

- 12.** Filmmaker Marilyn Ness, may be available to appear for post-screening Q&As (for a small fee & to cover travel costs). You can contact her at: [www.badblooddocumentary.com](http://www.badblooddocumentary.com)
- 13.** Consider finding a venue where people can continue the conversation over drinks or food.
- 14.** Once you've screened the film post comments on the [www.badblooddocumentary.com](http://www.badblooddocumentary.com) Web site to let people know what you think.

# Bad Blood

A CAUTIONARY TALE A FILM BY MARILYN NESS



FOR 10,000 AMERICANS  
A MIRACLE TREATMENT BECAME  
THEIR DEATH SENTENCE.

THE WORST  
MEDICAL DISASTER  
IN U.S. HISTORY

# Bad Blood

A CAUTIONARY TALE A FILM BY MARILYN NESS

A NECESSARY FILMS PRODUCTION EDITED BY MARIAN SEARS HUNTER  
CINEMATOGRAPHY BY DAVID FORD MUSIC BY JOEL GOODMAN & DAVID BRAMFITT  
WRITTEN BY SHEILA CURRAN BERNARD & MARILYN NESS PRODUCED & DIRECTED BY MARILYN NESS  
[www.BadBloodDocumentary.com](http://www.BadBloodDocumentary.com)

How to  
plan a  
chapter  
screening

# How to Plan a Screening of **Bad Blood**: A Cautionary Tale

- 1.** Find a theater or auditorium in your area.
  - Call your state's local film commission. It often has listings of theaters for rent.
  - Try your local theater. It's easy to book a two-hour window. Just be sure it can project a DVD.
  - Team up with your local college or university. It will often have projection systems in large lecture halls or theaters on campus.
- 2.** Be sure it has:
  - DVD player
  - Projector and screen, or very large screen television
  - Sound system (TV sound is not always the best)
  - Comfortable seating
- 3.** Pick a date and time for your screening. Weeknights might be better than weekends.
- 4.** Tell us when and where your screening will take place. We will post it on our Web sites and on Facebook to encourage guest attendance.
  - NHF e-mail: [jindence@hemophilia.org](mailto:jindence@hemophilia.org)
  - HFA e-mail: [kwhittle@hemophiliafed.org](mailto:kwhittle@hemophiliafed.org)
- 5.** Create invitations (e-mail or mail). Use the downloadable poster from the film's Web site: [www.badblooddokumentary.com/press](http://www.badblooddokumentary.com/press)
- 6.** Guest list
  - If you have a choice about your venue remember fewer than 50% of invitees will attend. Invite 2 to 4 times as many people as you hope to attend.
  - Include people from the local blood collection center, public health officials, local legislatures
  - Include your chapter and encourage members to invite friends outside of the bleeding disorders community
- 7.** Follow up with your invitees the week before the screening. Follow-up calls will increase attendance and the success of the event.
- 8.** Decide if you will collect RSVPs and reserve seats, or if you will seat people on a first-come, first-served basis at the door.
- 9.** BE SURE TO TEST THE DVD TO MAKE SURE IT PLAYS IN THE VENUE PRIOR TO THE EVENT DATE! Check sound and picture.
- 10.** Create a post-film Q&A panel discussion using an expert panel that includes clinicians, physicians and industry to ensure a full discussion after the screening. We recommend that your panel talk about prophylaxis, recombinant products, treatment advances and von Willebrand disease.
- 11.** Provide a list of actions individuals can take after the film on how they can get involved. Be prepared to support the emotions that will emerge. For example, harness the energy for advocacy. Examples:
  - Ask your representative in Congress to support FDA reform
    - Call, write, visit
  - Encourage safe donors to donate blood and organs
    - [www.americasblood.org](http://www.americasblood.org)
    - [www.organdonor.gov](http://www.organdonor.gov)
  - Support individuals living with HIV and hepatitis C
    - [www.hepatitis-central.com](http://www.hepatitis-central.com)
    - [www.epidemic.org](http://www.epidemic.org)
    - [www.gmhc.org](http://www.gmhc.org)
    - <http://groups.google.com/group/accesshepctherapy/web/what-you-can-do>
    - <http://hemophiliafed.org/programs-and-services/blood-brotherhood/>
  - Donate to your chapter to support ongoing local community efforts
  - Join or donate to a national bleeding disorders advocacy organization
    - NHF: [www.hemophilia.org](http://www.hemophilia.org)
    - HFA: [www.hemophiliafed.org](http://www.hemophiliafed.org)
    - COTT: [www.cott1.org](http://www.cott1.org)