



Care

BROADCAST WATCH PARTY KIT

caredocumentary.com/broadcast

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A documentary film

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CARE illuminates the complex relationships and deep attachments that can be formed between the elderly and the home care workers they depend on while exposing the cracks in a system that is poorly serving both.

Do you want to help be a part of the solution? All you need is a TV!

What? Broadcast viewings of *CARE*, a documentary by Deirdre Fishel and Tony Heriza.

When? The national broadcast premiere is on September 5 at 8p ET (East) and 9p PT (West) on WORLD Channel's "America ReFramed".

How? It's easy! You'll find everything you need inside this Watch Party Kit including:

- Planning Checklist
- Discussion Prompts
- Conversation Tips
- Action Steps

ABOUT THE DOCUMENTARY

CARE, by Deirdre Fishel and Tony Heriza, shines a light on the relationships at the heart of the most supportive and sustainable long-term care option that we have: paid in-home caregiving. 90% of Americans wish to age at home but many cannot depend exclusively on their family and friends for their needs and so they rely on the critical, compassionate and skilled services of paid care workers. Shown through the eyes of both care workers and their clients, *CARE* illuminates the complexities of care work, as well as the life-changing attachments that often develop between care workers and those who receive it. The film urges viewers to consider the many barriers that keep people from doing this admirable work and others from receiving the care they need and deserve.

Meet Peter, formerly a reporter and CBS executive, who is able to preserve his sense of self and dignity by remaining at home following his Parkinson's diagnosis, even as he and his wife grapple with the financial burden of his illness.

Meet Delores, a Hurricane Sandy survivor who earnestly and expertly serves her clients, even as she faces homelessness.

Meet Vilma, an undocumented Costa Rican who lovingly cares for 93-year-old Dee, a long-time independent businesswoman, who copes with dementia 3,000 miles away from her closest family.

Meet Laurie who makes it possible for Larry, a lung transplant candidate, to remain close to his grandchildren and is seen as forever a member of his family.

PLANNING CHECKLIST



Now more than ever, conversations about solutions to improve our current care system are critical so that we can meet our country's growing and changing needs. The strain is becoming more and more evident by the day and hosting a watch party can help make a big difference. Here are a few things to keep in mind as you plan your event.

Check local listings.

Confirm the channel and exact time that *CARE* is airing on your station by visiting: worldchannel.org/schedule/localize

Confirm the basics.

Where will you gather? Does the channel work on your TV? Is there enough seating? Is the screen big enough? Do you need speakers?

Invite your friends.

Share invitations on social media, through email or call your family, friends, classmates, or colleagues. Use the language we've provided below as a start and consider personalizing it with why you care about *CARE*.

Create a simple agenda.

Add to the one we started below and ask your friends for input. It's always more fun to plan with others!

Get snacks and drinks.

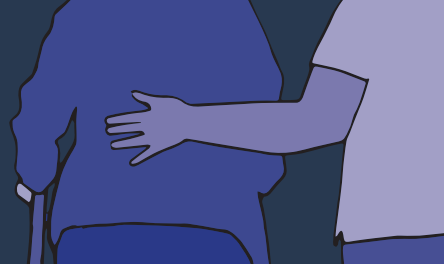
Food is a great way to soften a vibe. Popcorn is a classic and low-cost idea or you can make it a potluck!

Document your party through photos and videos!

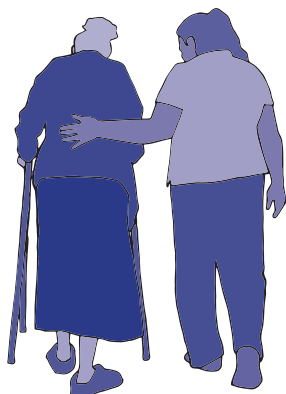
Connect with other watch partiers and share your experience with us through *CARE*'s social media pages.

 facebook.com/caredocumentary

 twitter.com/caredocumentary



SAMPLE INVITATION



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YOU'RE INVITED!

A film that I've been eager to see, *CARE*, by Deirdre Fishel and Tony Heriza, will be airing on America ReFramed soon. It's about an issue that I care about and I'd like to view and discuss it with people I trust. Will you join me?

DATE:

TIME:

ADDRESS:

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ABOUT THE ISSUE: At some point in our lives, we will all need care. This need is growing; the U.S. elder population will double over the next two decades and our system is unprepared for this elder boom. In-home care work is one of the most affordable and desired long-term care solutions available yet this work is often unheralded and severely undervalued. Many families struggle to access and afford the highly skilled care they so desperately need. The situation is untenable. The stakes are high. We need a new way forward.

SAMPLE AGENDA

This is just a suggestion and you should feel free to do whatever works for you and your guests. Just remember to leave some time after your discussion to consider what steps you could each take to help support change. See our suggested ACTION STEPS (page 6) for a few ideas.

Arrivals, snacking, and mingling (30 minutes)
CARE broadcast (60 minutes)
Discussion (30–45 minutes)
Next steps (15 minutes)

CONVERSATION TIPS

Conversations about the end of life, health, independence, finances, and caretaking can be difficult and emotional, especially for those who have been made the most vulnerable in our current care system. Keep the following tips in mind as you approach the discussion. In fact, why not read them out loud before you begin so that everyone can agree?

- **Everyone should have a chance to speak** so be attentive and make room for others in the conversation.
- **Allow people to “pass.”** Nobody should feel they must speak.
- **Use “I” statements.** Speak for yourself and don’t put words in other people’s mouths.
- **Ask folks to keep the conversation confidential** so everyone feels they can share freely.
- **Remind people to suspend judgment.** The intent is to learn from each other’s experiences and ideas.

DISCUSSION PROMPTS

The most powerful part of joining together to watch *CARE* is the opportunity for dialogue around these critical issues and to learn more about their personal impact within your community and network. Here are a few discussion prompts to help kick-off the conversation:

- What is your immediate reaction to the film?
- What scene or moment most stood out to you and why?
- What person(s) in the film could you most relate to and why?

Dive a little deeper into the content with a few of these:

- Neither Larry, nor Dee, nor Peter want to be in a care facility. In fact: “It would be a death sentence to put him in an institution right now,” says Toni. Why do you think home care is so important to them?
- It worries Toni that the Medicaid workers she was assigned are paid just \$140 for a 24-hour shift. “That’s less than \$6 an hour” she says. Why do you think she’s concerned about the low pay her husband’s caregivers earn?
- Peter and Toni were all set to retire, but following his Parkinson’s diagnosis, they struggle to cover the care he needs. What role—if any—should local, state, or federal government play in situations where life savings do not cover the costs of care?
- Vilma says: “Every elder person has the right to real attention and real care. Because you’re going to be older too and you don’t know what is going to happen.” What does “real attention” and “real care” mean to you?
- “Personally,” says Toni, “I think that we’re all imagining that it isn’t going to be us. If we live long enough, we will be disabled.” Considering your own situation, how will you plan for an experience like hers or Peter’s?
- We learn that by 2040, the number of older Americans will double and our current care system is dangerously unprepared.
 - Toni asks: “How do we reinvent this?” What do you think?
 - Do you think immigrants, like Vilma, who are fulfilling needed roles in our communities should have an affordable, streamlined pathway to becoming legal residents? Why or why not?

ACTION STEPS



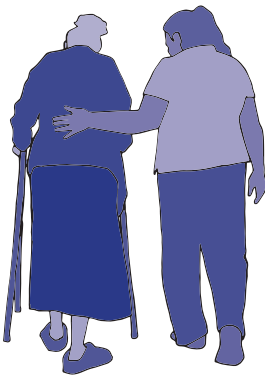
The healthcare landscape is changing quickly. For the most up-to-date actions you can take the week of the broadcast—from fighting back against attacks on Medicaid to directly supporting home care workers—visit caredocumentary.com/take-action.

ACT NOW

Spread the word! Create a ripple effect of *CARE* by encouraging members of your community to see the film. Check caredocumentary.com/screenings for upcoming screenings near you.

For those who missed the live broadcast, *CARE* will be streaming on the WORLD Channel website for 30 days after the broadcast (September 6th to October 5th) so you can still involve those who couldn't attend your party. Check caredocumentary.com for details after September 6th.

SAMPLE INVITATION FOR SOCIAL MEDIA



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We had a moving and impactful @CAREdocumentary watch party and hope you will join the nationwide conversation that has been gaining momentum since the public broadcast.

Check caredocumentary.com for details on how you can watch the online stream between September 6th and October 5th and let's talk about things we can do to support those who need and provide care.

Join the growing movement to transform the way we care and stay informed about upcoming actions, news and events at Caring Across Generations: caringacross.org/join

THE LONG GAME

SHARE YOUR CARE STORY

Caring Across Generations believes in the value of storytelling. Personal stories are a powerful tool to influence decision makers, change the public narrative, and develop and empower leaders. Their team is on the Hill every week, helping leaders on both sides of the aisle understand what is needed to build a more caring economy. When care stories move from kitchen table conversations to the halls of Congress, people who thought they were struggling with issues that only affected their family, realize their story can inform policy. From state-based experiments in long-term care solutions, to filling gaps in Medicaid, to encouraging investment in one of the most vital workforces for our rapidly aging population, Caring Across Generations has got your back! Want to bring your story to the Hill? You can share it here: caringacross.org/stories

BE A CARE CHAMPION

Caring Across Generations is quite literally building innovative, long term care solutions from the ground up and we'd love for you to join us at action.caringacross.org/care. If you live in a state where there is an active campaign, we'll connect you with your local organizer. If we're not in your state yet, we'll be in touch about ways you can make change in your community.

LEARN MORE

From encouraging more investment in the home care industry and ensuring families get quality affordable care to protecting workers and paying them a living wage, these organizations are paving the way:

- **Caring Across Generations**

A national movement of families, caregivers, people with disabilities and aging Americans working to transform the way we care in this country. By harnessing the power of online and grassroots organizing and culture change work, they are shifting how our nation values caregiving and calling for policy solutions that enable all of us to live well and age with dignity. caringacross.org

- **Consumer Voice**

The leading national voice representing consumers in issues related to long-term care, helping to ensure that consumers are empowered to advocate for themselves. theconsumervoice.org

- **Eldercare Workforce Alliance**
A group of 31 national organizations, joined together to address the immediate and future workforce crisis in caring for an aging America.
eldercareworkforce.org
- **Hand in Hand**
Hand in Hand is a national network of employers of nannies, housecleaners and home attendants, and their families and allies, who are grounded in the conviction that dignified and respectful working conditions benefit worker and employer alike. To get there, Hand in Hand supports employers to improve their employment practices, and to collaborate with workers to change cultural norms and public policies that bring dignity and respect to domestic workers and all of our communities.
domesticemployers.org
- **Interfaith Worker Justice**
A national network that builds collective power by advancing the rights of workers through unions, worker centers, and other expressions of the labor movement and by engaging diverse faith communities and allies in joint action, from grassroots organizing to shaping policy at the local, state and national levels.
iwj.org
- **Jobs With Justice**
Promotes the right of workers to organize unions and bargain collectively.
jwj.org
- **National Council on Aging**
Resources for professionals, older adults, caregivers, and advocates.
ncoa.org
- **National Domestic Workers Alliance**
A vibrant network of nannies, house cleaners, and care workers organizing for respect, dignity and protections in the U.S.
domesticworkers.org
- **National Employment Law Project (NELP)**
NELP seeks to ensure that America upholds for all workers the promise of opportunity and economic security through work. As some of the fastest-growing, lowest-paid, critical jobs in this county, NELP is proud to work with home care workers and allies for fair pay and justice.
nelp.org
- **PHI**
Improving the lives of people who need home or residential care by improving the lives of the workers who provide that care.
phinational.org