

# TAKE YOUR PLACE CAMPAIGN: COMMUNITY IMPACT REPORT

As part of Participant Media's coordinated national Take Your Place Social Action Campaign, Active Voice launched a community-based campaign using the documentary *A Place at the Table* to ignite conversation and spur action around solutions to our nation's hunger and obesity epidemic.



## THE FILM

**NAME:** *A Place at the Table*  
**DIRECTORS:** Lori Silverbush and Kristi Jacobson  
**RELEASED BY:** Magnolia Pictures in association with Participant Media



## THE CAMPAIGN

**WHERE:** 24 U.S. Cities  
**WHO:** Active Voice and an associated network of partner organizations  
**WHAT:** Braintrusts (i.e., small cross-sector planning meetings) and community screenings featuring panel discussions and presentations by local organizations

## THE COMMUNITY STUDY

**TIMELINE:** 1 year  
**DATA COLLECTED FROM:** Local organizations and community members  
**METHODOLOGY:** Data was collected at 3 points surrounding the community screenings, via online surveys and interviews

**GOAL:** To evaluate the influence of Take Your Place activities

**PARTICIPATING SITES:** 22



## ATTITUDE SHIFT



Audience members were **40%** more likely than those who didn't attend a community screening to have an attitude shift in support of federal government responsibility to address hunger and obesity



*"The emergency food system in the United States neither can nor should eradicate hunger. The government must put its resources behind this problem."*

—Community member, 2-3 weeks post-screening

## INCREASED AWARENESS



**4 OUT OF 5** audience members who were previously unaware of the direct relationship between hunger and obesity had increased awareness

### POST-SCREENING PANELS MATTER!



**88%** of audience members who stayed for the panel discussion had increased awareness

Compared to **67%** who did not stay



### RIPPLE EFFECT:

Those who had heard about the film — but had not seen it — were **33%** more likely than those who had never heard about the film to have heightened awareness of the relationship between hunger and obesity

## SNAPSHOT: AWARENESS SHIFT



### PRE-SCREENING

"I think there is no relationship between hunger and obesity."



### POST-SCREENING

"Those with limited income resources ... [are] buying food that lacks basic nutritional value and is high in fat and/or sugar in order to eat every day. The result is food that leads itself to obesity, yet is not enough to satisfy hunger."

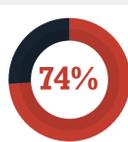
### EVEN FOOD EXPERTS HAD HEIGHTENED AWARENESS:

**81%** of representatives from organizations working on food insecurity indicated that the film changed their views

## INCREASED DIALOGUE AND ACTION

*"The movie inspired me to spread the word about food uncertainty and nutrition deficits for the poor."*

—Community member



**74%** of audience members said the film motivated them to want to take action

**91%** of audience members continued talking about the issues in the months after seeing the film

**84%** of audience members recommended that others watch the film



- 27%** get involved in local efforts
- 19%** spread awareness
- 15%** give to food banks
- 15%** participate in dialogue
- 8%** take political action
- 8%** buy locally
- 8%** host a screening

## ACTION FROM LOCAL LEADERS



2 mayors made official proclamations to combat hunger and obesity locally



An Oklahoma mayor designated July 25th as Take Your Place Day



A Mississippi faith leader convened local clergy to develop an action plan to support food insecure families

## INCREASED COORDINATION AND COLLABORATION

**62%**

of communities saw higher levels of coordination and collaboration\* among local organizations up to 7 months after community screenings took place

\*based on a sociological continuum developed by collaboration theorists



*"The film as well as the [braintrust] discussion led to recognition of similar goals regarding working on hunger."*



### BRAINTRUSTS MAKE A DIFFERENCE

Organizations that hosted braintrusts prior to their community screenings were **24%** more likely to report higher levels of coordination and collaboration among local organizations

## SUSTAINED IMPACT

**86%** of communities reported continued use of the film roughly 1 month after screenings took place



**50%** reported continued use 7 months after

**77%** of communities reported related activities that resulted from their screenings



Of those, **1 IN 4** reported new programs being launched

This report represents the key findings of the Take Your Place Community Study, led by Active Voice with generous support from the Robert Wood Johnson Foundation and the Nathan Cummings Foundation. Special thanks to AV LAB, which initiated the study, and to our working group of evaluation advisors: Tanya Beer, Johanna Blakley, Jara Dean-Coffey, and Kien Lee.

For the full evaluation report, visit [www.activevoice.net/a-place-at-the-table](http://www.activevoice.net/a-place-at-the-table).

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