

Mother: Caring for 7 Billion

We would like to help you organize a great screening of Mother in your community. It is primarily through community screenings organized by passionate and concerned people like you all around the world that we hope the film will contribute to a better understanding of why population is an important topic *that needs to be discussed*.

In this kit you will find the following resources to help you successfully organize your event:

- 1. Sample Email Announcement**
- 2. Sample Event Listings**
- 3. Film synopses (short and long)**
- 4. Selected Endorsements**
- 5. Social Media Links and YouTube Embed Code**
- 6. Sample Social Media Postings**
- 7. Links to Images (posters, postcard, and web banners)**
- 8. More Information**
- 9. Appendix. Population Facts and Talking Points**

We look forward to working with you to organize a successful event. Please feel free to ask us for assistance at any time. We look forward to hearing feedback about the film, your event, and how we can revise and improve this guide.

In solidarity,

Tiroir A Films Productions
566 S. McCaslin Blvd. #270932,
Louisville, CO 80027 Phone 303 520-0827
www.motherthefilm.com

1. Sample Email Announcement

Sample subject lines:

- New documentary Mother: Caring for 7 Billion, DATE, TIME, PLACE
- Screening of Mother: Caring for 7 Billion, DATE, TIME, PLACE
- An award-winning documentary film looks to women's empowerment as the main solution for a myriad of global and economic problems, DATE, TIME, PLACE

Sample email text:

Please join [YOUR ORGANIZATION'S NAME] at VENUE NAME, on DATE, for a screening of 'Mother: Caring for 7 Billion', an award-winning documentary film by Christophe Fauchère about how the empowerment of women worldwide can help slow population growth and begin to solve many of our current social and environmental predicaments. The film features a chorus of voices, including Lester Brown, Paul Ehrlich, Riane Eisler, Susan Davis, Mathis Wackernagle, and Martha Campbell among others.

OPTIONAL: The film will be followed by a panel discussion with _____.
[YOUR ORGANIZATION'S NAME] is an official sponsor/co-sponsor of this event.

EVENT DETAILS:

when: DATE, TIME

where: VENUE NAME, ADDRESS

OPTIONAL: organizational partners: _____

View the film's website: <http://www.motherthefilm.com>

View the film's trailer: <http://www.motherthefilm.com>

Become a Facebook fan of Mother: Caring for 7 Billion:

<http://www.facebook.com/pages/Mother-Caring-for-7-Billion/166231236750681>

Mother: Caring for 7 Billion: <http://twitter.com/motherthefilm>

3. Sample event listings

If you use the following announcements, be sure to fill in the relevant information wherever the bold text or underlines (____) appear. When sending an email announcement to a membership list for example, it is best to send it 2-3 weeks before the event and then send a similar reminder, 1-2 days prior to the event. If you know something about specific people you are sending it to try to tailor the email subject line to their interests.

WHAT: Screening of 'Mother: Caring for 7 Billion'

WHEN: DATE at TIME

WHERE: VENUE NAME, ADDRESS

OPTIONAL: There is a suggested donation of ____ (no one turned away for lack of funds)

Description: Please join us for a screening of 'Mother: Caring for 7 Billion', a courageous and sensitive award-winning film that shows how population silently fuels our largest environmental, humanitarian and social crises. The film is one hour long.

The film will be followed by a panel discussion with the director and special guests including.

For more information please call ____ or email ____

Website: YOUR OWN URL, OR: <http://www.motherthefilm.com/>

Longer version:

Join us for a special screening of the award-winning environmental and human rights documentary on population 'Mother: Caring for 7 Billion', held at VENUE NAME at TIME on DATE.

Mother shows in a human and sensitive way that population silently fuels our most pressing environmental, social, and human crises. This year, the world population is expected to reach 7 billion. Since the 1960s the world population has nearly doubled, adding more than 3 billion people. At the same time, talking about population has become politically incorrect because of the sensitivity of the issues surrounding the topic— religion, economics, family planning and gender inequality. *Mother* introduces Beth, a mother, a child-rights activist and the last sibling of a family of twelve, as she helps us navigate the thorny complexities of the population issue and highlights a different path to solve it.

The film features a chorus of diverse voices including the CEO of BRAC, USA Susan Davis; Aminata Toure, the Chief of Human Rights at the

UNFPA; biologist Paul Ehrlich, author of “The Population Bomb”; economist Mathis Wackernagel, the creator of the ground-breaking Footprint Network; Malcolm Potts, a pioneer in human reproductive health and Riane Eisler, whose book “The Chalice and the Blade” has been published in 23 countries.

For more information please call _____ or email _____.

OPTIONAL: There is a suggested donation of _____ – no one turned away for lack of funds

4. Film Synopses – Short:

Even though humanity has increased 7 fold over the past 200 years, population continues to be a taboo subject. Has society gone too far by silencing the conversation? What does it mean to live in a world of 7 billion and how do our growing numbers affect not only our own future, but also life, as we know it, on this planet? Mother: Caring for 7 Billion is a groundbreaking film that asks the right questions and doesn't shy away from the controversy. In the film, we meet Beth and Zinet. Both come from very large families. Beth comes from a large Catholic American family of 12, and Zinet is a young Ethiopian woman who comes from a family of 14. When they meet Beth is transformed by Zinet's courage to break free from the thousand-year-old-cultural barriers by refusing to get married young and by attending school. Mother is an award-winning film that features world-renowned experts to help explore this issue and how population growth intersects with gender equity, religion, reproductive health, economic inequality and the environment. It is fundamentally a film of hope and shows the strength of the human spirit to make a better world.

OR

Mother is a groundbreaking and award-winning film that reveals the compelling challenges we face in a world of 7 billion. It tells the story of Beth, an American mother and child's right activist, and her journey to make sense of how and why the empowerment of women and girls around the world is so intricately linked to our fate on this fragile planet. Mother features world-renowned experts to help explain one of the most persistent controversies in our culture that touches gender equity, religion, reproductive health and the environment. It is a film of hope and shows the strength of the human spirit to make a better world.

OR

Mother, the film, breaks a 40-year taboo by bringing to light an issue that silently fuels our largest environmental, humanitarian and social crises - population growth.

Since the 1960s the world population has nearly doubled, adding more than 3 billion people. At the same time, talking about population has become politically incorrect because of the sensitivity of the issues surrounding the topic— religion, economics, family planning and gender inequality. The film introduces Beth, a mother, a child-rights activist and the last sibling of a family of twelve, as she helps us navigate the thorny complexities of the population issue and highlights a different path to solve it.

OR

The film centers on the story of the Earth as the mother of 7 billion people and the inequity and stresses on resources and the environment compounded by the fall out from climate change. The film features an American mother and child's right activist, Beth, who goes on a journey to discover the problems and solutions surrounding a growing population

and its impact on families, particularly women and girls. The steps forward are clear. The first is the empowerment and subsequent education of girls and women. The other is the conservation of resources needed to live in a more equitable world.

Film Synopsis – Long:

Mother, the film, breaks a 40-year taboo by bringing to light an issue that silently fuels our most pressing environmental, humanitarian and social crises - population growth. It is a critical time to talk about this subject because for the first time, in 2011, the world's population will be seven billion people.

Population was once at the top of the international agenda, dominating the first Earth Day and the subject of best-selling books like "The Population Bomb". Since the 1960s the world population has nearly doubled, adding more than 3 billion people. At the same time, talking about population has become politically incorrect because of the sensitivity of the issues surrounding the topic— religion, economics, family planning and gender inequality. Yet it is an issue we cannot afford to ignore.

Today nearly 1 billion people still suffer from chronic hunger even though the Green Revolution that has fed billions will soon come to an end due to the diminishing availability of its main ingredients – oil and water. Compounded with our ravenous appetite for natural resources, population growth is putting an unprecedented burden on the life system we all depend on, as we refuse to face the fact that more people equals more problems.

In the film, we follow Beth, an American mother, theater professor and children-rights activist, as she helps the audience navigate the thorny complexities of the population issue. Beth – who comes from a Catholic family of 12 and has adopted an African-born daughter –travels to Ethiopia where she meets Zinet, the oldest daughter of a desperately poor family of 12. Zinet has found the courage to break free from thousand-year-old-cultural barriers, and their encounter will change Beth forever.

Grounded in the theories of social scientist Riane Eisler, the film strives not to blame but to educate, to highlight a different path for humanity. Overpopulation is merely a symptom of an even larger problem - a "domination system" that for most of human history has glorified the domination of man over nature, man over child and man over woman. To break this pattern, the film demonstrates that we must change our conquering mindset into a nurturing one. And the first step is to raise the status of women worldwide.

Mother, Caring for 7 Billion, features world-renown experts and scientists including biologist Paul Ehrlich, author of "The Population Bomb"; economist Mathis Wackernagel, the creator of the ground-breaking

Footprint Network; Malcolm Potts, a pioneer in human reproductive health, and Eisler, whose book “The Chalice and the Blade” has been published in 23 countries.

5. Selected Endorsements

"Mother is a loving, thoughtful, visually striking treatment of one of our biggest questions, both personal and planetary. It hooks you, holds you -- and leaves you genuinely hoping."

- Alan Weisman

Author, *The World Without Us*

"The many faces of population have not been responsibly and respectfully explored...until now. 'Mother: Caring for 7 Billion' is a film that elegantly, deftly, and respectfully shows how that happens. It is a courageous effort to awaken us to both the population crisis slowly suffocating Mother Earth and the individual, very personal motherhood crises facing millions of women and hundreds of societies...societies in which girls, families, babies, and nations deal unsuccessfully with overcrowding, deprivation, birth-related illnesses and death. Mother's thesis is that education, healthcare, and respect for women and girls can rescue the planet and individual females from the indefensible burden of childhood pregnancy, endemic poverty, and stunning rates of maternal mortality."

- Ellen V. Moore

Amnesty International USA Board Of Directors

"Seeing the film 'Mother: Caring for 7 Billion' from an Indian perspective was an interesting experience. Thanks to the efforts over the past century, use of contraceptives and benefits of small families have become common knowledge in most parts of India. It was therefore a surprise to know that there are nations in the world that do not even think about 'population' as a 'problem'. It was even more astonishing that one of those nations is the world's 'most developed' country - USA."

"The film is certainly relevant for international audiences from both type of societies - those who are aware and those who aren't. Its strengths are objectivity, boldness, and a strong positive approach. The emphatic message of how women's empowerment is the sustainable solution for the population crisis has come across very effectively, particularly through the portrayal of the heart warming story of the Ethiopian girl, and its juxtaposing with the story of the narrator."

-Dr. Priyadarshini Karve

Project Coordinator, Appropriate Rural Technology Institute, India

"Mother is an aptly named film that brings home how hopeful the connection of population and the planet really is. This movie shows, lyrically, that as we learn to move beyond the domination of women, humanity can then move beyond the domination of nature and gain a chance for long habitation on Mother Earth."

-Robert Engleman

President: Worldwatch Institute,

"Mother is a must-see film on why population growth still matters and what is hindering action to reduce it."

-Hania Zlotnik

**Director of Population Division,
United Nations**

"Mother: Caring for 7 Billion, does a marvelous job of drawing the not-so-obvious connection between caring for mothers and caring for Mother Earth. It's a powerful and hopeful message..."

**-Robert J. Walker
President**

The Population Institute

"The film compellingly argues that a fair and just solution is likely to only be found in a complete refocusing of our priorities and societies. Specifically, we must value diversity, human and biological, over the gross national product and human solidarity over competition. Although Fauchere does not show us how to get to this point, Mother leaves viewers with a ray of hope that humanity has the potential to reach such a state. It will also convince them that to do so we must not be afraid to reengage with the population issue and that the time for such renewed engagement is now."

**-Review: Science Magazine
Sacha Vignieri**

"Mother: Caring for 7 Billion is a beautifully crafted and unique film that dispels the myths from business leaders and government that we can grow forever, consume ever more, and that the planet is our infinite dumping ground. The film makes it clear that by ignoring the facts and continuing a course of business as usual, we are endangering our future on this planet. I am so happy to see a courageous film that deals with population in both a sober and hopeful way. Mother is a must see for anyone interested in saving our planet and humanity."

-Dr. Paul R. Ehrlich

**Professor of Population Studies,
Stanford University
Author, The Population Bomb**

6. Social Media Links, and YouTube Embed Code

- View the film's website: <http://www.motherthefilm.com>
- View the film's trailer: <http://www.motherthefilm.com>
- Become a Facebook fan of 'Mother': <http://www.facebook.com/pages/Mother-Caring-for-7-Billion/166231236750681>
- Mother on Twitter: <http://twitter.com/motherthefilm>

Embed code for Vimeo trailer:

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<iframe src="http://player.vimeo.com/video/19455075" width="400" height="225"
frameborder="0"></iframe><p><a
href="http://vimeo.com/19455075">Mother_trailer</a> from <a
href="http://vimeo.com/user5784289">Tiroir A Films</a> on <a
href="http://vimeo.com">Vimeo</a>.</p>
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7. Sample Social Media Postings

Let's talk about population and the environment! Join us for a screening of 'Mother: Caring for 7 Billion', DATE at TIME at VENUE NAME.

Website link: <http://motherthefilm.com/>

The world cannot wait! Join us for a screening of 'Mother: Caring for 7 Billion', DATE at TIME at VENUE NAME.

Website link: <http://motherthefilm.com/>

Population, the neglected stepchild of the environmental movement! Join us for a screening of 'Mother: Caring for 7 Billion', DATE at TIME at VENUE NAME.

Website link: <http://motherthefilm.com/>

What does the world of 7 Billion mean to you? Join us for a screening of 'Mother: Caring for 7 Billion', DATE at TIME at VENUE NAME.

Website link: <http://motherthefilm.com/>

Being green means talking about population. Join us for a screening of 'Mother: Caring for 7 Billion', DATE at TIME at VENUE NAME.

Website link: <http://motherthefilm.com/>

Join us for a screening of 'Mother: Caring for 7 Billion', DATE at TIME at VENUE NAME. 'Mother' shows life in a world of 7 billion as you have never seen it before.

Website link: <http://motherthefilm.com/>

Empowering the other half will save humanity! It is time to talk about Population. Join us for a screening of 'Mother: Caring for 7 Billion', DATE at TIME at VENUE NAME.

Website link: <http://motherthefilm.com/>

8. Links to Images for Promotion (event-specific flyer, posters, postcard, and web banners)

Posters (8.5x11, 11x17), can be downloaded from our website at:
<http://www.motherthefilm.com/press-kit#!press-kit-photos/c1zcs>

9. More Information

There is much more information about the film at our website. At www.motherthefilm.com you can find synopses of the film, a statement by the director and producer, film reviews, biographies of the voices from the film, links to the trailer, and a place to make an on-line donation.

10. Appendix. Population Facts and Talking Points:

We have compiled the following selection of facts and talking points to assist you in leading a discussion group about the film. Feel free to use them when helping organize and promote your screening event.

- If the international community is going to achieve the U.N.'s goal of universal access to contraceptives and reproductive health care by 2015, the United States and other donor nations must do their part.
- Every \$1 billion spent on family planning meets the contraceptive needs of 60 million women, averting nearly 15 million unintended pregnancies and 4 million unsafe abortions.
- Family planning saves lives, empowers women, fights poverty, combats global hunger, and helps to protect the environment.
- World population will reach an estimated 7 billion before the end of the year, and could reach 10 billion or higher within half a century.
- In order to feed an expanding population, farmers in the developing world will need to double food production over the next 40 years, and they will face numerous obstacles, including rising temperatures, increased risk of drought and flooding, loss of farmland and topsoil, and the escalating costs of fuel and fertilizers.
- Too many young people in the developing world are at risk of acquiring a sexually transmitted disease, including HIV-AIDS. They need sexual education and access to condoms.
- Preventing unwanted pregnancies empowers women, saves lives, fights poverty, combats global hunger and helps to protect the environment.
- Expanding access to contraceptives and reproductive health services is a win-win proposition for women, their families, their communities, and the planet.
- Some analysts argue that if there is a population crisis it is because women are having too few children—a so-called “birth dearth.” A quick look at the demographic reality shows that the era of population growth is far from over—and high fertility rates are still prevalent in many developing countries. The majority of the world’s population lives in countries whose high birthrates all but guarantee population growth for decades to come.
- Projected population growth in least developed countries greatly

exceeds projected decline in the more developed regions. Developed countries such as the Russian Federation, Romania, Belarus, Ukraine and Bulgaria are projected to experience the most population decline, decreasing by 24 to 35 percent by 2050. Developing countries such as Afghanistan, the Democratic Republic of the Congo, Liberia, and Uganda are all projected to grow by around 200 percent or greater by the year 2050. Niger is projected to grow by almost 275 percent.

- Under the United Nations most commonly cited “medium” demographic projection, population is expected to reach 9.2 billion by 2050—an increase of 2.5 billion people.
- One-half of the world’s population is under the age of 30.
- Rapid population growth, which correlates closely with young populations, can undermine countries’ stability, governance, and economic development. For example, 86 percent of all civil conflicts from 1970-1999 occurred in very youthful countries.
- Widely spaced births and smaller family size allows families and governments to invest more in each child—helping to ensure access to education and health care. Over time, this raises household and government savings, improves productivity, and stimulates economic growth.
- Planned families and spaced births are healthier for women and their children. Access to family planning services could prevent nearly a third of the 500,000 annual maternal deaths related to pregnancy in developing countries. Poor reproductive health conditions account for one-third of the disease burden among women of reproductive age worldwide.
- While the world population continues to grow by 79 million people annually, 215 million women in developing countries seek to postpone childbearing, space births, or stop having children, but are not using a modern method of contraception. One-third or more of married women in Ethiopia, Haiti, Yemen and Uganda have this “unmet need.”
- The demand for family planning services will grow by an estimated 40 percent by 2050 as a record number of young people reach reproductive age.

Facts courtesy of: Population Action International and The Population Institute.