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Bullfrog Community Screening & Discussion Guide

Roll out the red carpet! Use your film screening of PLANEAT as a tool to build community. Spark discussion and action to address the benefits of a plant-based diet. This guide offers some background information plus helpful tips and discussion questions for a stirring, informative, and rewarding screening. **Good Luck!**

For additional resources, visit planeat.bullfrogcommunities.com/pleat_resources

About PLANEAT

Where have we gone wrong? Why has the death rate from heart disease and cancer exploded in recent times? Why are the ice caps melting, the oceans dying and the forests being cut down as we produce the food necessary to support our burgeoning populations? Against a backdrop of colorful and delicious food grown by organic farmers and prepared in the kitchens of world-famous chefs, PLANEAT for the first time brings together the ground-breaking studies of three prominent scientists who have made it their life's work to answer these questions: Dr. T. Colin Campbell, Dr. Caldwell Esselstyn, and Professor Gidon Eshel.



About the Directors

Shelley Lee Davies is a first-time feature filmmaker. She got into the world of journalism while studying Oxford becoming Editor of the University's oldest magazine. After a stint as a runner at the BBC, she joined a video production house in London to pursue her passion for telling stories. Or Shlomi is also a first-time filmmaker. He learned how to make videos during his military service in Israel. After working in Israel's broadcast industry, he came to London and joined the same production house as Shelley. After many arguments over what to eat for lunch, he decided to quit his job and embark on making PLANEAT independently. **1**

ready to watch!

Here are some ideas and best practices to help make your community screening of PLANEAT a success!

- 1. Publicize Your Event!** This is the most important step. Not only can you tell the world about your screening, but you can also let the Bullfrog Community team know about your plans so we can help you publicize your event. Visit planeat.bullfrogcommunities.com/pleat_screenings to register your screening of PLANEAT.
- 2. Visualize Your Goal!** What do you hope to achieve with your screening of PLANEAT? Your goal could be to generate a lively post-film discussion with your audience about changing their food habits and support sustainable food systems. Or, perhaps you want to motivate members of your community to join a local CSA or do more shopping at a local farmer's market. Or, take the plunge and go vegan/vegetarian!
- 3. Where To Host?** Consider which locations in your area would be ideal for accommodating a community film screening of the size you anticipate: churches, town halls, libraries, school auditoriums, and even private homes have been venues for many successful community screenings.
- 4. Find A Partner!** Give some thought to who is already working on this issue in your community. Can they help sponsor the event? Spread the word? Speak on a panel discussion after the screening? Some potential partners include: academic departments at colleges, universities, and high schools, chefs, local farmers committed to sustainable agriculture, food co-ops, farmers' markets, health-food stores, health-related organizations, a local master gardeners organization, organizations concerned with the growing, processing, preparing and eating of food.
- 5. Invite A Guest Speaker!** Guest speakers and panels are a great way to encourage discussion and debate after a community screening. When people are engaged and thinking about the issues they will stay engaged long after the screening has passed. Contact local chefs, teachers, sympathetic health care professionals, healers, restaurant owners, or farmers who have expertise or insight into the issues raised by the film, and invite them to attend and participate in a discussion. The filmmaker is available to appear in person or via Skype for a Q&A. [Contact Bullfrog Communities](#) if you are interested.
- 6. Engage Your Audience!** Included in this handout is a section called Ready to Act! which is meant to be a hand-out at your screening. It will help your audience know what they can do to educate themselves about key issues brought up in the film.
- 7. Spread The Word!** Think about the best methods available to you for publicizing the film screening to people in you community. Sending emails, creating event notifications on Facebook or Meetup, using Twitter, and placing screening announcements in local newspapers and newsletters is a good start. Find the PLANEAT screening poster, discussion guide (includes handout), and press photos on planeat.bullfrogcommunities.com/pleat_resources to help publicize your event around town.
- 8. Tell Us How It Went!** Visit planeat.bullfrogcommunities.com/pleat_discussion to tell us about your event. Where it was held? Who attended? What went well, and what was challenging? Your feedback will help others in organizing their own successful events and will energize Bullfrog Communities!

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ready to talk!

Here are some questions that will help get people talking about the issues after watching PLANEAT!

1. Have you ever tried to give up meat one day a week, or even go vegan/vegetarian? Why? What were your results?
2. What if any are the biggest obstacles to getting plant-based food in your community (e.g. cost, distance, time etc.)? And what can be done to make plant-based foods more affordable/accessible in your community?
3. PLANEAT features numerous chefs and their vegan dishes: Chef Harden's shiitake mushroom sushi rolls, Chef Bailey's root vegetable tarts, Erin McKenna's cupcakes, Chef Downe's dairy-free ice cream sundae, Chef Sarno's seitan brisket, and Ann Esselstyn's kale-lemon sandwiches, to name a few. Which dishes in PLANEAT appealed to you the most, and why?
4. Chef Bailey of Saf Restaurant said that the most important ingredient in his kitchen is organic fresh vegetables. What ingredient do you use most often in your kitchen? Is there a story behind that ingredient? And if that ingredient is meat and dairy, can you think of a good alternative (TIP: Think of an alternative that has in a similar texture and color e.g. dairy milk is easily replaced by soy/oat/rice/almond milk)?
5. Prof. Peter Singer of Princeton University, says "Nothing changes the face of the planet as much as the way we produce our food...that's why we should regard this as one of the central ethical issues." Do you agree that our food choices should be analyzed so deeply?
6. Prof. Gidon Eshel states that we cannot continue with our current eating habits. What concerns you most about the way you eat or the way your food is created? What issues (from global warming, ocean pollution and deforestation) would you tackle first, or what would you change, first?
7. Prof. Eshel states that food choices and their environmental impacts can be thought of in scale form: plant-based foods have the least impact on the environment, and red meats have the most impact. Think about the last three meals you ate, where would these meals be located on this scale? Why do some food choices impact the environment more than others?
8. After a lifetime of research, Dr. T. Colin Campbell concludes that eating whole, plant-based foods can help prevent a wide variety of ailments, from cancer to heart disease to diabetes. Did you find yourself questioning any of Dr. Campbell's positions, and if so what do you feel is needed to reinforce Dr. Campbell's conclusion?
9. Dr. Campbell argued that there are powerful industries that stand to lose a lot if Americans shift towards a plant-based diet. What are those industries, and how would it affect them?
10. Dr. Caldwell Esselstyn of Cleveland Clinic conducted a nutritional study to show that a plant-based, oil-free diet can prevent, and even reverse the effects of heart disease. Although he found that all his patients were willing to change their diet, he says "Many of our greatest critics agree this will work, but it's only the rare patient who will do it." If you were suffering from a life-threatening disease would you be willing to make dietary changes?
11. What kinds of fruits and vegetables did you eat today? This week? Can you name 13 or more fruits and vegetables that you ate within the past year?
12. Most people consider a diet without dairy unhealthy, and are convinced that dairy is the best source of calcium for our bones. Why is cow's milk thought of as a staple in the typical American diet? And can you think of other sources of calcium in a plant-based diet?

13. Many people think without meat you can't get enough protein. Can you think of other sources of protein in a plant-based diet?

14. Chef Hernandez, talking of his Mexican roots says 'a lot of people think we are meat eaters, but economically we are not a rich people, so we eat a lot of rice and beans'. For centuries, people around the world have been eating a mostly plant-based because of economic, social or even religious reasons. Can you think of traditional plant-based dishes that may have been forgotten as we have gained more access to inexpensive meat and dairy products?

15. How has PLANEAT changed the way you think about food? Which, if any, changes in diet do you intend to adopt in your own life? Which recommendations would you be least likely to accept, and why?

ready to act!

handout

Share this handout with your PLANEAT screening audience!

1. Experiment with New Ingredients—Cook it!

For loads of ideas and scrumptious plant-based recipes (including those beautiful dishes straight from the film) go to PLANEAT's webpage at <http://planeat.tv/your-plate>

2. Try Ann Esselstyn's 8 Principles for becoming Plant Perfect

She is not only a strong supporter of her husband's work, but also a food coach to his patients. You'll love her simple, but effective principles, plus recipes on fun things to do with food featured on Planeat's webpage at <http://planeat.tv/ann-esselstyn>

3. Talk directly to the filmmakers and keep informed!

Join PLANEAT's facebook page at www.facebook.com/PLANEAT or follow PLANEAT on twitter www.twitter.com/PLANEAT. The filmmakers check in online daily to answer your questions and keep you up to date with the latest diet-related health and environmental news, not to mention new recipes.

4. Investigate further, Straight from the Source

The T. Colin Campbell Foundation's mission is to "provide public education about the health benefits of a whole food, plant-based diet. TCCF offers the best scientific and health information available to the public, without influence from industry or commercial interests." You can even take an online course in plant-based nutrition. <http://www.planeat.tv/tcolincampbell>

5. Think you know it all? Take the quiz

How much do you really know about the environmental consequences of the meat you eat? Do this short quiz, created by the non-profit Environmental Working Group, to see if you're a meat wiz! <http://www.planeat.tv/quiz>

6. Don't Go Hungry—Go Meatless!

Monday is always a good day to start something new, so why not join the growing number of people doing Meatless Monday? Every Monday replace meat for healthy and environmentally friendly alternatives! Meatless Monday is a non-profit initiative that aims to help you reduce your meat consumption by 15% in order to improve your personal health and the health of the planet. Show your commitment now by signing the pledge at <http://www.planeat.tv/pledge>

7. Take the 21 Day Challenge

If you're up for a bigger dietary challenge than one day a week, register for this free 21-day program developed by the Physicians Committee for Responsible Medicine. It will provide you with a 21-day meal plan, recipes and tips from dietitians and celebrities, and weekly motivational webcasts with Dr. Neal Barnard, one of America's leading health advocates. Kickstart the new you <http://www.planeat.tv/21daykickstart>

8. Liked 'The Matrix'? Now watch 'The Meatrix'

'The Meatrix' are a series of free funny films that spoof 'The Matrix' trilogy while educating viewers about the problems with industrial agriculture, dairy production and meat-processing. The films feature three superhero farm animals including Leo, the young pig who wonders if he is "the One," Chickity, the feathered family farm defender, and Moopheus, the trench-coat-clad cow with a passion for green pastures. <http://www.planeat.tv/themeatrix>

9. Your local guide

Want to eat more plant-based foods, but finding access difficult? The Eat Well Guide® is a free online directory for anyone in search of fresh, locally grown and sustainably produced food in the United States and Canada. The Guide's listings include farmers markets, natural food stores and designated plant-based restaurants. Discover what's in your neighborhood now at <http://www.planeat.tv/eatwellguide>.

10. Vote with your fork

As consumers we all have the power to create change. If you want to get a plant-based option put on the menu of your canteen/local restaurant, just ask. Things may not change immediately, but if they know there is a demand, they will think about supplying it. If you don't ask, you don't get.