

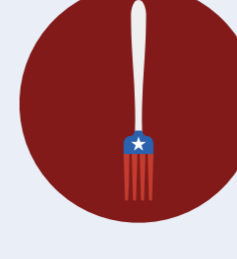
TAKE YOUR PLACE CAMPAIGN: COMMUNITY IMPACT REPORT

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

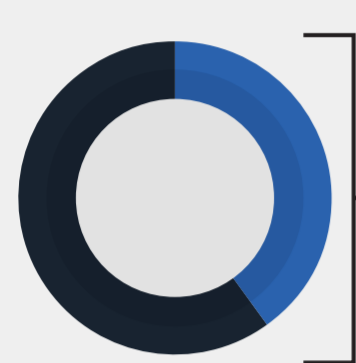
WHERE: 24 U.S. Cities
WHO: Active Voice and an associated network of partner organizations
WHAT: Braintrusts (i.e., small cross-sector planning meetings) and community screenings featuring panel discussions and presentations by local organizations

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

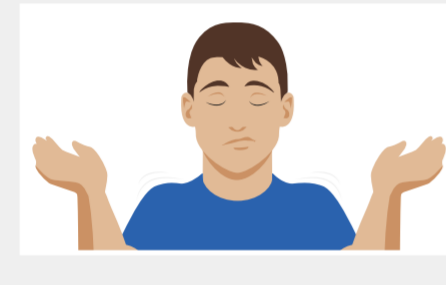
Compared to **67%** who did not stay



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."

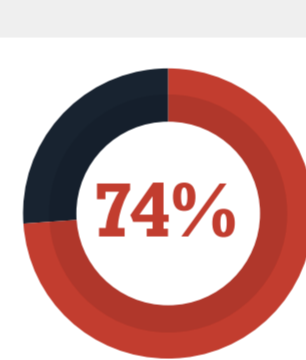
EVEN FOOD EXPERTS HAD HEIGHTENED AWARENESS:

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."

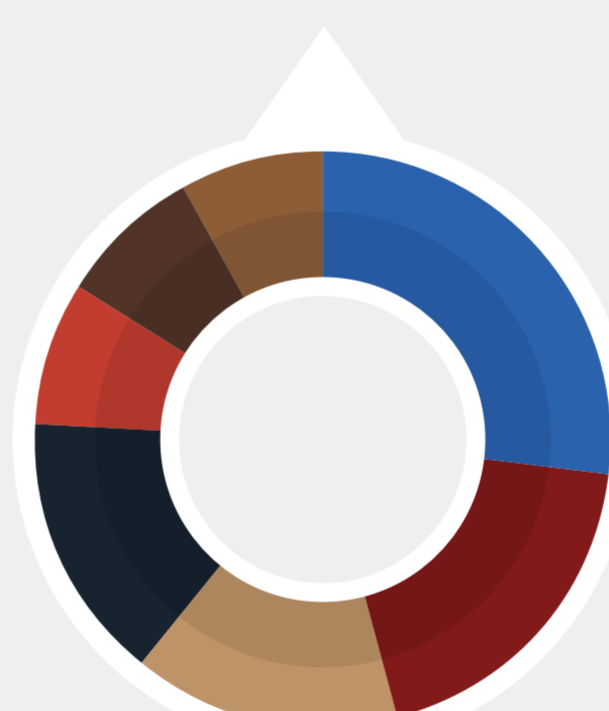
—Community member



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

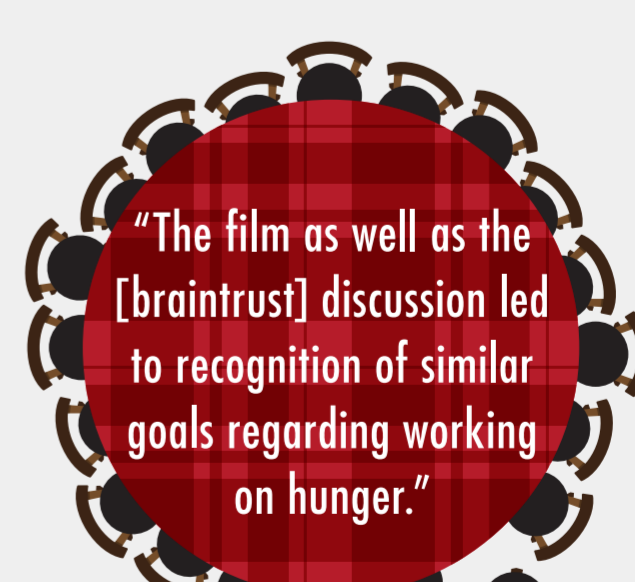


A Mississippi faith leader convened local clergy to develop an action plan to support food insecure families

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. © Active Voice 2014