Take Your Place Community Study
a PLACE AT THE TABLE
ACTIVE voice
Robert Wood Johnson Foundation
THE NATHAN CUMMINGS FOUNDATION
participant MEDIA
magnolia pictures

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Part I – Executive Summary

The Take Your Place (TYP) Social Action Campaign was a national effort created by Participant Media, designed to ignite conversation and spur action around solutions to our nation's hunger and obesity epidemic. The centerpiece of the campaign was the documentary *A Place at the Table*, which examines hunger in America through the lens of three families struggling with food insecurity.

As part of this effort, Active Voice worked closely with 24 American cities and towns across the country to host community screenings featuring *A Place at the Table* throughout the summer and fall of 2013. This community-based initiative, led by Active Voice in partnership with organizations on the ground (lead allies), aimed to raise awareness about food insecurity, hunger, and obesity among community members and inspire coordination and collaboration among lead allies and other local organizations working to address food insecurity, hunger, and obesity. The community screenings featured the film, panel discussions, and local programs working to address food insecurity. Lead allies were also given the opportunity to host a local braintrust (a small cross-sector planning meeting) a few weeks prior to their community screening to bring together key stakeholders and local organizations working in various ways on hunger, obesity, and food insecurity in their community.

The purpose of the TYP Community Study was to measure the contribution of *A Place at the Table* and campaign activities—community screening and local braintrust—towards: a) strengthening relationships and coordination/collaboration among lead allies and other local organizations working to address hunger, obesity, and food insecurity, b) raising awareness around the relationships between hunger and obesity, c) shifting attitudes toward multi-level responsibility for hunger and obesity, and d) increasing dialogue and participation around hunger, obesity, and food insecurity.

The TYP Community Study included 22 of the 24 communities Active Voice engaged for the campaign (two communities were not included due to the timing of their activities). The study found that, according to lead allies, most communities (62%) saw higher levels of coordination and collaboration among local organizations up to six months after community screening took place; the majority of lead allies believed the film itself played a role in strengthening these relationships. The study also found that nearly all (81%) of local organizations working on hunger, obesity, and food insecurity who attended the braintrust indicated that the film changed their views. Moreover, more than three-quarters (77%) of lead allies reported that they held follow-up activities, events, or additional screenings of the film in the weeks and months following their community screening.

At the community member level, key findings included a statistically significant increase in awareness of the strong relationship between hunger and obesity among individuals that attended the TYP community screening. Among audience members who were not already aware that there is a strong relationship between hunger and obesity, four of five (80%) had heightened awareness of the relationship. Additionally there was a statistically significant shift in attitude among audience members toward greater federal government responsibility for addressing hunger and obesity in the United States. Audience members were 40% more likely than those who did not attend a community screening to have a shift in attitude towards greater federal government responsibility. With regard to dialogue, participation and sustained engagement, the TYP Community Study also found statistically significant differences in the level of dialogue and participation between those who attended the community screening and those who did not, from pre- to post-screening. Moreover, follow-up data collected from community members demonstrated that nearly all of those who responded (91%) discussed the film with family, friends, coworkers, and/or others in the weeks and months following the community screening, and the vast majority (86%) recommended that others—particularly friends (63%)—see the film. Additionally, the majority of community members (74%) indicated that the community screening motivated them or inspired them to take action in the weeks and months following the community screening—primarily to get more involved locally.

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Part II – About Take Your Place Community Study

A) Overview

With support from the Robert Wood Johnson Foundation, the Nathan Cummings Foundation, and an advisory team of four leading evaluators, Active Voice designed and conducted a mixed method evaluation to measure the contribution of the Take Your Place Campaign—featuring the Participant Media documentary film directed by Kristi Jacobson and Lori Silverbush, *A Place at the Table*—in 22 cities and towns across the U.S. Active Voice partnered with key organizations in each community to host a community screening and, in most communities, a local braintrust (small cross-sector planning meeting) as well. The evaluation measured whether the film, along with the campaign activities, contributed to a) awareness, dialogue, and participation around hunger and obesity among community members who attended the community screening, and b) coordination/collaboration around food insecurity among local organizations who attended the braintrust.

The majority of data (pre-screening and post-screening) was collected in the fall of 2013 (See Appendix: Data Collection) and was intended to measure immediate outcomes resulting from the community screening. In the spring of 2014, Active Voice followed up with lead allies and community members who participated in the TYP Community Study to gather additional data, in order to understand the lasting contribution and influence of *A Place at the Table* and the Take Your Place Campaign. Many of the same outcomes measured post-screening (two-to-three weeks after) were also measured at a follow-up point in time (six-to-seven months after) for the purpose of evaluating the sustained "impact" of the film and campaign activities in these sites. In addition, several new questions were asked of participants in order to more deeply understand the sustained influence of the film and campaign activities on lead allies and community members.

B) Evaluation Design

The evaluation design for the TYP Community Study was a non-equivalent control group design using a pretest and double posttest. Relying heavily on mixed (quantitative and qualitative) methods, the non-equivalent control group design allowed for comparative analysis between the local organizations and community members that participated in the TYP activities and a comparison group of local organizations and community members that did not participate. Figure 1 (on page 4) illustrates the data collection framework for the TYP Community Study. Data was collected at three levels—lead allies, local organizations, and community members—from 22 of 24 of the sites included in the TYP Campaign. All participants were voluntary. While some degree of non-response bias is inherent in the design, given that the program and comparison groups were not randomly assigned, all TYP Community Study participants were engaged in the same way—via the lead ally—and were therefore similar in that most were previously connected to an organization in their community working on hunger, obesity, or food insecurity. Two key levels of inquiry were the focus of the evaluation:

1) Greater Coordination/Collaboration among Lead Allies and Local Organizations

Campaign Activity: Braintrust
Sources: Lead Ally Surveys, Lead Ally Follow-up Interviews, and Local Organizations Surveys

Key Questions:

- Did organizations (lead allies and local organizations) that participated in the braintrust report that they had strengthened relationships with other organizations as a result of the braintrust?
  - What role did the braintrust play in strengthening relationships?
  - What role did the film play in strengthening relationships?
- Did organizations (lead allies and local organizations) that participated in the braintrust experience greater coordination/collaboration and stronger relationships with *other* organizations?
- Were new or strengthened levels of coordination/collaboration between organizations sustained?
- Was there sustained use of *A Place at the Table* in participating sites?
- Did the TYP Campaign contribute to sustained activities or efforts to address food insecurity in participating sites?

2) Greater Awareness and Understanding of the Relationship Between Hunger and Obesity, Attitude Shift Towards Multi-Level Responsibility, and Increased Dialogue & Participation among Community Members

Campaign Activity: Community Screening (film & post-screening panel discussion)
Source: Community Member Surveys

Key Questions:

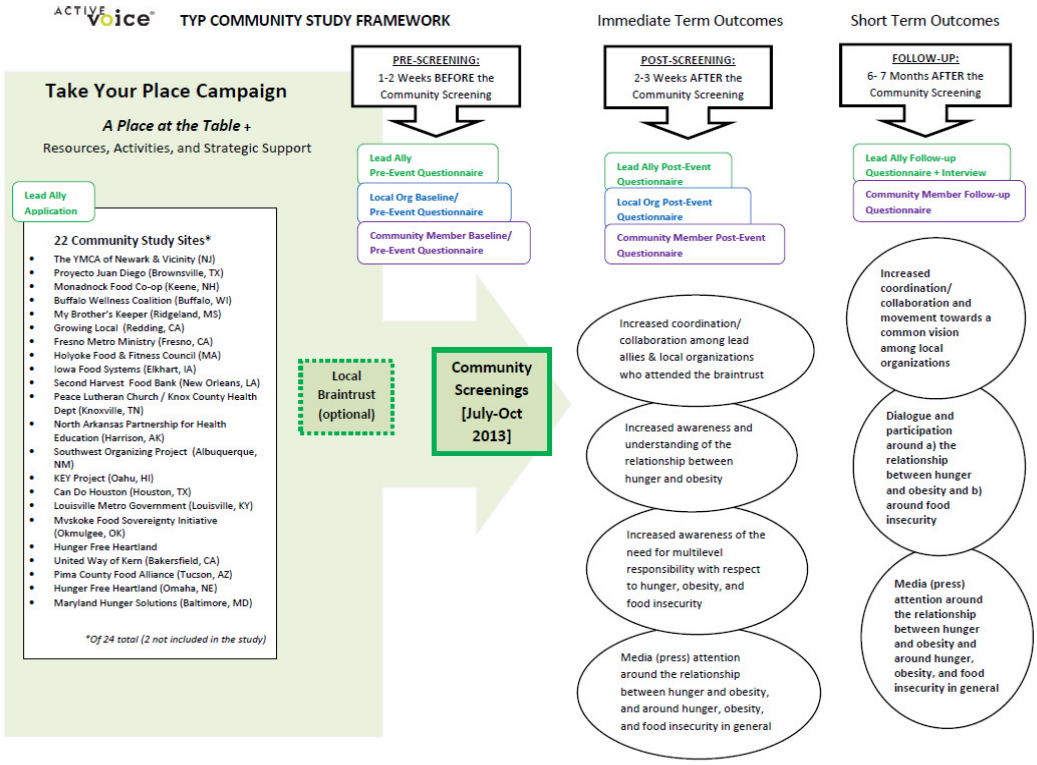
- Did audiences (community members) who attended the TYP community screening have greater awareness and understanding of the relationship between hunger and obesity?
- Did audiences (community members) who attended the TYP community screening have a change in attitude towards multi-level responsibility for food insecurity?
- Were audiences (community members) who attended the TYP community screening more likely to engage in dialogue around food insecurity, hunger, and obesity?
- Did participation in the post-screening discussion have an effect on community member level outcomes?
- Did audience members discuss the film in the weeks following the community screening and recommend that others see the film? Did they take any actions?

Data Collection Points (for all three levels):

- Pre-screening online survey: 1-2 weeks **before** the community screening (2-3 weeks after the braintrust)
- Post-screening online survey: 2-3 weeks **after** the community screening
- *Follow-up online survey: 6-7 months **after** the community screening

**There was no online survey for local organizations at 'follow-up,' given the low response rate to the post-screening survey.*

Figure 1.



Part III – Findings: Descriptive Data

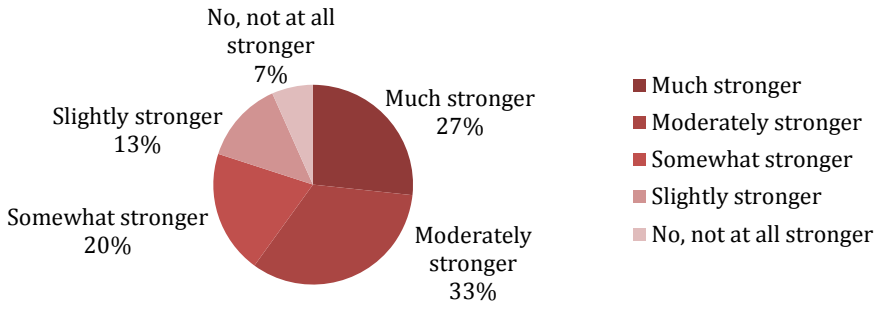
A) LEAD ALLIES

I. Did lead allies feel that they developed a stronger relationship with organizations who attended their braintrust as a result of the braintrust? To what extent did they feel that they had a stronger relationship with other organizations?

YES – 93% (14 of 15) of lead allies, who held a braintrust, felt that their relationships with other organizations were strengthened as a result of the braintrust, to various extents. 60% indicated that their relationship with other organizations were either 'much stronger' or 'moderately stronger' as a result of their braintrust.

Graph 1.

Source: Lead Ally Pre-Event Survey (only those who held a braintrust)

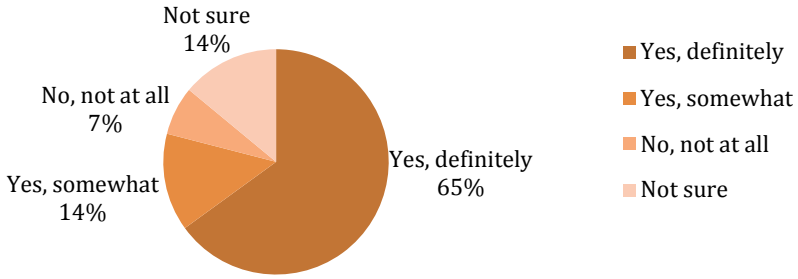


II. A. Did lead allies—who said they have a stronger relationship with organizations that attended their braintrust—see the film *A Place at the Table* as playing a role in their strengthened relationships?

YES – 79% (11 of 14) of lead allies who said that they have a stronger relationship with organizations who attended their braintrusts said that the film played a role in their strengthened relationships.

Graph 2.

Source: Lead Ally Pre-Event Survey (only those who held a braintrust & said they have a stronger relationship with local organizations who attended)



B. How did *A Place at the Table* play a role in strengthening relationships?

Lead allies reported that the film helped play a role in strengthening relationships with hunger, obesity, and/or food insecurity organization in their community by shedding light on common interests and goals among local organizations, sparking dialogue and conversations between organizations, and breaking down barriers to coordination and collaboration.

- "The film brought out the passion and interest and the meeting connected all of us on the issue and started the communication lines." – Buffalo County Health Dept (Buffalo, WI)
- "The braintrust and film demonstrated our organizational commitment to addressing hunger and obesity in this community and to reaching out to key community partners to develop opportunities to collaborate on these issues." – Louisville Metro Government (Louisville, KY)
- "The film as well as the braintrust discussion led to recognition of similar goals regarding working on hunger, leading to a strengthened relationship." – San Diego Hunger Coalition (San Diego, CA)
- "It brought about more community awareness as to the issues and started many 'community conversations' to explore other potential activities and events." – NAPHE (Harrison, AK)
- "The film helped to break down territorial behaviors with organizations and opened doors for future partnerships." – Growing Local (Redding, CA)

Figure 2. Word Cloud (representing key words used by lead allies to describe *how* the film played a role in strengthening relationships). Source: Lead Ally Pre-screening Survey

III. Did lead allies report that they had plans to continue meeting with the braintrust participants?

YES – 93% of lead allies (14 of 15) who hosted a braintrust reported in the pre-screening survey (1-2 weeks after the braintrust) that they had plans to continue meeting with the local organization who attended the braintrust either one-on-one, in small groups, or in large groups (or more than one of these options). All 5 lead allies who reported having plans to continue meeting as a whole group said that they had "moderately" or "much" stronger relationships with the organizations who attended their braintrust as a result.

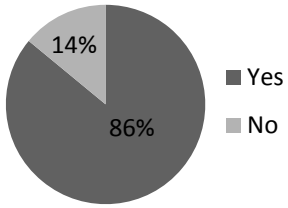
IV. Was there sustained use of *A Place at the Table* in partner sites?

YES – At 'post-screening', 86% of lead allies reported that the film continued to be used either by their organization and/or other local organization or groups. At 'follow-up' several months later, 50% of lead allies reported that the film continued to be used by either their organization, other organizations in the community, or both.

Has *A Place at the Table* been used by your organization or any other organization/group(s) since your community screening?

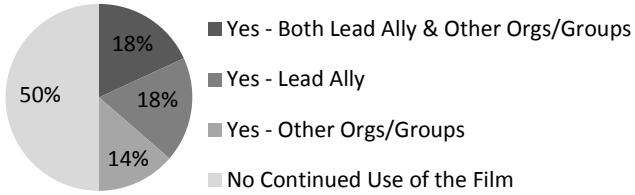
Graph 3.

Source: Lead Ally Post-Screening Survey
Response Rate: 100%



Graph 4.

Source: Lead Ally Follow-up Survey
Response Rate: 100%



Continued Use of *A Place at the Table:*

- By lead allies:

  - Five mini screenings were held with groups of 4-5 people in Fresno, California.
  - Two additional smaller screenings were held in other regions in San Diego, California, coinciding with National Food Day and Global Food Day.
  - Scenes from the film were used during a presentation for a direct service learning organization with youth in New Orleans, Louisiana.
  - Three additional screenings of the film were held with women's groups and youth groups in Brownsville, Texas.

  Upcoming: The film will be used in a Beginning Farmers and Ranchers event in Oklahoma in August 2014.
  Other: Continued reference to the film and recommendations to watch the film on Netflix.

- By other local organizations and groups:

  - The World Food Pride Foundation held a screening panel one month later in Iowa, and a local food co-op held a screening as well.
  - The Sociology Department at a CSUF continues to use parts of the film in classes in Fresno, California.
  - A high school student is holding community screening and hunger panel to raise awareness in Fresno, California.
  - A local policy advocacy group has used the film a few times in San Diego, California.
  - The local YMCA and a local senior center both held screenings in Holyoke, Massachusetts.

- Continued use of TYP Campaign Materials:

  - The training materials used during the *A Place at the Table* screening continue to serve a training tools and catalyst for Mississippi relevant conversations about hunger and obesity.

V. A. Were there follow-up activities, meetings or events that built upon the *A Place at the Table* community screening?

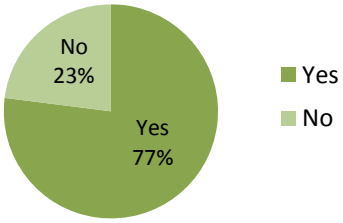
YES – 77% of lead allies reported that one or more activities, meetings or events took place in the weeks and months following their community screening. Many had follow-up meeting(s) to discuss next steps with local organizations or community members, some held presentations, seminars or events, several used the film again (see Section IV on the previous page), and one group indicated that they used the momentum from their community screening to encourage community members to take legislative action.

Figure 3. Word Cloud (representing the activities, meetings, and events planned for the weeks following the community screening as described by lead allies). Source: Lead Ally Post-screening Survey

Graph 5.

Have there been any activities, meetings, or events that have taken place in the past few months, building from your *A Place at the Table* Community Screening?

Source: Lead Ally Follow-up Survey
Response Rate: 100%



B. What types of activities, meetings, or events have taken place in the months since the community screening?

In the months since the community screening, a range of follow-up activities, meetings and events have taken place to discuss next steps, several seminars, presentations, local events, additional screenings, and, in one case, efforts to encourage legislative action.

- Follow-up meetings to discuss next steps.

  - "We are meeting as an advocacy team to discuss ways to continue this conversation and plan activities with those who came together." (Omaha, NE)
  - "We have had monthly phone meetings with other food co-ops about their Healthy Food Access Program." (Keene, NH)
  - "Follow-up discussion about what Newark is currently doing to address the issue." (Newark, NJ)
  - "Participants of the conference at which we showed the film have continued meeting either in person or through conference calls on a regular basis since last September." (Tucson, AZ)
  - "Key members from the film screenings (emergency food, mid-term food issues, long-term/policy) had a follow-up meeting in January 2014." (Alma, WI)
  - "Discussion of next steps and scheduling events." (Bakersfield, CA)
  - "We have continued to meet with organizations on a quarterly basis to continue discussions to work on local food insecurity issues." (Harrison, AK)

- Seminars, presentations, or local events.

  - "We made presentations to the Louisville Metro Council (legislative body) to discuss the film and the community screening…discussions with one Metro Council representative about a screening in her district…additional discussions about community garden development to address food access." (Louisville, KY)
  - "We hosted a Food Day Event as a benefit for People of Progress. A low cost, healthy meal was served using local ingredients (some were donated or provided at cost by local farmers)." (Redding, CA)
  - "Several organizations coordinated a subsequent seminar on food insecurity and obesity." (Houston, TX)
  - "Because of the viewing of the film, we have had large attendance at our events. In particular, when the Oklahoma Beginning Farmers and Ranchers Program (BFRP) was opened for enrollment, many who attended the viewing enrolled in the BFRP, including our city mayor." (Mvskoke, OK)
  - "Monthly 'edu sessions' are being hosted by community clergy, educators, and community advocates." (Ridgeland, MS)
  - "We held a legislative workshop three months after the community screening. (The workshop was) intended to serve as a call to action. We presented tangible action steps." (Houston, TX)

- Additional screenings and use of messaging from *A Place at the Table*.

  - *See Question IV on p. 6 -7*

- Encouraging legislative action.

  - "We urged new members to contact representatives to support HB 81–a bill to budget money for NM schools to buy fresh produce from local farmers. Community meetings and door knocking." (Albuquerque, NM)
  - "[We are having a] SNAP Challenge Reportback dinner with Representative Aaron Vega, [on] October 24 for FOOD DAY." (Holyoke, MA)

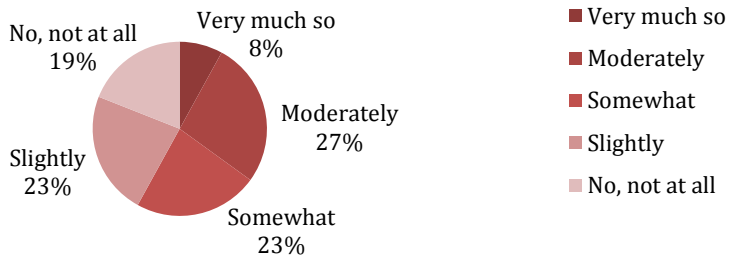
B) LOCAL ORGANIZATIONS

I. A. Did local organizations who attended the braintrust indicate that the film changed their views?

YES – 81% (21 of 26) of local organizations who attended the braintrust indicated that the film changed their views –to varying degrees.

Graph 6.

Source: Local Organization Pre-Screening Survey
Response Rate: 100%



B. How were views changed?

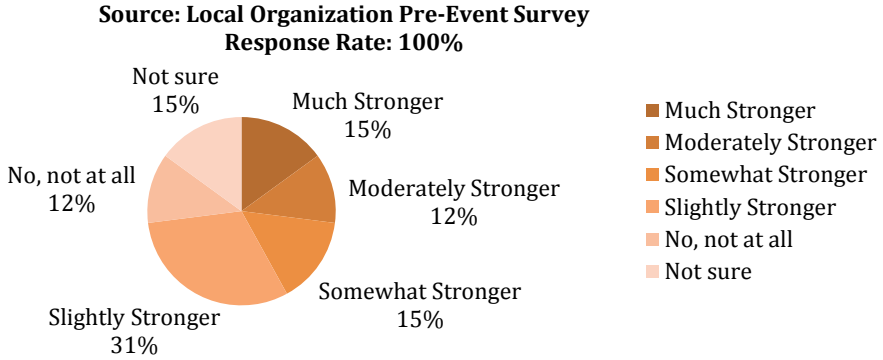
Local organizations who attended the braintrust meetings hosted by lead allies reported that their views were changed in a number of ways, including:

- Greater awareness of food insecurity particularly with respect to the limitations of SNAP and other federal government programs.
  - "I guess I had previously thought that SNAP was a much more accessible program than it really is. That Rosie's family didn't qualify was baffling to me."
  - "I became more educated in how limited food assistance programs are problematic –but I was already aware of hunger issues in general."
  - "I really didn't think that food insecurity was as big of a problem in the US since we have SNAP…"
- Greater understanding of the connection between hunger & obesity.
  - "The idea that obesity and starvation could occur simultaneously."
  - "I have a better understanding of the link between hunger and obesity and how to explain it."
- Greater awareness that food insecurity is pervasive.
  - "Made (me) more aware that there is not a particular face of hunger, and that food insecurity affects all walks of life."
- Several local organizations reported that the film "elevated", "reinforced", "concretized", or "solidified" their existing views relating to hunger and food insecurity.
  - "The film really concretized the views that I already held, but helped to educate me a bit more on areas that I did not know as much about (school initiatives, subsidies, some legislation, etc)."

II. To what extent did local organizations who attended the braintrust report that they had stronger relationship with the lead ally as a result of the braintrust?

YES – 73% of local organizations (19 of 26) who attended a braintrust reported that they had stronger relationships with the lead ally as a result.

Graph 7.



III. Did local organizations—who reported having a stronger relationship with the lead ally—see the film *A Place at the Table* as playing a role in their strengthened relationships with lead allies?

YES – 84% of local organizations who said that they had a stronger relationship with the lead ally said that *A Place at the Table* specifically played a role, to varying degrees, in contributing to those strengthened relationships.

IV. Did local organizations report that they had plans to continue meeting with the braintrust participants?

YES – 73% (19 of 26) of local organizations who attended a braintrust reported that they had plans to continue meeting with the lead ally or other organizations who attended the braintrust either one-on-one, in small groups, or in large groups (or in more than one of the previously listed ways).

C) COMMUNITY MEMBERS

I. Did *A Place at the Table* change the views of community members?

YES – 85% of community members (50 of 59) who attended the community screening said that the film changed their views (to varying degrees).

In what ways did *A Place at the Table* change views? For those already familiar with the key issues, it opened their eyes further to the magnitude of the problem and the experience of individuals affected by food insecurity or sparked a greater sense of urgency and commitment. While others, less familiar with the key issues, were made aware of the pervasive and structural nature of the problem. Several noted that the film specifically changed their views on government responsibility.

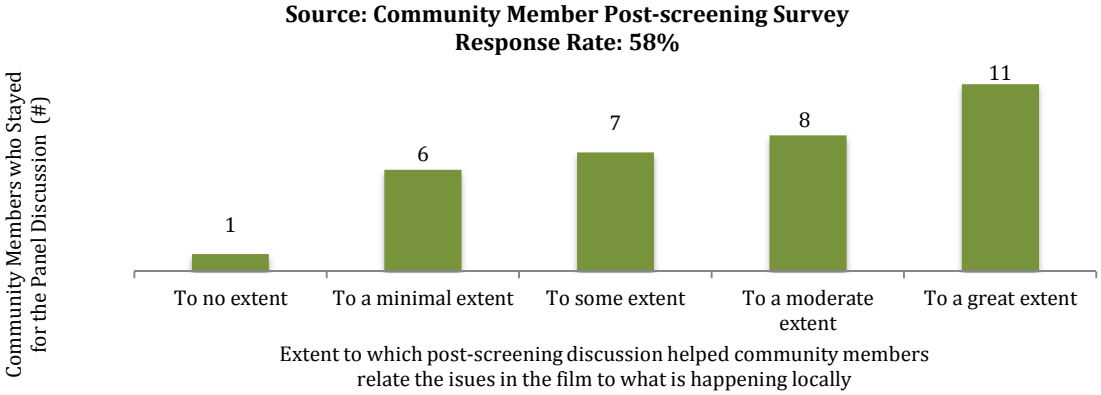
- "The film reinforced and strengthened my view that the emergency food system in the United States neither can nor should eradicate hunger. The government must put its resources behind this problem." (San Diego, CA)
- "I was already on board with food justice for the most vulnerable in our country, what helped open my eyes more were the statistics in combination with personal stories." (Tucson, AZ)
- "That obesity and malnutrition are connected. That people who want to make their own way so tragically cannot. What an eye-opener." (New Orleans, LA)
- "I learned to view the problem as more pervasive and ingrained, and to understand more clearly the link between food insecurity and obesity." (Keene, NH)
- "The information presented in the film was startling to me. I had no idea there were so many food insecure people in the U.S. or that fresh produce was not readily available to most people. I really appreciated the comments of Raj Patel in identifying the root causes of this endemic problem." (Tucson, AZ)
- "I knew most of the facts prior to viewing the documentary but the film depicted real people with real stories. When researching food security at a population level, it is easy to forget the individuals whom it affects." (New Orleans, LA)
- "I was taken with the description of families in need and how they were coping with the lack of something as essential as food." (Omaha, NE)
- "My view of government involvement changed because I see agro-business will not change any other way than thru legislation on subsidies etc. I was upset that food pantries give out so much processed food." (Keene, NH)
- "It gave me a sense of urgency and commitment that I hadn't fully manifested in the past." (Tucson, AZ)

Figure 4. Word Cloud (representing key words used by community members to describe how *A Place at the Table* changed their views). Source: Community Member Post-screening Survey.

II. To what extent did the post-screening panel help community members relate the issues in the film to what is happening in their own city or town?

Nearly all community members (97%) who stayed for the entire post-screening panel reported that the panel helped them to relate the issues in the film to what is happening in their own city or town—to varying extents; the majority indicated that it was either 'to a great extent' or 'to a moderate extent.'

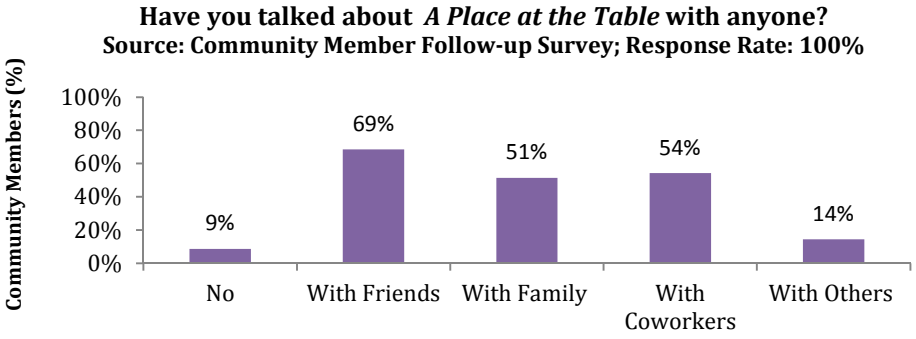
Graph 8.



III. Did community members talk about *A Place at the Table* with anyone in the months following the community screening? Did they recommend anyone watch the film?

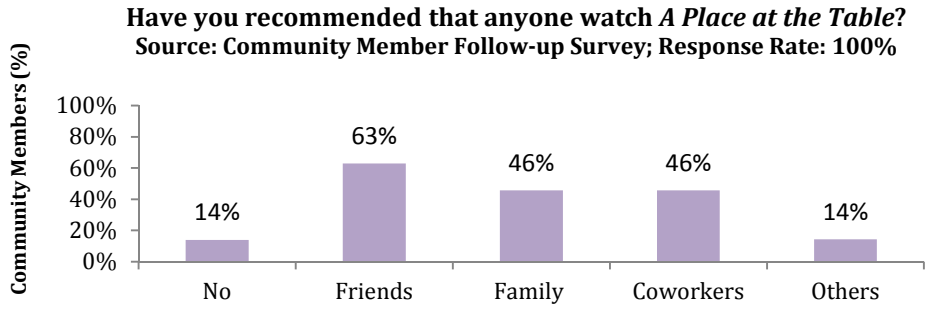
YES – 91% of community members who attended the community screening and completed the follow-up survey said that they talked to someone about the film in the months following the event. More than half said they had discussed the film with friends, family, and/or coworkers. Additionally, 84% of community members recommended that others watch the film. They were most likely to recommend the film to friends but many also recommended the film to family and coworkers.

Graph 9.



*Others: Students, Volunteers, People at Church

Graph 10.

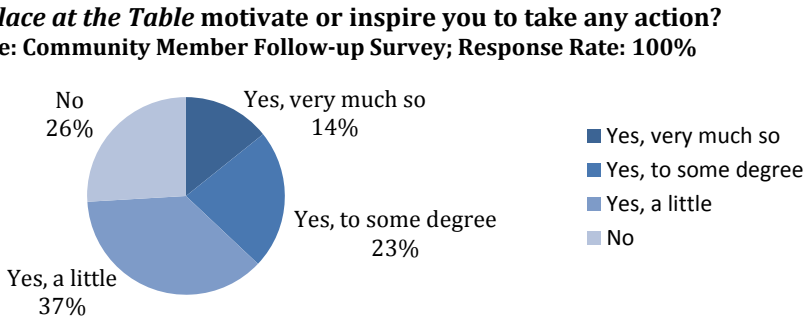


*Others: Students, Volunteers, People at Church

IV. Did *A Place at the Table* motivate community members to take any action in the months following the community screening? What type of action did it motivate them to take?

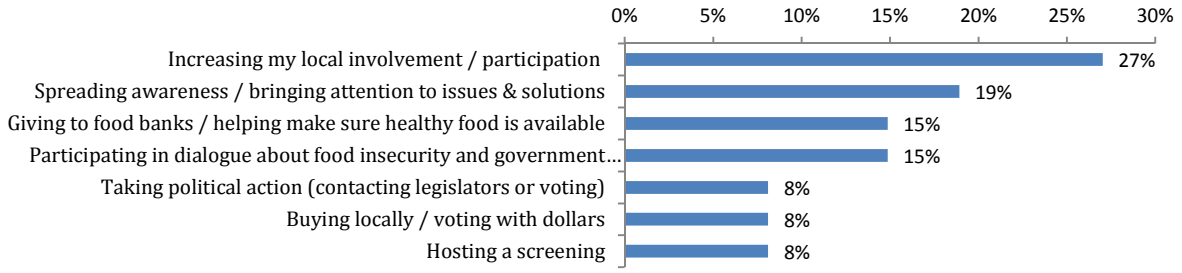
YES – 74% of community members, who attended the community screening and completed the follow-up survey, said that the film motivated them to take some action in the months following the screening—to varying degrees. The majority said that the film motivated or inspired them to take action either "a little" or "to some degree." The most common way in which community members were motivated or inspired included greater local involvement, spreading awareness, engaging in dialogue, and giving to food banks.

Graph 11.



Graph 12.

What action (if any) did it motivate you to take? (Open-ended question)
Source: Community Member Follow-up Survey; Response Rate: 74%

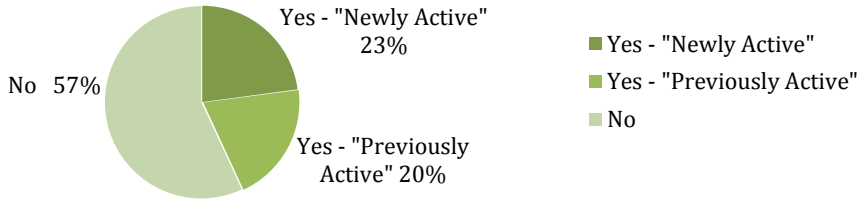


V. Did community members attend local events relating to hunger, obesity, and/or food security in the months following the TYP community screening?

NO - The majority of community members who attended the community screening and completed the follow-up survey reported that they did not attend any local events relating to hunger, obesity, and/or food insecurity in the months following the community screening. However, 43% of community members said that they did – including 23% who were "newly active," that is they did not report attending local events relating to hunger, obesity, and/or food security in their previous two surveys.

Graph 13.

Have you attended any local events relating to hunger, obesity and/or food insecurity in the past 3-4 months?
Source: Community Member Follow-up Survey; Response Rate: 100%



Part IV – Findings: Statistical Analysis

Statistical Analysis Strategies for Pretest Posttest Data (with Double Posttest): Four key analysis strategies were utilized for the quantitative analysis of the key intended outcomes. Since non-equivalent comparison groups are extremely susceptible to internal validity threats, the differences between the program and comparison groups on the pre-screening measures are used by each of these key strategies to take account of the effects of selection differences.

- **Change-Score Analysis:** Also known as gain score analysis, the calculation of the mean difference in the amount of change between the program and comparison groups from pre- to post-screening (via two-tailed, one-sided paired t-tests). [Software: Excel]
- **Analysis of Covariance (ANCOVA):** Post-screening scores were regressed on both pre-screening scores and a dummy variable indicating whether or not they attended the community screening. [Software: R]
- **Multiple Linear Regression Analysis:** Post-screening scores were regressed on the pre-screening scores and attendance at TYP activities (e.g., community screening), as well as other explanatory variables. [Software: R]
- **Matched Pairs Analysis:** Participants were matched from each group so that they have similar pre-screening scores. The effect of the community screening is assessed by comparing the post-screening scores in each matched pair (via matched pair t-test). [Software: R]

I. Did organizations (lead allies and local organizations) that participated in the braintrust have greater coordination/ collaboration with local organizations in their community?

YES – Overall, 62% of communities saw higher levels of coordination and collaboration among local organizations up to six months after community screenings took place. Greater levels of coordination/collaboration were <u>not observed</u> *among* braintrust participants. However, when lead allies and local organizations that had hosted or attended a braintrust were compared with those who had not hosted or attended a braintrust, **those who had attended a braintrust had significantly greater levels of increased coordination/collaboration with local organizations in their community, *in general*.** One explanation for this result is that the lead allies and local organizations who attended a braintrust were already consistently coordinating/collaborating with the organizations who attended the meeting (the average score for local organizations who attended a braintrust was a 3: "some shared strategies and mutual support, coordinating or co-sponsoring events/efforts"). However, participation in the braintrust may have sparked interest and motivation of participating organizations—both lead allies and local organizations—to expand their network to other hunger, obesity, and food insecurity organizations (as well as non-hunger and obesity organizations), who they were not already working closely with. One lead ally, based in Okmulgee, Oklahoma—whose level of coordination/ collaboration with local organizations shifted from a 3 to a 4—reported, "We realized the need to collaborate on these issues. The campaign brought everyone together to share."

How did we measure this? Lead allies and local organizations were asked to define their **current** level of coordination or collaboration with other organizations based on the options below (at 3-points in time):

<u>**Coordination/Collaboration Likert Scale:</u>
0 - No communication or interaction
1 - A minimal amount of communication or interaction (in-person or online)
2 - Sharing information and ideas, exploring common interests
3 - Some shared strategies and mutual support, coordinating or co-sponsoring events/efforts
4 - Commitment to mutual goals and strategies, sharing resources and responsibilities, regular ongoing meetings
5 - A clear common long-term vision, ongoing and sustained collaboration on key efforts, projects or initiatives, committees, and sub-committees
*Don't know / can't assess (*Cases removed)

***Based on a sociological continuum developed by collaboration theorists.*

i. Greater coordination/collaboration with the lead ally? NO.

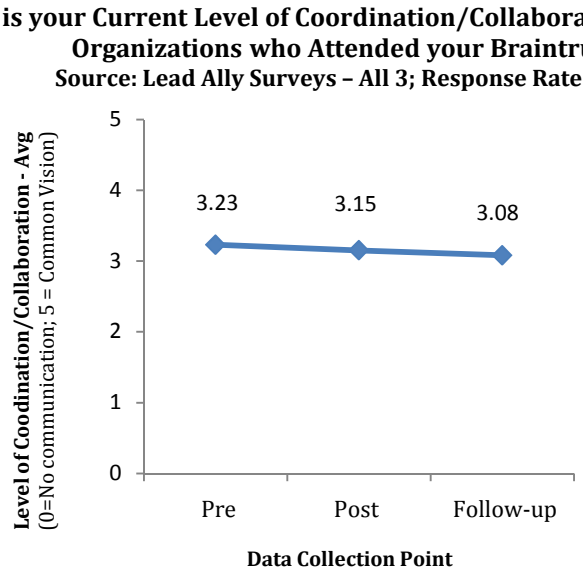
Table 1. Descriptive Statistics and t-test Results of the Pre-screening and Post-screening Levels of Coordination/Collaboration with the Lead Ally; Source: Local Organizations; Response Rate: 93%

Groups	*n*	Pre-screening		Post-screening		t-test
		M	SD	M	SD	
Attended the braintrust	8	3.63	1.60	3.00	1.31	0.14
Did Not Attend the braintrust	35	2.66	1.75	2.43	1.67	0.23

*p <0.10

ii. Greater coordination/collaboration between lead allies and local organizations who attended the braintrust? NO.

Graph 14.



**87% response rate (n=13), because one site reported that they were "not sure" at follow-up.*
Pre-screening *survey was completed by lead allies <u>after</u> the braintrust (but prior to the community screening).*

Table 2. Descriptive Statistics and t-test Results of the Pre-screening and Post-screening Levels of Coordination/Collaboration with Local Organizations Who Attended the Braintrust; Source: Local Organizations

Groups	*n*	Pre-screening		Post-screening		t-test
		M	SD	M	SD	
Attended braintrust	6**	2.33	1.03	2.67	1.51	0.36

*p <0.10 **n=6 because two missing values for Post-screening.

iii. Greater coordination/collaboration with local organizations in general?

YES – Among lead allies who held a braintrust and local organizations who attended them, there was a statistically significant shift from pre-screening to post-screening with respect to level of coordination/collaboration reported with local organizations in general. Moreover, the cross-over interaction (Graph 14) represents a clear pattern of evidence of the effect of the braintrust on improving lead allies' level of coordination/ collaboration during the TYP Campaign (from shortly after the braintrust to after the community screening) when compared with lead allies who did not host a braintrust. In addition, local organizations who attended the braintrusts saw a statistically significant increase in levels of coordination/collaboration with local organizations in the community, in general.

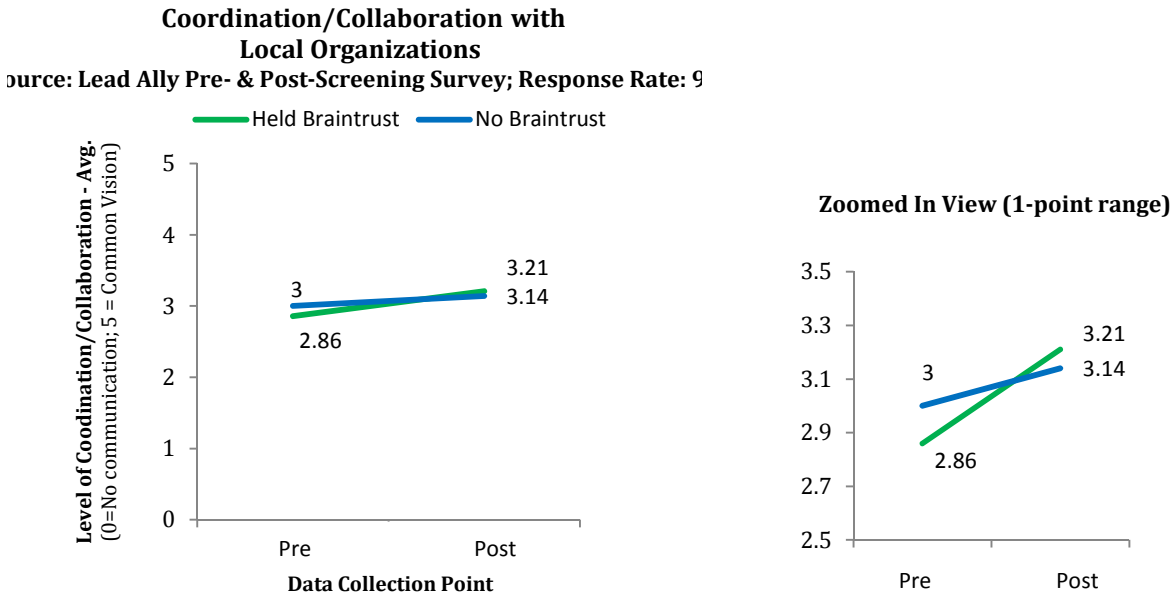
a. Lead allies: Coordination/Collaboration with Local Organizations, in General; Response Rate: 95%

Table 3: Descriptive Statistics and t-test Results of the Pre-screening and Post-screening Levels of Coordination/Collaboration.

Groups	*n*	Pre-screening		Post-screening		t-test
		M	SD	M	SD	
Hosted braintrust	14	2.86	1.03	3.21	0.89	0.096*
Did Not Host braintrust	7	3.00	0.82	3.14	0.69	0.60

*p <0.10

Graph 15.



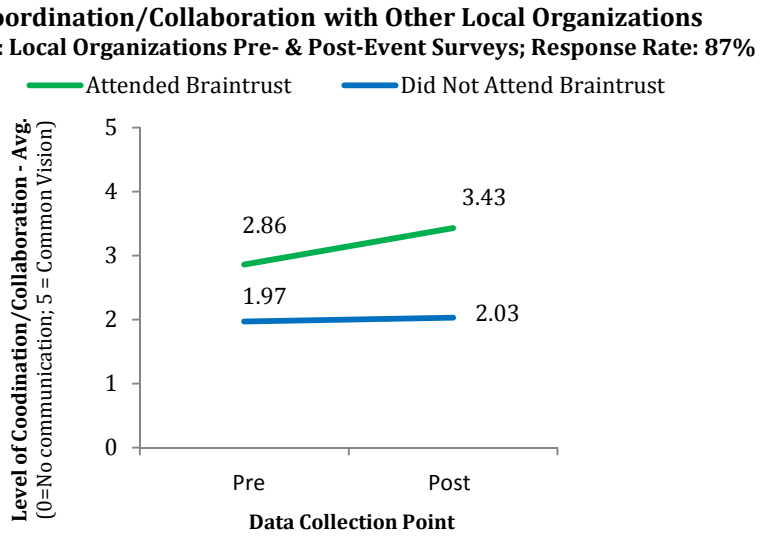
b. Local Organizations: Coordination/Collaboration with Other Local Organizations; Response Rate: 89%

Table 4: Descriptive Statistics and t-test Results of the Pre-screening and Post-screening Levels of Coordination/Collaboration.

Groups	*n*	Pre-screening		Post-screening		t-test
		M	SD	M	SD	
Attended braintrust	7	2.86	1.35	3.43	1.40	0.03*
Did Not Attend braintrust	33**	1.97	1.50	2.03	1.67	0.88

*p <0.10 **n = 33, because two responses had 'Don't Know' in either the Pre-screening or Post-screening Survey.

Graph 16.



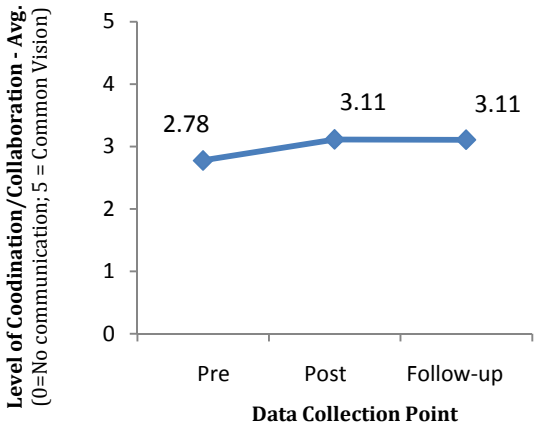
**Internal Validity Threat: While the braintrust group saw a significant shift from pre to post and the control group did not change from pre to post, a selection-history threat is plausible here –perhaps some event(s) occurred, besides the A Place at the Table screening, that caused an increase in coordination/collaboration among the "braintrust attendee" group, which the "non-braintrust attendee" group did not experience.*

iv. Was there evidence of sustained coordination/collaboration in TYP communities?

YES – On aggregate, across all lead allies (both those who held a braintrust and those who did not), increased level of coordination/collaboration with other local organizations reported by lead allies at post-screening was sustained in the months following the TYP Community Study activities; on average, the exact same level of coordination/collaboration was reported by lead allies in the follow-up survey as was reported in the post-screening survey.

Graph 17.

Coordination/Collaboration with Other Local Organizations
Source: Lead Allies Surveys - All 3; Response Rate: 82%



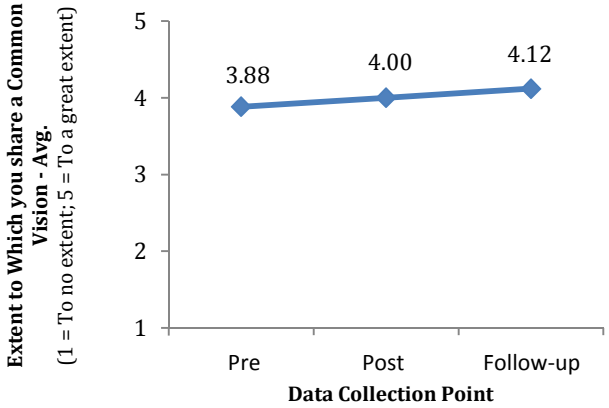
v. Did lead allies report sharing a common vision with local organizations to a greater extent as a result of the TYP Campaign?

NO – On aggregate, there was no statistically significant shift from pre-screening to post-screening, post-screening to follow-up, nor pre-screening to follow-up with respect to the extent to which lead allies reported that they felt they shared a common vision for solutions with local organizations. Although there was no significant shift, there was a slight increase at each data collection point with respect to which there was a shared common vision. Moreover, six of the 17 responding sites had a one to two point upward shift on the shared common vision scale, including four who are now reporting that they share a common vision 'to a great extent' and one who initially said they share a common vision 'to no extent' and ultimately—at follow-up—reported that they now share a common vision 'to some extent.'

Measurement Scale (Likert): Shared Common Vision
1 – To no extent
2 – To a minimal extent
3 – To some extent
4 – To a moderate extent
5 – To a great extent
*6 – Not sure (*Cases removed)

Graph 18.

To what extent do you think you share a common vision for solutions to address hunger, obesity, and/or food insecurity with local organizations, working on these issues in your city or town, overall?
Source: Lead Ally Surveys - All 3; Response Rate: 77%



**77% response rate (n=17), because of incomplete data for this question from five sites.*

II. Did audiences who attended the TYP community screenings have heightened awareness of the relationship between hunger and obesity?

YES - Although there was an unexpected statistically significant increase in awareness of the relationship between hunger and obesity for both the program group and the comparison group (see Table 5), the community screening had a statistically significant effect on awareness of the relationship between hunger and obesity, when the program group was compared to the comparison group. Moreover, among audience members who were not already aware that there is a strong relationship between hunger and obesity, 80% had heightened awareness of the relationship.

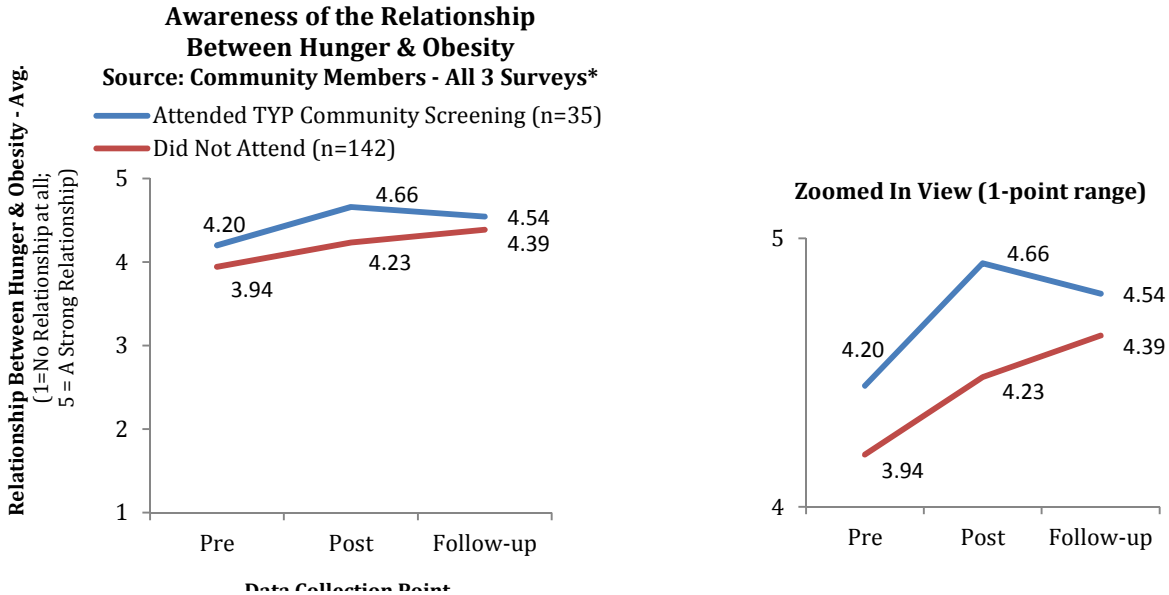
Measurement Scale (Likert): Relationship Between Hunger & Obesity
1 – No relationship at all
2 – A slight relationship
3 – Somewhat of a relationship
4 – A moderate extent
5 – A strong relationship

Table 5. Descriptive Statistics and t-test Results of Pre-screening and Post-screening Awareness of the Relationship Between Hunger and Obesity

Groups	*n*	Pre-screening		Post-screening		t-test
		M	SD	M	SD	
Attended Screening	59	4.31	1.00	4.73	0.72	0.00*
Did Not Attend Screening	234	3.97	1.07	4.27	0.91	0.00*

*p <0.10

Graph 19.



* *Graph 19 only includes data from community members who completed all three surveys (compared to the descriptive statistics in Table 5, which includes a larger sample of all community members who completed the pre- and post-screening survey, but not necessarily the follow-up survey).*

Quantitative Analysis:

Multiple analysis strategies - ANCOVA, multiple regression analysis and matched pairs analysis – indicate that attendance at the TYP community screening had an effect on awareness of the relationship between hunger and obesity. Even when several key variables are accounted for using multiple regression analysis – having seen the film previously, and being active in hunger/obesity related activities prior to and following the community screening, there is still as significant difference in level of increased awareness of the relationship between hunger and obesity between those who attended the community screening and those that did not (0.27 coefficient of the program variable (having attended the community screening) at a $p<0.05$ level of statistical significance).

Qualitative Analysis:

When the responses to "please describe the relationship between hunger and obesity" in the pre-screening survey were compared with responses to the same question in the post-screening survey, for the sub-group of community members who attended the community screening and had a positive shift in the quantitative counterpart to this question, a significant difference in key terms and phrases used to describe the relationship between hunger and obesity was found.

Words that were heavily emphasized in the pre-screening surveys—such as **education, people, and eat**—which pointed to individual level responsibility for hunger and obesity, fell in frequency in the post-screening survey, while there was a significant increase in frequency of key words—such as **buying, afford, and money**—as well as a slight increase in the frequency of the word "access," which as a group speak to the systemic and economic factors underlying the relationship between hunger obesity, not individual level choice or responsibility. (See Figures 5 and 6.)

Below is one example of how community members' understanding of the relationship between hunger and obesity shifted as a result of attending the TYP community screening. This community member attended the event in Monadnock, NH, and their quantitative score shifted 3 points.

- Pre-screening (Quantitative Score = 1): *"I think there is no relationship between hunger and obesity. However, I have not read or heard much about the subject. It seems to me one doesn't need to be "thin" to experience hunger and metabolism can be a factor to weight."*

- Post-screening (Quantitative Score = 4): *"For those with limited income resources, planning meals and making the food budget last an entire month is a tricky process. The individual is 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 lends itself to obesity, yet is not enough to satisfy hunger."*

Figure 5. Word Cloud (representing pre-screening descriptions of the relationship between hunger & obesity)

Figure 6. Word Cloud (representing post-screening descriptions of the relationship between hunger & obesity)

III. Among audiences who did *not* attend the TYP community screenings, did those who had heard about the film have a better understanding of the relationship between hunger and obesity when compared with those who had never heard of the film?

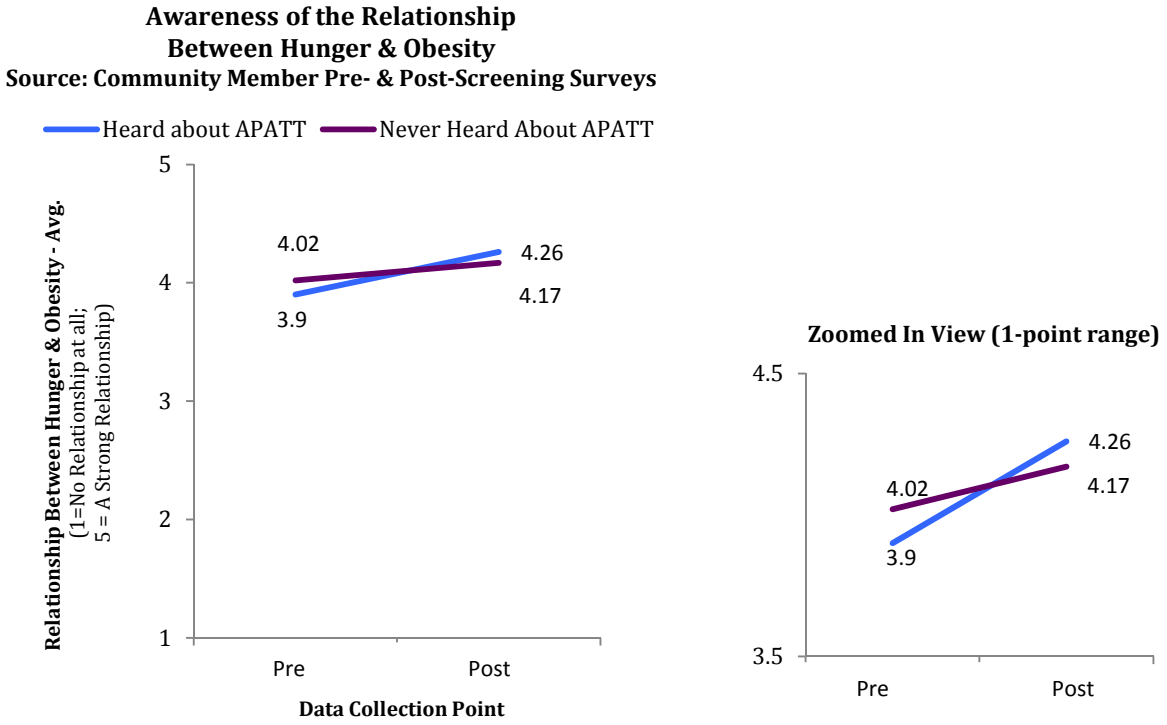
YES – Taking a closer look at the differences between two subgroups among those who did *not* attend the community screenings, we compared those who had previously heard about the film and those who had never heard of it (excluding all who indicated that they had recently attended another hunger, obesity, or food insecurity event). What we found, via change score analysis, was that having "heard" about *A Place at the Table* previously had an effect on understanding of the relationship between hunger and obesity when compared with never having heard of the film previously. **Those who 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.** This outcome is likely due to a ripple effect given that 91% of those who did attend the community screening continued talking about the issues in the months after seeing the film. It would follow that those who had heard about the film are likely more "in the loop" about related issues and in turn more likely to have participated in dialogue (initiated by those who attended the screening) or otherwise been exposed to information, media, press, etc.—regarding hunger and obesity, than those who had never heard of the film.

Table 6. Descriptive Statistics and t-test Results of the Pre-screening and Post-screening Understanding of the Relationship between Hunger and Obesity. (Source: Community Member Surveys)

Groups	*n*	Pre-screening		Post-screening		t-test
		M	SD	M	SD	
Heard about the film	104	3.90	1.04	4.26	0.87	0.00*
Never Heard of the film	48	4.02	1.00	4.17	0.95	0.15

*p <0.10

Graph 20.



**Crossover-interaction: Clear pattern of evidence for the effectiveness of having heard about* A Place at the Table *on understanding the relationship between hunger and obesity. It's difficult to come up with a threat to internal validity that would be plausible here.*

IV. Did audiences (community members) who attended the TYP community screening have a better understanding that food insecurity is a multi-level issue?

YES – The community screening had a statistically significant effect on attitudes towards federal government responsibility as anticipated, however it did not have any effect on attitudes towards individual level responsibility, local government, or NGO level responsibility. Audience members were **40%** more likely than those who did not attend a screening to have an attitude shift in support of federal government responsibility to address hunger and obesity, and this attitude shift sustained six-to-seven months later (see Graph 21).

Measurement Scale (Likert): Extent of Responsibility
1 – To no extent
2 – To a slight extent
3 – To some extent relationship
4 – To a moderate extent
5 – To a great extent

Why? We anticipated that the community screening—and the film itself—would contribute to an attitude shift toward greater federal government responsibility because both the film and the messaging for the TYP Campaign focused on the far reaching social and economic implications of hunger and obesity, specifically the relationship between hunger, obesity, and poverty and the underlying systems and policies contributing to this relationship. Moreover, the film and campaign emphasized that food insecurity affects Americans from all walks of life, and is therefore a nation-wide issue that requires greater federal government attention and responsibility. We had also anticipated that there would be an attitude shift away from individual level responsibility, given that the community screening—and the film itself—provide a systems view of the problem, negating the idea that hunger and obesity are primarily the result of individual choices; however, we did not find this latter hypothesis to hold true.

Quantitative Analysis:

Four different analysis strategies—change score analysis, ANCOVA, multiple linear regression analysis and matched pairs analysis—demonstrated a significant shift in understanding of federal government responsibility. There was no significant effect on individual level responsibility, nor NGO responsibility, according to ANCOVA. There was a significant difference between program and comparison groups *prior* to the community screening with respect to local government responsibility, which made comparison between the two groups with respect to this variable invalid.

Table 7. Descriptive Statistics and t-test Results of the Pre-screening and Post-screening Attitude Towards Federal Government Responsibility. Source: Community Member Surveys

Groups	*n*	Pre-Screening		Post-Screening		t-test
		M	SD	M	SD	
Attended the Screening	59	4.39	0.97	4.59	0.95	0.07*
Did Not Attend the Screening	234	4.24	1.07	4.26	0.99	0.78

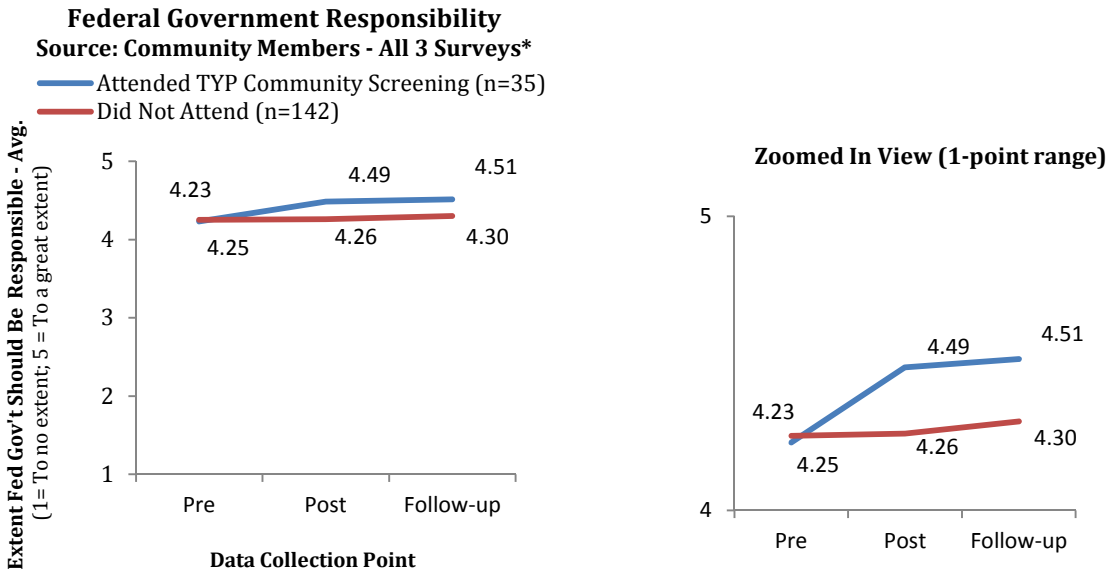
*p <0.10

Table 8. Descriptive Statistics and t-test Results of the Pre-screening and Follow-up Attitude towards Federal Government Responsibility. Source: Community Member Surveys

Groups	*n*	**Pre-Screening**		Post-Screening		**Follow-up**		**t-test**
		M	**SD**	M	SD	**M**	**SD**	
Attended the Screening	35	**4.25**	**1.11**	4.49	1.12	**4.51**	**0.85**	**0.03***
Did Not Attend the Screening	142	**4.23**	**1.07**	4.26	0.97	**4.30**	**0.97**	**0.56**

*p <0.10

Graph 21.



** Graph 21 only includes data from community members who completed all three surveys (Table 8; compared to the descriptive statistics in Table 7, which includes a larger sample of all community members who completed the pre- and post-screening survey, but not necessarily the follow-up survey).*

i. Federal Government – YES. Statistical analysis indicates that attendance at the TYP screening had a statistically significant effect (0.22 coefficient of the program variable—having attended the screening—at a $p<0.1$ level of significance) on understanding of federal government responsibility, even when other explanatory variables are accounted for (pre-screening score, participation in related local events, and having previously seen the film).

ii. Local Government – N/A, Homogeneity of Regression is violated. There was a difference between groups prior to the TYP screening, with respect to the extent to which community members felt that local government is responsible, at a $p<0.05$ level of statistical significance.

iii. NGO Responsibility – NO. According to ANCOVA, there is a significant effect at $p<0.1$ level of statistical significance. However, the effect of the community screening on understanding of NGO responsibility is not significant according to the change-score analysis, multiple regression analysis, nor matched pairs analysis. The TYP screening had no effect on understanding of NGO responsibility when other explanatory variables are also accounted for (pre-screening score, participation in related local events, and having previously seen the film).

iv. Individual Level – NO. ANCOVA shows that the TYP community screening had no effect on understanding of individual level responsibility when the effect of the pre-screening score is factored out.

V. Were community members who attended the TYP community screenings more likely to engage in dialogue and participation around food insecurity, hunger, and obesity?

YES – Community members who attended the TYP community screening were more likely than those who did not attend the TYP community screening to engage in dialogue and participation around food insecurity, hunger, and obesity in the weeks following the TYP community screening.

Measurement Scale (Likert): Level of Dialogue & Participation

1 – No dialogue & participation
2 – Minimal dialogue & participation
3 – Some dialogue & participation
4 – Moderate dialogue & participation
5 – A lot of dialogue & participation

Quantitative Analysis:

All four key analysis strategies indicate that there was a significant difference in levels of dialogue and participation between community members who attended the TYP community screening and those who did not attend: A) Change score analysis indicates that there was a significant decrease in dialogue and participation among community members who did not attend the community screening from pre to post, B) ANCOVA shows that attendance at the community screening had an effect on levels of dialogue and participation, C) Regression analysis predicts a positive community screening effect (0.27 coefficient of the program variable (having attended the community screening) on dialogue and participation around food insecurity, hunger, and obesity, when other explanatory variables are also accounted for, at a p=0.1 level of statistical significance, and D) Matched Pairs Analysis shows that those who attended the community screening had a significantly higher levels of dialogue and participation when program and comparison groups are matched by pre-screening dialogue and participation scores.

The significant decrease in dialogue and participation among those who did not attend the community screening may be due to greater levels of dialogue and participation in the weeks leading up to the community screening, given discussion, media attention and general publicity in advance of the community screening. While dialogue and participation in the weeks following the community screening was sustained among those who attended, as the data suggest, dialogue and participation around these issues was significantly less likely to continue amongst those who did not attend the community screening.

Table 9: Descriptive Statistics and t-test Results of the Pre-screening and Post-screening Levels of Dialogue and Participation.

Groups	*n*	Pre-screening		Post-screening		t-test
		M	SD	M	SD	
Attended Screening	59	3.39	1.13	3.37	1.22	0.89
Did Not Attend Screening	234	2.78	1.30	2.63	1.35	0.026*

*p <0.10

Internal Threat to Validity: Pre-screenings *scores between groups are very different (0.61 points). It's plausible that some other factor could be contributing to the difference in change scores (specifically, the significant decrease in mean scores among those who didn't attend the screening).*

Qualitative Analysis:

When responses to the open-ended question "please describe any dialogue and participation around hunger, obesity and/or food security with which you are currently engaged" in the pre-screening survey were compared with responses to the same question in the post-screening survey, for the sub-group of 13 community members (22% of our sample) who attended the community screening and had a positive shift in the quantitative counterpart to this question, we found significant difference in key terms and phrases used to describe the relationship between hunger and obesity. Words that were heavily emphasized in the pre-screening surveys—such as **talking, participate, information and groups**—decreased in frequency and use in the post-screening survey, while there was a significant increase in other key words—such as **family, children, and community**—in the post-screening survey. The shift away from words that are essentially synonyms for dialogue and participation, and secondary to the issue (such as groups/agencies), and towards those that speak to the issue at a primary, human level, indicate the film's resonance and in turn ability to spark dialogue, on a level that nearly everyone can relate to—one about family, children and community.

Figure 7: Word Cloud (representing key words used by community members to describe the dialogue and participation around hunger, obesity and/or food security they are currently engaged in). Source: Community Member Post-screening Survey

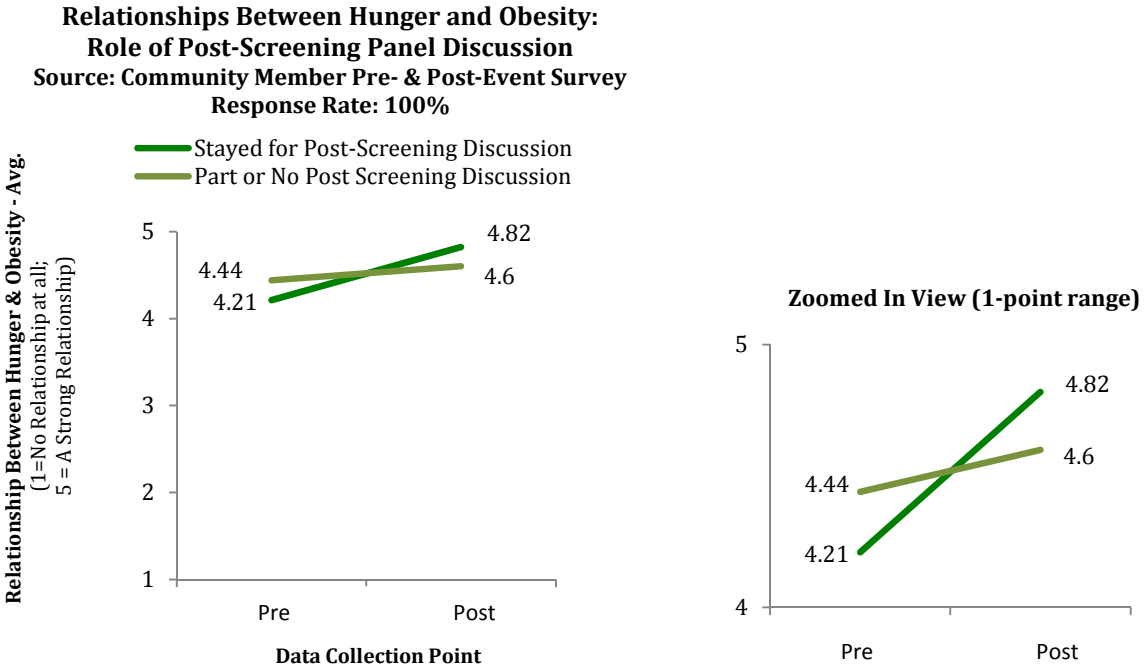
What dialogue and participation were community members engaged in following the community screening?

- "I am trying to coordinate discussion as part of the YW speaks series and engage my community to continue this vital discussion both as an issue of nutrition but also as an issue and discussion of poverty." (Tucson, AZ)
- "I am very concerned about this problem and have regular discussions with friends about it. I have told several people about the film (A Place at the Table)." (Tucson, AZ)
- "I joined a work group that was formed after the film showed in our town, but I was not able to attend their first meeting." (Monadnock, NH)
- "Talking with friends and family about what I learned from the movie and what communities can do to resolve the issues." (Monadnock, NH)

VI. Did participation in the post-screening panel discussion have an effect on community member level outcomes?

YES – Participation in the post-screening discussion had a significant effect on understanding of the **relationship between hunger and obesity** (0.35 coefficient of the program variable (having attended the community screening) at a $p<0.05$ level of statistical significance). No effect was found on dialogue or multi-level responsibility. **41% of audiences who stayed for the panel discussion had increased levels of awareness about hunger and obesity (compared to only 24% of audiences who did not stay).**

Graph 22.


Relationships Between Hunger and Obesity:
Role of Post-Screening Panel Discussion
Source: Community Member Pre- & Post-Event Survey
Response Rate: 100%
Stayed for Post-Screening Discussion
Part or No Post Screening Discussion
Relationship Between Hunger & Obesity - Avg.
(1=No Relationship at all;
5 = A Strong Relationship)
5
4
3
2
1
4.82
4.44
4.6
4.21
Pre
Post
Data Collection Point
Zoomed In View (1-point range)
5
4
4.82
4.6
4.44
4.21
Pre
Post

Part V – Conclusion

Intended Outcomes Achieved - The Take Your Place Community Study found that the *A Place at the Table* activities hosted by lead allies—with support from Active Voice—contributed to key outcomes at the individual level and community level in cities and towns across the U.S. At the individual level, several key outcomes were observed, including: changed views and perceptions of hunger and obesity, increased understanding of the relationship between hunger and obesity, an attitude shift towards greater federal government responsibility, and increased dialogue and participation. At the community level, the film and the braintrust contributed to strengthened relationships and increased levels of coordination and collaboration among local organizations working on food insecurity. Strengthened relationships and increased levels of coordination and collaboration among key local organizations are an indicator of the strengthened capacity of communities to address key issues. As the outcomes pertaining to the post-screening discussion illustrate, the influence of *A Place at the Table* was enhanced by connections drawn between the film's look at hunger and obesity in the U.S. (broadly speaking) and the local communities where the screening were held. These connections, made by lead allies and post-screening panelists, linked key themes and the emotional resonance of the film to specific local issues and efforts to address hunger, obesity, and food security.

Sustained "Impact" - This evaluation also provided evidence of the sustained contribution of film to local community-based change. Follow-up data collected six to seven months after the community screenings indicated an attitude shift among 40% of audience members towards greater federal government responsibility sustained in the months following the community screening, 91% of audience members surveyed continued talking about key issues in the months after seeing the film, and 74% said they were motivated to take action several months after attending the community screening. Moreover, half of participating communities continued to use *A Place at the Table* in the months following the community screening, and more than half of lead allies saw increased levels of coordination/collaboration six to seven months after their community screenings.

Challenges & Lessons Learned - While the TYP Community Study captured several significant outcomes, shedding light on the contribution of *A Place at the Table* activities not only at the individual level, but at the community level as well, there were several challenges that Active Voice faced while conducting this evaluation. In general, one of the greatest challenges of measuring the contribution of film, is isolating the role of the film (or film-based activities) from the numerous and continually changing variables at play, which often influence the activities themselves as well as the outcomes measured. Working closely with program staff, Active Voice's in-house evaluator was able to capture mid-course adjustments made on the program side, address the implications of these shifts for the evaluation by adjusting measurable outcomes accordingly, and capture key variables during data collection that could be controlled for in the analysis. Ultimately, we ended up with more than 20 iterations of the StoryLogic model, as many assumptions underlying both the campaign and evaluation were challenged along the way. A key lessons learned for future evaluations of film-based campaigns is the importance of time and funding to pilot both campaign activities and campaign evaluation, prior to conducting an in-depth evaluation of a film-based campaign.

Directions for Future Media Impact Research - There is growing and deepening interest in understanding the best practices, approaches, and tools for measuring the contribution of film to social change. As we consider how our work fits within the broader media impact landscape, Active Voice believes that our research and evaluation work can help demonstrate the value of customized evaluations built upon a planning and design phase informed by key stakeholders (filmmakers, funders, media strategists, relevant communities and organizations, researchers, and others). Furthermore, while the gold standard in program evaluation and traditional impact measurement is the randomized control trial, this approach requires that participants be randomly assigned to participate in activities (i.e., to attend a film screening or not). Such a design is not conducive to a typical film-based campaign, where interested groups and individuals participate on a voluntary basis. The evaluation design used for the TYP Community Study—a non-equivalent control group using a pre- and post-test—allowed for a comparison group, while not disrupting the organic implementation of the campaign. As one of the strongest "real-world" evaluation approaches, this design can provide a solid basis for further inquiry and innovation—particularly for measuring the contribution of film to social change on a number of levels. When paired with mixed method data and analysis—and with opportunity provided to collect data beyond the immediate or short term—we believe this approach can support a more comprehensive understanding of the lasting social impact of film.

Part VI – Acknowledgements

This evaluation was brought to you by Active Voice; in association with Participant Media; and with generous support from the Robert Wood Johnson Foundation and Nathan Cummings Foundation.

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Thanks

Special thanks to AV LAB, which initiated the study; our working group of evaluation advisors—Tanya Beer, Johanna Blakley, Jara Dean-Coffey, and Kien Lee; and statistical reviewers Johannes Bos, Julia Lee, and Sepehr Moravej.

For more information or feedback about the study, please contact Active Voice Research & Evaluation Manager, Dina de Veer at dina@activevoice.net.

Appendix: Data Collected

I. Lead Ally Data

22 of 24 communities that participated in the Take Your Place Campaign were included in the TYP Community Study.

- All 22 Lead Allies included in the Study hosted at least one **Community Screening (required).**
- 15 of 22 (68%) Lead Allies hosted a **Braintrust (optional).**

Table i. Lead Allies: Data Collection Design

Group	Application*	Hosted a Braintrust	Pre-Screening Survey	Community Screening of *APATT*	Post-Screening Survey	Follow-up Survey
Braintrust (15)	0	X	0	X	0	0
No Braintrust (7)	0		0	X	0	0

X = Participation in TYP Activity; 0 = Data Collection

Design: The braintrust served as the grouping variable for analysis of key intended outcomes at the Lead Ally level, with the community screening occurring between the pre- and post-screening surveys. The hypothesis was that lead allies who hosted a braintrust prior to their community screening event would be more effective at meeting the intended outcomes of their TYP Campaign activities—specifically increased coordination/collaboration with other local organizations—than those who did not host a braintrust prior to their community screening.

** The application intended to serve as a baseline for the TYP Community Study, however many of the key TYP Community Study questions were missing from the application because the evaluation questions were not finalized. The application data shed light on many assumptions that were held going into the TYP Campaign, ultimately informing the expected outcomes for the TYP Campaign and in turn the key questions for the TYP Community Study.*

Table ii. Lead Allies: Survey Respondents (n)

Group	Application (Baseline)	Pre-Event Survey	Post-Event Survey	Follow-up Survey
Hosted a Braintrust	15	15	15	15
No Braintrust	7	7	7	7
Total	**22**	**22**	**22**	**22**

II. Local Organization Data

Pre-screening data was collected from local organizations who attended the braintrust in 7 of the 15 sites where braintrusts were held. A total of 109 local organizations attended these 7 braintrusts. Given that we have local organization data from less than half of the sites who held braintrust, and given that of a total attendance of 109 at these 7 braintrusts, our sample size is only n=26 (pre-screening), we cannot confidently generalize the findings from this data.

Table iii. Local Organizations: Data Collection Design

Design: Non-equivalent Posttest Only Control Group	Attended Braintrust	Pre-Event Survey	Community Screening of *APATT*	Post-Event Survey
Attended the Braintrust	**X**	**0**	**X**	**0**
Did Not Attend the Braintrust	**X**	**0**		**0**
Attended Community Screening Only		**0**	**X**	**0**
Did not Attend Either		**0**		**0**

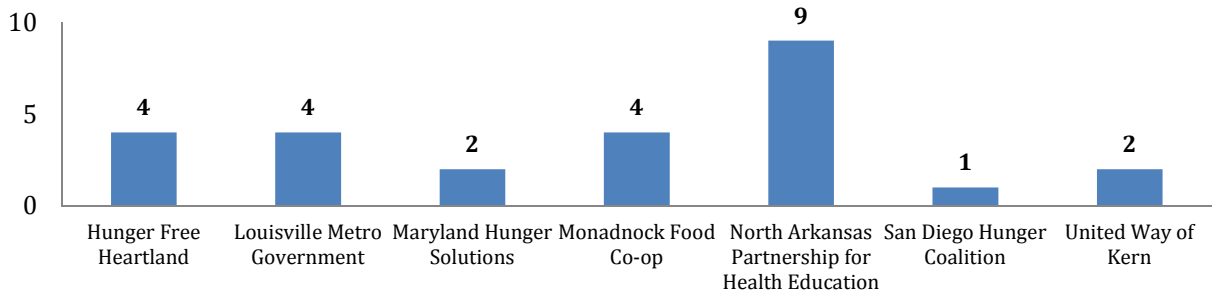
X = Participation in TYP Activity; 0 = Data Collection

Design: Data was collected from local organizations after the braintrust, and several weeks later, after the community screening. Unfortunately, the local organization data is the weakest of the data collected from three types of participants included in the TYP Community Study, due to the sample size and lack of baseline data for the braintrust.

Table iv. Local Organizations: Survey Respondents (n)

Group	Pre-screening Survey	Post-screening Survey
Attended the Braintrust and the Community Screening	26 Attended Braintrust	5
Attended Braintrust, but not the Community Screening		3
Attended Community Screening Only	61 Did not Attend Braintrust	8
Did not Attend Either		30
Total	**87**	**46**

Graph i. Local Organizations: Pre-Screening Survey—Attended Braintrust (n=26)



III. Community Member Data

Table v. Community Members: Data Collection Design

	Pre-Screening Survey	Community Screening of *APATT*	Post-Screening Survey	Follow-up Survey
Attended Screening (Treatment)	0	X	0	0
Did Not Attend Screening (Control)	0		0	0

Design: The non-equivalent pretest-posttest control group design is a widely used design that allows for the measurement of outcomes for a non-random program and non-random comparison group. This design has strong external validity, but somewhat weak internal validity.*

**External Validity: Because the non-equivalent group design deals with organic, intact groups, it does not disrupt the research setting and therefore creates stronger external validity.*

**Internal Validity: Since attendance of the TYP Community Screening is voluntary, and not randomized, it is plausible that there are inherent differences between the program and comparison groups that existed prior to the screening event which may be a threat to identifying whether the outcomes are due to the TYP Community Screening.*

Table vi. Community Members: Survey Respondents (n)

	Pre-Screening Survey	Post-Screening Survey	Follow-up Survey
Planned to Attend (Pre) / Attended Screening (Post & Follow-up)	159	59	35
Maybe/Don't Plan to Attend (Pre) / Did not Attend the Screening (Post & Follow-up)	467	234	142
Total	**626**	**293**	**177**

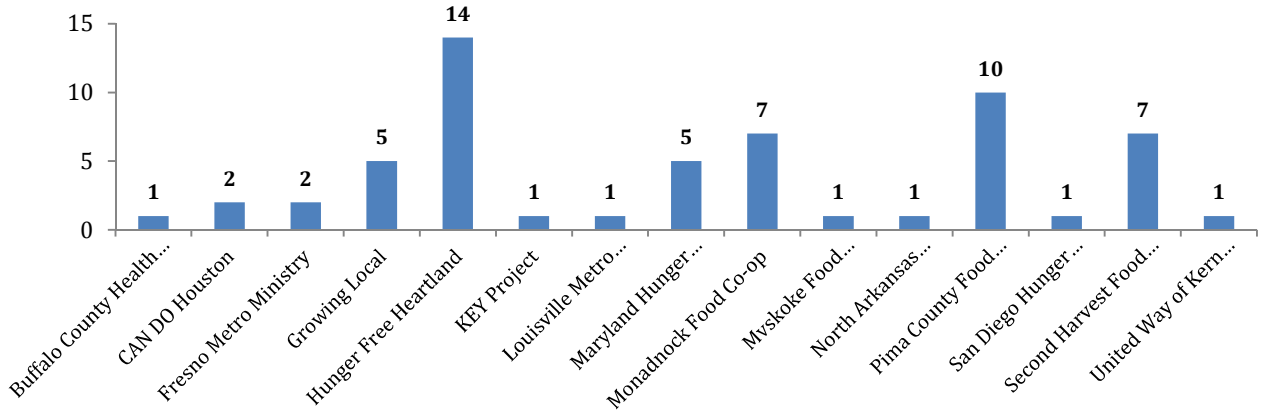
About the Sample:

A total of 1685 individuals attended the *APATT* community screenings at the 15 sites where post-event survey data was collected from attendees. Post-screening data was collected from 59 community members who attended the *APATT* community screenings in 15 of the 22 sites and follow-up data was collected from 35 of those 59 participants, with representation from 11 of the 22 sites included in the TYP Community Study.

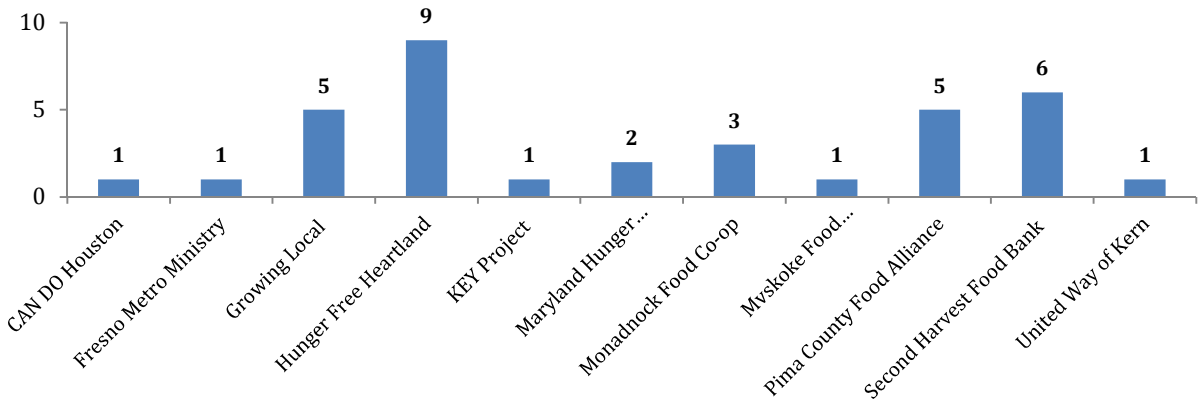
Community members volunteered to participate in Active Voice's TYP Community Study, for the chance to win a $100 gift card after each of the three online surveys. Participants received the survey and information about the Community Study via an email sent out by the lead ally or another local organization in their community. The data collected was not weighted to reflect the demographic composition of the target populations.

According to the Central Limit Theorem and the Law of Large Numbers, our sample size of 59 for our program group at 'post-screening' and 35 at 'follow-up' is sufficient.* Although we are aware of multiple layers of non-randomness and bias inherent in this design—specifically survey non-response bias and self-selection into the program group – we can reasonably say that among the TYP Community Study participants, the results indicate significant differences with respect to the measured outcomes between our program and comparison groups.

Graph ii. Community Members: Post-Screening Survey—Attended the Community Screening (n= 59)



Graph iii. Community Members: Follow-up Survey—Attended the Community Screening (n= 35)



**Central Limit Theorem: The central limit theorem states that the sampling distribution of the sampling means approaches a normal distribution as the sample size gets larger, regardless of the shape of the population distribution. So the sample means will be normally distributed (especially when the sample is above 30) if the population is positively skewed, negatively skewed or even binomial (having only 2 outcomes).*

**Law of Large Numbers: The fundamental statistical result that the average of a sequence of n identically distributed independent random variables tends to their common mean as n tends to infinity, whence the frequency of the occurrence of an event in n independent repetitions of an experiment tends to its probability.*