the audience. They're tax deductible in the UK and US.



SIGN THE SCREENING LICENSE

We want the whole world to see The Checklist Effect - but for copyright reasons we also need to keep track of where and how its screened.

Complete and sign a copy of the license included here and email it to: production@collaborateideasimages.com.

Once received, you'll be sent a link to use for your screening.

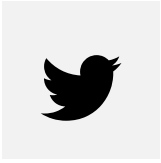


DECIDE ON THE FORMAT

Is it just a screening, or is there time for a reception or Q&A after? (Snacks?)

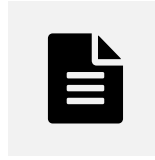
We might be able to provide speakers - and we can certainly help with ideas and structures for a valuable discussion about issues raised in the film. Either way, you'll need someone prepared to welcome the audience once they're sat, and to introduce The Checklist Effect with a personal perspective.

Why is this important to you? To the audience?



PROMOTE, PROMOTE, PROMOTE

Create a Facebook event, and send invites or the link to relevant groups. On pages 6-7 you'll find some template text you can use for invitations, email blasts, blogs, website and social media promotion. On page 8 you'll find links for a poster and postcards to download and print.



READ THIS FINE PRINT

Your screening of The Checklist Effect is a private, licensed event. As such, you're not allowed to sell tickets or make a profit from it. This doesn't mean you can't promote, reserve seats, take donations at the door as with any fundraising event - but it does mean that any contributions received must be in good faith as donations to Lifebox Foundation. Please get in touch if you have any questions.

DURING

1 Test

Technology will try and trick you on the big day - don't let it. When you're setting up before the screening, make sure to test the sound and picture quality again before everyone arrives.

2 Print

Whether it's the registration sheet, donation forms, directional signage, Twitter templates, make sure you have everything to hand that you printed in advance.

3 Take names

We hope that The Checklist Effect won't just be a film, but a movement for action and change. Please ask guests to sign up at the door using the registration form, and share their email address if they're happy to hear more about Lifebox and the film.

4 Take a photo!

We'd love to see and share your screening in action. Download and print the templates and send us a group shot.

5 Tweet!

Encourage your audience to share their comments and questions, using the hashtag: #TheChecklistEffect - we'll do our best to respond in real time.

AFTER

WITH THANKS

It's always nice to wrap things up - and perhaps kickstart the next The Checklist Effect screening.

REVIEW

Have thoughts about the film, or know a critic in the room? Consider writing a review for local publications.

FEEDBACK

We'd love to hear how the screening went. Please send any questions, comments, or ideas our way!

TAKE ACTION

You don't need to wear scrubs to make surgery safer. There are so many ways to advocate for this critical global movement - and give frontline clinicians the equipment, training, and peer support they need to help their patients now. How? Share the trailer; host a fundraising screening; attend a Lifebox event; make a donation; write to your ministry of health and demand that access to safe surgery is recognized as a critical component of universal health coverage.

TEXT TEMPLATES

Here's some suggested language to use when promoting your event. Please note: use the word "screening" and not "premiere" unless permission is given by producer or director.



INVITATION TO SCREENING

[Name/name of institution] is excited to host a special screening of The Checklist Effect: an extraordinary new film for anyone who's had surgery or might need it one day. (That's all of us.)

Please join us for a [screening/Q&A Panel/reception] on:

DATE

TIME

Instead of admission tickets, a donation of [insert amount here] made to Lifebox Foundation is suggested.

Inspired by surgeon and author Atul Gawande's award-winning book The Checklist Manifesto, this film explores the challenges of delivering safe surgery on a global scale - and how a seemingly-simple piece of paper can mean the difference between life and death.

Follow the camera across eight countries, from snowy Moldova to the wide steppes of Mongolia, into communities, families, and the lives at stake. And go behind the scenes of one of science's most sacred spaces: the operating room.

Directed by Lauren Anders Brown (@LABCollaborate), with the support of Lifebox Foundation (@SaferSurgery), you can watch the trailer here: <https://vimeo.com/183653186>.

For more information contact [your information] or visit www.lifebox.org/thechecklisteffect



THANK YOU FOR COMING TO THE SCREENING

Thank you so much for joining us [yesterday/last week] for a special screening of The Checklist Effect!

You asked some really important questions about global surgery, and helped us to raise [amount of money] for Lifebox Foundation in the process.

Don't forget to search #TheChecklistEffect on [Twitter/Facebook] for photos. And if you have questions, or know anyone who'd be interested in seeing the film, please do email either the director Lauren Anders Brown (US) labrown@collaborateideasimages.com or Sarah Kessler (UK) sarah@lifebox.org.

We could all be patients one day, and we all deserve the same chance. Thank you for helping us to make a difference.



SIGNS FOR PHOTOS

A photo tile can be found on pg. 13 of this kit or downloaded [here](#). Encourage attendees to make a check mark next to the box that resonates with them & take a photo with it & share it on social media (see social media section bellow). If you don't have access to internet or a printer, bring a marker and some paper and ask attendees to finish the following statement: **I believe in #TheChecklistEffect because...**



SOCIAL MEDIA

Help us spread the word about The Checklist Effect by turning up the volume on social media.

First, the crucial hashtag: search #TheChecklistEffect for the most up to date information about the film, and use it to make sure your posts get seen. Remember, photos don't take up space, and retweeting someone else's tweet is a great way to save characters! You can also tag the film on:

Twitter - @ChecklistEffect, @LABCollaborate (director)

@SarahGeeKessler (producer)

Facebook - facebook.com/thechecklisteffect

SCREENING LICENSE

This Agreement is made to grant (name of organization) _____ a single license for the limited, non-broadcast, public exhibition of the film THE CHECKLIST EFFECT ("the Film"). The first public exhibition of the film will be held on the (day) _____ of (month) _____ (year) 20 _____ in (city) _____ (country) _____.

Donations are gratefully received by Lifebox Foundation ("the NGO") in lieu of a licensing fee to screen the film. The suggested donation is \$250 - equivalent to the cost of one Lifebox pulse oximeter supporting safer surgery and anesthesia worldwide. Donation can be made in advance or as collected contributions from participants/audience. Individual contributions are tax deductible for UK and US taxpayers and can be made on lifebox.org.

In consideration of the above, Collaborate: ideas & images ("the Licensor") hereby grants to the Licensee, without warranty, a limited, non-exclusive, nontransferable license for a single community screening ("Single Screening") of the Film, subject to the terms and conditions specified herein, as follows:

- The Licensee hereby expressly agrees that the Film shall be used only for the permitted purposes in this agreement and for no other purpose. (Initial Here) _____
- The Licensee agrees that if entering into the "Multiple Screening" agreement notification at production@collaborateideasimages.com, at least one week prior to the date of exhibition. (Initial Here) _____
- The Licensee agrees that the Film may not be exhibited before an audience where admission is charged for the viewing of the Film. (Initial Here) _____
- The Licensee agrees that the Licensee shall not permit the Film to be duplicated, sold, lent, transferred, or made available in any way to any other party not contained herein at any time or in any manner other than as provided for in this Agreement. (Initial Here) _____

With respect to the License granted hereunder, it is expressly understood and acknowledged by the Licensee that any rights, title, or interest that the Licensor maintains with respect to the Film are expressly reserved by the Licensor. This Agreement constitutes the entire understanding of the parties with respect to the subject matter hereof, and any amendments, changes, or modifications shall have legal effect and be binding only if made in writing and signed by both parties.

Organization Name:

.....
Please print

Signature of Representative:

Date:

Email:

.....
Please complete, save, and send a copy to production@collaborateideasimages.com

REGISTRATION SHEET

Thank you for being a part of The Checklist Effect! We hope you'll stay in touch with the film, and the work that Lifebox does to make surgery & anesthesia safer.

SIGNATURE OF
REPRESENTATIVE/DATE

LINKS AND DOWNLOADS



THINGS TO DOWNLOAD & PRINT

[Photo Tiles](#) - Also available on pg. 13

[Postcards](#) - This file includes bleeds & ready to send to printers

[Film posters](#) - Also available on pg. 12

[Press Kit](#) - Includes color images, background & FAQs



WHERE TO SHARE

Trailer: <https://vimeo.com/183653186>

Twitter: @ChecklistEffect

Facebook: <facebook.com/thechecklisteffect>



CONTACT US

Director: Lauren Anders Brown
labrown@collaborateideasimages.com
@LABCollaborate
<facebook.com/collaborateideasimages>

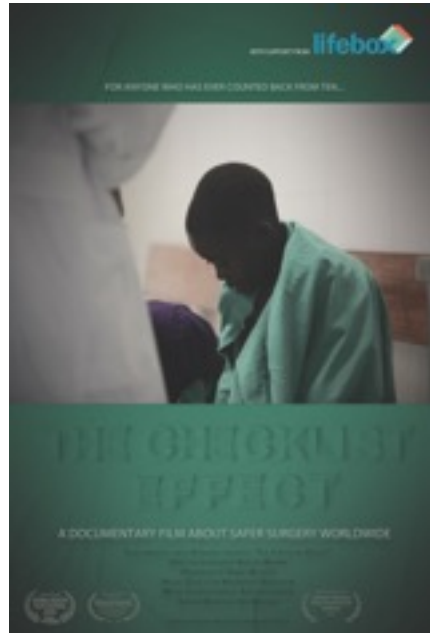
Producer: Sarah Kessler
sarah@lifebox.org
@sarahgeekessler

Production: Collaborate: ideas & images
www.collaborateideasandimages.com

With support: Lifebox Foundation
www.lifebox.org

@SaferSurgery
<facebook.com/lifeboxfoundation>

POSTERS



All of the posters are available to download by clicking on them or the link bellow.

https://www.dropbox.com/sh/it9wjfbciomznll/AABd9H60q1lTaio_VvaHzUN9a?dl=0

I BELIEVE IN THE CHECKLIST EFFECT BECAUSE

- ☐ I AM A DOCTOR
 - ☐ I AM A PATIENT
 - ☐ I AM A LOVED ONE OF A PATIENT
 - ☐
-

#THECHECKLISTEFFECT