



UNREST

Best Practices for Organizing
a CME/CE Screening

THE PURPOSE of this guide is to provide you the tools and ideas necessary to make your Continuing Medical Education (CME/CE) screening of *Unrest* a success.

As you know, film can amplify issues and reach individuals and groups in a unique and powerful way.

It is thrilling that *Unrest*, the documentary about ME by director and Co-founder of #MEAction, Jennifer Brea, is now available to screen for Continuing Medical Education and Continuing Education credits. Now, doctors, nurses, and social workers can watch *Unrest* and have it qualify for credit hours. This can be done online, but screenings are the best way to encourage conversation and get people motivated to become more actively involved with helping people with ME (pwME). Hundreds of screenings of *Unrest* have already taken place around the world. They can be big or small- they all make a difference.

We will provide details on how to ensure your event is well-publicized, well-attended and garners support from important institutions and medical providers in your community for myalgic encephalomyelitis (ME). This may seem daunting, but remember - your screening can look uniquely yours. It does not have to be huge to be impactful.

Screenings of *Unrest* have already taken place at medical institutions all over the globe and with [#MEAction's new Continuing Medical Education \(CME/CE\) program](#), we hope to amplify the educational potential of *Unrest* and its ability to affect change in patients' lives. Last year, *Unrest* was presented at the Centers for Disease Control (CDC) as a [CME event](#) and now, with *Unrest's* CME/CE program, in partnership with the American Medical Women's Association (AMWA) and the Indiana University School of Medicine, anyone can host a #MEAction *Unrest* screening.

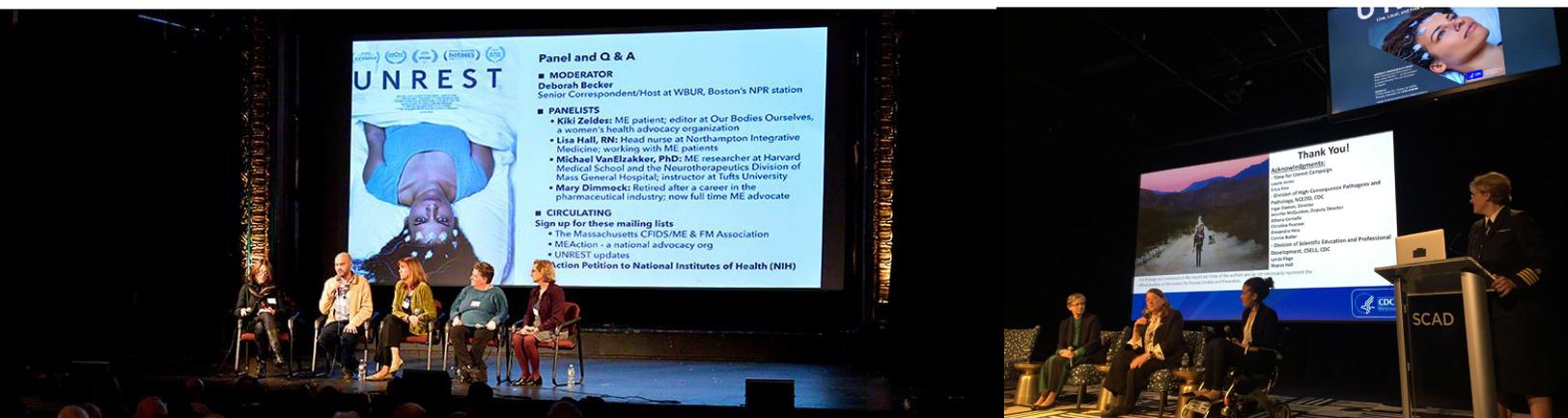


TABLE OF CONTENTS

- 1** CONTINUING MEDICAL EDUCATION BASICS
- 2** TIMELINE
- 3** BUILD YOUR TEAM
- 4** FIND A VENUE
- 5** YOUR ALLIES
- 6** INVITE HEALTHCARE PROFESSIONALS
- 7** CREATE THE PROGRAM
- 8** GET THE WORD OUT
- 9** A CASE STUDY EXAMPLE

ONE: CME/CE COURSE

- CME/CE applies only to **physicians, nurses, and social workers** located in the U.S.*
- Each participant must register through Unrest's [website](#) to complete the course. Provide this [flyer](#) at your screening to make the process as simple and clear as possible.
- Each participant will receive two hours of credit.
- The CME course consists of:
 - Watching Unrest
 - Watching Dr. Kaufman's video regarding ME diagnosis and management
 - Taking a short test provided by Indiana University

While anyone may watch the course online or watch at a screening event, the test can only be taken online.

PLEASE NOTE:

While screenings provided a valuable experience for health professionals, physicians, nurses, and social workers **do not need to attend a screening to take the CME/CE Course**. They can register and complete the course online if they are not able to attend your screening in-person.

**Physician assistants and therapists not also registered as social workers will still receive credit from our office. They will receive a 'non-physician credit' which they can present to their accrediting body for a credit transfer.*

TWO: TIMELINE

12

WEEKS
OUT

We recommend you start 12 weeks out.
Build your team and find your venue.

9-10

WEEKS
OUT

You should begin to build your
program 9-10 weeks out.

6

WEEKS
OUT

Then begin doing outreach at least
six weeks before your event

1-2

WEEKS
OUT

and follow-up 1-2 weeks before.
People always need reminders.

after

Send thank you notes out as soon as you
are able after the event is complete.

THREE

BUILDING YOUR TEAM

Planning a well-attended event is a challenge, but not one you have to take on alone! By organizing a small team in your community, you can delegate responsibilities and share resources. Here are some ways you can build your team:



Join with other #MEAction organizers in your area

We have a list of #MEAction local groups organized by state. [Check it out](#) and get in touch!



Enlist friends and family

Help with small tasks can make a huge difference.



Partner with local organizations

Do some research on your area - chances are, there are a number of chronic illness, disability rights, and women's groups that are invested in the same issues that we are. Ask them if they would like to be involved, participate in the panel, or simply attend the screening. Read Rivka Solomon's technique for pitching and securing partnerships [here](#) (page 4).



If possible, get a team member with a solid connection to the medical community.

Their input will be invaluable (this is an ideal situation, we do recognize that not all teams will have a member with strong connections to the medical community and this perfectly fine).

FOUR

FINDING A VENUE

Since this is a unique screening event and you're hoping to draw an audience of medical professionals, here are some venues to consider:

Universities and Hospitals:

Ample space and usually a number of room options (hospitals vary)
Relevant to medical crowd--institutional proximity is always beneficial

Non-traditional Venues:

Community centers
Women's centers
Art spaces
Libraries
Places of worship
Smaller medical centers and alternative health clinics

Theaters

Make the screening "special" and offer the best user experience,
Rental fees-- look at getting a sponsor to help with the cost

Make sure your venue is accessible! Ask the venue owner if the space is ADA compliant.

Send out feelers now to all potential venues. You can find contact information on the venue's website.

Unrest has screened at a number of medical institutions; find our whole list [here](#). You may want to namedrop one or two if a venue seems skeptical. It's important to communicate that *Unrest* has institutional backing and that these screenings belong in medical spaces.

If the venue needs to be convinced about the significance of the film, here are several news articles about the film that you can share:

- [The New York Times](#)
- [LATimes](#)
- [Cosmopolitan](#)
- [The Guardian](#)
- [The Telegraph](#)

See "Sample Pitches" [here](#).

Your venue will likely determine *how* you will screen the film. Make sure to ask what equipment they have before you book. The easiest set up is always a projector and a laptop (with accompanying DVD or direct download).

FIVE

YOUR AUDIENCE & YOUR ALLIES

Types of audiences include:

- Medical Providers
- Medical students
- Residents
- Physicians
- Nurses
- Hospital staff

Other audiences:

- Social Workers
- Local officials
- Community organizers (related to health, disability, women's groups, etc.)

You want your audience to consist of mostly medical professionals and social workers, but inviting members of your community can bring vital perspectives to your event.

As always, it is ideal if you already have contacts to people in the community. If you don't have these connections yourself, think about friends, family members, colleagues, neighbors who might be able to make that introduction for you.

[Here](#) is a "Sample Outreach Email for your Community Screening" [here](#).

[Here](#) is a two-pager that provides information about Unrest.

[Here](#) is the email Boston used to invite groups to co-sponsor their event.

As described in our [community screening guide](#), establishing co-sponsors for your event can legitimize the event to the medical community and make the CME/CE screening itself easier to accomplish.

An organizer in Boston, Rivka Solomon, described the relationship they established with the Massachusetts Department of Public Health and the Division of Women's Health at Brigham and Women's Hospital. Because of their presence in the local medical community, these co-sponsors appealed directly to Boston hospitals who might have otherwise overlooked the film.

Try to make strides with established and respected groups. They often have the ability to reach the insular groups that you can't.

SIX

INVITING HEALTHCARE PROFESSIONALS

As we mentioned in Section 3, it is important to have medical professionals and social workers at your screening. Below are some steps to help with your initial research and outreach.



Here is a [flyer to share with doctors, nurses, and other professionals](#). Make sure to save a copy and update it with information about your screening.

Make a list or spreadsheet of your area:

- Hospitals
- Healthcare institutions
- Medical schools
- Doctors/Nurses/Social Workers' Associations or Unions

Find the most appropriate point of contact through their website - this is easily the most difficult part of outreach!

Medical schools tend to be more public-facing with contact information compared to hospitals. Look for contacts from specific departments pertinent to the film:

Neurology • Immunology • Infectious Disease • Medical Humanities

Once you locate these departments, find their directory and take down the contact information for their administrative assistant(s) and their communications department. These people will likely be able to send your query to the most appropriate person.

Your initial email or call should be brief and explanatory and include no more than one or two links - you don't want to bombard them with a long and dense email. You can elaborate as you go! Make sure you're talking to the right person, tell them you're organizing a free screening for a CME course and ask if you can send along our flyer.

SEVEN

CREATING THE PROGRAM

For your CME screening, all you need to do is screen *Unrest* and the 10-minute addition. Then provide your audience with instructions on completing the course. Instructions [here](#).

However, there is always the opportunity to provide additional programming. Organizing a panel provides an additional incentive to attend, especially if you include professionals who work at the institution that's hosting the screening. In the past, screening organizers have put together panel discussions comprised of:

- Medical Experts
- Researchers
- Activists
- People with ME
- Caregivers
- Various public figures relevant to the film
- Head of a local ME Organization (State Leaders)

Always get audiences to sign in with a [sign in sheet](#)!

Other ways you can enhance your screening is to see if a community leader or elected official--someone who is an audience draw--to introduce the film. Or see if you can find a great MC to host the event.

When you're planning your program, be sure to leave time for a Q&A (at least 30 minutes is best), to give people in the audience the opportunity to share their experiences and ask questions.

For some assistance in creating your panel:

1. For researchers, advocates, or medical professionals: contact ben@meaction.net with #MEAction
2. A representative from the [Open Medicine Foundation](#) or the [Solve ME/CFS Initiative](#) may be willing to travel to your community for the screening

As you prepare for the panel discussion, read the *Unrest* film [discussion guide](#). We would also greatly appreciate if you were able to film the introduction and panel discussion. After the screening, email editor@meaction.net and we will upload your video to #MEAction's Youtube page. Plus, send your video to the local cable TV stations to garner more publicity.

EIGHT

GETTING THE WORD OUT

This is an ideal opportunity to educate your local news organizations and bloggers about the compelling story of this disease.

Contact Local Journalists. Once you have a journalist's attention, direct them to the [media resources](#) the *Unrest* team has already prepared, such as the [Unrest press kit](#) that goes into detail about the film.

Promote on Social Media: use Facebook, Twitter and Instagram to advertise your film screening. Create an EventBrite or Facebook event, so that people can RSVP and share the event with their own followers.

Request for *Unrest* to be a co-host so it can be listed on the *Unrest* Facebook Events Page. (Don't forget to use the hashtag #timeforunrest with all of your social media posts.)

Find photos of the *Unrest* poster [here](#).

Advertise your Screening on #MEAction. Let us know about your event so that we can advertise it through our social media channels. We can also email #MEAction members from your community about the screening. Contact us at editor@meaction.net.

Ask Others to Spread the Word. Get the snowball rolling; ask people in your network to spread the word about your community screening. Ask folks to share your Facebook event. Don't forget to ask your co-sponsors to share it a few times.

Prepare for the Press Interview. Speaking to the press is anxiety-provoking. You may find yourself rambling or forgetting important facts.

Assign a point person for the event who will deal with the press and manage interviews. That person should be well-versed in the facts on ME in order to gain credibility with the journalist.

[Review our guide on "How to Talk to the Press."](#)

When you contact these journalists now about your ME event, you are actually building a relationship with them that you will be able to use in the future. Also, once a relationship is established, these journalists may contact you when future issues arise about ME. This is how people with ME will begin to control the narrative around ME. (See Boston's press release [here](#).)

NINE

A CASE STUDY FROM MassME

While all successful events will look differently, here is a wonderful example from our Boston advocates on their successful *Unrest* screening. Below is an example of what we consider best practices for a large-scale community event.

The Massachusetts ME/CFS & FM Association organized the Boston Regent *Unrest* screening, with #MEAction member and MassME organizer Rivka Solomon spearheading the effort with her co-organizer Leah Williams. (Follow Rivka on Twitter: @RivkaTweets)

As an example of a highly successful *Unrest* screening, we'll look to the Boston event organized at The screen was held at the historic Regent Theatre on Nov. 12, 2017. The event was packed with 358 people attending. Following the film, there was a panel discussion followed the film, moderated by the a local National Public Radio (NPR) station's senior correspondent and host. The organizers solicited the support of stakeholders in the community, resulting in 19 co-sponsors from government, healthcare, disability, arts, academic, religious and women's organizations in their community, resulting in 19 co-sponsors for the event.. For most of these organizations, this was their first time working they worked on an ME advocacy effort, and publicly the first time they publicly declared their support for people with ME.

Also, the Boston advocates had an exciting announcement to share, for the first time, they had secured a statement from the entire 11-member Massachusetts Congressional Delegation vowing support for ME patients.

Also, for this event, the Boston advocates were also able to secure a statement from the entire 11 member Massachusetts Congressional Delegation vowing support for ME patients. This , which was made public for the first time, and read aloud, during the *Unrest* screening event.

Also, the Boston advocates had an exciting announcement to share, for the first time, they had secured a statement from the entire 11-member Massachusetts Congressional Delegation vowing support for ME patients.

NINE

A CASE STUDY FROM MassME

Also, the Boston advocates had an exciting announcement to share, for the first time, they had secured a statement from the entire 11-member Massachusetts Congressional Delegation vowing support for ME patients.

Also, for this event, the Boston advocates were also able to secure a statement from the entire 11 member Massachusetts Congressional Delegation vowing support for ME patients. This was made public for the first time and read aloud during the Unrest screening event.

Watch the opening introduction and panel discussion from the Boston Regent screening of *Unrest* [here](#). See photos [here](#).

The Massachusetts ME/CFS & FM Association organized the Boston Regent Unrest screening, with #MEAction member and MassME organizer Rivka Solomon spearheading the effort with her co-organizer Leah Williams. (Follow Rivka on Twitter: @RivkaTweets)

Resources:

- Sample pitch to ask your local cinema to host the screening [here](#).
- Sample outreach email for your community screening [here](#).
- Boston's email pitch inviting groups to co-sponsor the screening [here](#).
- Boston's email pitch inviting healthcare professionals to the screening [here](#).
- Boston's email pitch to media and press release [here](#).
- Boston's email pitch to local community media stations [here](#).
- Boston's email pitch inviting members of congress to support the screening [here](#).

You can follow Rivka on Twitter: @RivkaTweets

THANK YOU

hannah@meaction.net
for more information