



Exposing Drug Company Tactics

## 5 EASY STEPS TO HOSTING A SCREENING

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Congratulations on becoming a "Money Talks" screening host. Your screening will help spread the word about how the drug industry puts your safety and the safety of your family at risk.

To make your hosting experience fun and easy, here are the instructions for hosting your screening in only five easy steps!

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### **Step 1: Three weeks before:**

- ✓ List your screening at our hosting site, BraveNewTheaters.com at <http://moneytalks.bravenewtheaters.com/> Here you can choose whether or not to invite the public, keep track of RSVPs, give directions and much more.
- ✓ Order your copy of the film from [www.MoneyTalksTheMovie.com](http://www.MoneyTalksTheMovie.com).
- ✓ Send Email #1 from the Hosting Kit to your personal and/or organizational email list.
- ✓ If your screening is open to the public: print out the flyer we've provided for you and fill in the details of your screening. Make copies. Post the flyer at appropriate locations (colleges, community bulletin boards, food co-ops, community health clinics, coffee shops and anywhere else you can think of!)

### **Step 2: One week before:**

- ✓ Send Email #2 from the Hosting Kit to your registered participants.
- ✓ Send Email #3 from the Hosting Kit to your personal and/or organizational email list.

### **Step 3: The day before:**

- ✓ Send Email #4 from the Hosting Kit to your registered participants and to anyone on your personal or organizational lists who has RSVP'd to attend.
- ✓ Print copies of the handouts: "Protect Your Family" "Take Action" and "Talking Points" for your guests.
- ✓ Set up and test your screening equipment to make sure it works the way it's supposed to.
- ✓ Get snacks and beverages.

### **Step 4: The day of:**

- ✓ Set up the snack table.
- ✓ Cue the DVD.
- ✓ Relax and greet your guests!

### **Step 5: The day after:**

- ✓ Send Email #5 to your guests.
- ✓ Enjoy the feeling of having made a real difference in ensuring the safety of healthcare for everyone!
- ✓ Add your review of the screening and of the film to the Brave New Theaters website at <http://moneytalks.bravenewtheaters.com/> (Note that there are two separate reviews you can contribute: "Film Review" and "Screening Review.") Your reviews will encourage others to host their own screenings and spread the word about this important issue.

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## **➤ Want some more help?**

We are always available to help you with your screening party!

Contact: Holly Mosher, [hollywoodnt@sprintmail.com](mailto:hollywoodnt@sprintmail.com), 310-902-8303

For emails, please put "Money Talks Screening Host Help" in your subject line.



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## 5 EASY EMAILS

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To make hosting your screening quick and easy, we've even provided the emails for you to send out to your guests and included suggestions for when to email them and who to send them to. All you need to do is plug in the date, time and other specifics for your screening and send them to your contacts and presto! You're on your way to a successful screening party!

You can send emails to all of your RSVPs as well as send invites to your personal and/or organization list through your Brave New Theaters hosting account at <http://moneytalks.bravenewtheaters.com/>

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### Email #1

When: 3 weeks before

To: Your personal and/or organizational email list

Subject Line: You're invited to a special screening of "Money Talks"

You are invited to a special, one-night-only screening of the film "Money Talks." This must-see film exposes the way in which big drug companies endanger our health and the health of our families in the name of corporate profits.

To RSVP for this film, visit: <http://moneytalks.bravenewtheaters.com/>

Please pass this invitation along to anyone who might be interested in this critical issue that affects the health and safety of all of us.

For questions or more information, please email [me/us] at [EMAIL].

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## **Email #2**

When: One week before

To: Your RSVPs

Subject Line: Reminder: Money Talks screening, DATE, [TIME (include am/pm)]

Just a quick reminder that we have a few seats left for the special [DATE] screening of "Money Talks." This must-see film exposes the way in which big drug companies endanger our health and the health of our families in the name of corporate profits.

Please pass this invitation along to anyone who might be interested in this critical issue that affects the health and safety of all of us.

For questions or more information, please email [me/us] at [EMAIL].

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## **Email #3**

When: One week before

To: Your personal and/or organizational email list

Subject Line: Only a few seats left for special "Money Talks" screening!

Just a quick reminder that we have a few seats left for the special [DATE] screening of "Money Talks." This must-see film exposes the way in which big drug companies endanger our health and the health of our families in the name of corporate profits.

To RSVP for this film, visit: <http://moneytalks.bravenewtheaters.com/>

Please pass this invitation along to anyone who might be interested in this critical issue that affects the health and safety of all of us.

For questions or more information, please email [me/us] at [EMAIL].

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## **Email #4**

When: The day before

To: Your RSVP list

Subject Line: Reminder: "Money Talks" screening tomorrow!

Just a quick reminder that the special screening of "Money Talks" will be tomorrow, [DATE], at [TIME (include am/pm)]. This must-see film exposes the way in which big drug companies endanger our health and the health of our families in the name of corporate profits.

Directions: [DIRECTIONS and/or MAPQUEST LINK]

If you need any additional information about the screening, please email [me/us] at [EMAIL].

[I/We] look forward to seeing you at the screening!

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## **Email #5**

When: The day after

To: Your personal and/or organizational email list

Subject Line: Thank you for attending "Money Talks"

Thank you for attending the special screening of "Money Talks". Your participation helps spread the word about how drug companies take chances on our safety in the name of corporate profits.

To help make the screening experience available to others, we would love it if you would take a few minutes to write a review of the film and the screening on the Brave New Theaters website at <http://moneytalks.bravenewtheaters.com/>

For more information on how you can make your voice heard on this critical issue, visit the "Money Talks" website at [www.MoneyTalksTheMovie.com](http://www.MoneyTalksTheMovie.com)

Thank you for getting involved!

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Important for anyone who wants to understand how corporations are controlling their health." -- Heather Gehlert, *AlterNet*

"Chilling..." -- Marilyn Larkin, *The Lancet*

"The facts uncovered in this film shocked even me and I've been a 'prevention-first' doc all along." -- Malynn Utzinger M.D.

Special **one-night-only** screening!

DATE:

TIME:

WHERE:

RSVP or info:

Seating is limited – reserve your spot now!

[www.moneytalksthemovie.com](http://www.moneytalksthemovie.com)



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## PROTECT YOUR FAMILY

Don't let the drug companies put your health and the health of your loved ones in danger.

To help make sure you and your family receive the safest and most cost-effective medication available:

- ✓ **Tell your doctor that you would prefer they not see drug reps or accept free samples.** Ask them to sign the "No Free Lunch" pledge, agreeing not to accept any free gifts from drug companies: <http://www.nofreelunch.org/>
- ✓ **Don't assume that the newest drug on the market is the best.** If your doctor suggests that an older drug may be more effective or appropriate for you than a drug you saw advertised, he may be right. Older drugs and generics may do as good a job or better at treating your illness without the risks and high costs associated with newer "designer" drugs.
- ✓ **Ask for generic samples** instead of the higher-priced "designer" drug samples you may be getting now. This way, you know the cost of your medication will still be affordable when your samples run out.
- ✓ **Get objective information** about the safety and effectiveness of drugs relative to their costs at the Consumer Reports Best Buy Drugs website: <http://www.crbestbuydrugs.org/>
- ✓ **Take your health into your own hands.** You know better than anyone how your medications are affecting you. Keep a health journal where you keep track of how you're feeling, when symptoms occur and what changes you experience if you start new medications. You will be able to have a more informed discussion with your doctor about what is truly happening to your body.



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## TAKE ACTION

Want to do more to make sure you and your family get the safest, most cost-effective medications available?

- ✓ **Post comments on blogs.** Blogs are becoming one of the most powerful, influential and accessible ways to create political change. When your favorite blog addresses the issue of healthcare, use the "Money Talks" Talking Points to add your voice to the debate. You can find a current list of important and influential political blogs at <http://beltwayblips.dailyradar.com/blogs/>
- ✓ **Write a letter to your representative.** Yes, it's a classic, but it's important. Keeping silence means the drug companies will continue to have more influence than we do over our elected leaders. And the best news is that most elected officials know that every letter they receive on an issue represents anywhere from 100 to 10,000 people (depending on the size of the district) who share the letter writer's opinion – which means **your one letter counts for up to 10,000 votes in favor of your position!** You can find the contact information for your elected officials at <http://www.votesmart.org/>
- ✓ **Nominate a drug ad for the Bitter Pill Awards.** See an a drug ad with ridiculous or outrageous claims? Visit [www.BitterPillAwards.org](http://www.BitterPillAwards.org)
- ✓ **Join others who advocate for fair drug prices.** The Prescription Access Litigation ( <http://www.prescriptionaccess.org> ) keeps a list of consumer advocacy groups in your state working on access to affordable drugs.
- ✓ **Join a class action lawsuit.** Class action lawsuits are one of the most effective ways of getting drug companies to stop using unethical practices to boost their profits. Contact the Prescription Access Litigation (PAL) Project about getting involved in one of their class action lawsuits against illegal drug company tactics. [http://www.prescriptionaccess.org/lawsuitssettlements/current\\_lawsuits](http://www.prescriptionaccess.org/lawsuitssettlements/current_lawsuits)
- ✓ **Share "Money Talks" with others.** Give a copy of the film to your doctor and to friends and family. Donate a copy to your local library. Request that your local independent video store carry the film.
- ✓ **Get informed.** For a list of online and print resources on this issue, visit [www.MoneyTalksTheMovie.com](http://www.MoneyTalksTheMovie.com)





## TALKING POINTS

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You can use these talking points to give you ideas for:

- ✓ Blog comments
  - ✓ Letters to the editor
  - ✓ Conversations with friends
  - ✓ Radio call-ins
  - ✓ Letters to your representative
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1. **Free samples aren't free.** Those free samples may seem great, but drug companies actually use them to get your doctor to prescribe the latest, most expensive drugs – even when those drugs are less effective than older, cheaper medications. Bottom line: those free samples mean that in the long run, you often pay more for drugs that are less effective.
2. **Drug advertising puts you in danger and costs you money.** The media is filled with ads for drugs that promise cures for everything from impotence to shyness. But did you know that drug companies do not have to get their ads approved before airing them? That means they can over-claim the benefits and under-claim the risks of the drugs they offer. And who do you think pays for those expensive ads? You do, in the form of more expensive prescriptions!
3. **Drug companies are the most powerful lobby in Washington.** Concerned about big special interests in politics? The drug company lobby is the largest in the country – bigger than oil & gas or tobacco. Drug companies spend \$800 million a year to make sure laws that are supposed to protect you protect them instead.
4. **Drug money funds the FDA.** Huge budget cuts for the FDA and the National Institutes of Health mean that drug companies now fund much of the research that these public agencies do. When for-profit drug companies fund public agencies that are supposed to protect us, we can't trust these agencies to give us the un-biased information we need to protect the safety of ourselves and our loved ones.
5. **What do you care about?** Add your own concerns to the list!