



Film Festival

Host a two to three day free or low cost movie festival at a local venue. Feature movies that have end-of-life themes and host a discussion afterwards to talk about end-of-life choices and distribute relevant materials.

Select a venue – Partner with a local movie theater or hold screenings at a local library, university, or community center to keep things low cost. Determine a specific weekend or time that they can screen these movies.

Select and obtain the movies – Depending on the length of your festival, pick a list of movies that will be shown. Many movies have regulations about public screening, so be sure to look into licensure rights; however, most libraries have the correct type of copy that can be used for public screening. This [online list](#) has several great movies on this topic. Some examples include:

Amour

Terms of Endearment

The Bucket List

The Best Exotic Marigold Hotel

Bill Moyers: On Our Terms (4-part PBS series)

Sunset Story (documentary)

The Descendants

Four Weddings and a Funeral

Get the word out – Announce the festival in local press. Send out flyers, put up posters and spread the word over social media. Make sure announcements are made among your coalition leaders and to their respective groups.

Prepare materials – Collect materials that will be given to attendees after the event. Assemble a small packet of information that can be distributed as they leave. This packet can contain information regarding advance care planning (i.e. questions to consider about the movie, articles, Five Wishes, step-by-step guide on creating documents, list of local resources and people who can assist, etc.).

If the screening are being held somewhere other than a traditional theater, you may also consider having snacks and drinks available for the screenings. These can be sponsored and/or donated by local companies and vendors. Free/low cost food will encourage more people to come to the event.

Hold the event – On the weekend of the event screen the chosen movies at a time that will accommodate the most people. One each day, as mayor you can begin the screening with an announcement about the initiative and the importance of the issue. At the end of the movie, have staff or volunteers distribute the prepared materials by the exit.

Resources –

[Feature Films as a Teaching Tool](#)

[Video decision support tool for advance care planning in dementia](#)