

# FOOD MYTHBUSTERS

THE REAL STORY ABOUT WHAT WE EAT

## Movie Screening Guide

Myth of Choice:

### How Junk Food Marketers Target Our Kids



The Food MythBusters is an initiative of the Real Food Media Project, a coalition of leading food and farming organizations around the country



# Online Movie Screening Guide

## Myth of Choice: How Junk Food Marketers Target Our Kids

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## Why Food MythBusters?

Every year, some of the world's largest corporations spend billions on marketing, advertising, and lobbying campaigns to shape the way we think about food—much of that money targets our children. All together, the food and beverage industry spends nearly \$2 billion every year in marketing targeted specifically to children and teenagers and many billions more in ads intended for a general audience that young people see anyway. These multi-billion dollar messaging campaigns obscure the reality that highly processed foods, sugary drinks, and industrial agriculture are harming our health, economy, and the planet.

Big Food has big power and big money. And the food industry's PR machine is working overtime to confuse the public about what's healthy and to undermine the growing popular support for changing how we grow our food and what we choose to eat. Thankfully, all across the country, a growing movement of people is fighting back and speaking up for a sustainable and fair food system—just what Food MythBusters is doing.

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## What is Food MythBusters?

A pioneering initiative of the Real Food Media Project, the Food MythBusters provides a set of tools—animated movies, documentary shorts, online resources, and more—to spread the real story about what we eat. Led by bestselling author Anna Lappé, Food MythBusters is a collaboration among some of the leading food and farming organizations in the country.

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## Your Role in Food MythBusters

**On September 25th, 2013**, the Food MythBusters launches its second animated movie that takes on the myth of personal choice and exposes the harmful impact of marketing to kids. **You can help us spread the word!**



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Play a key role in the success of Food MythBusters by:

- Participating in a “For-Party-Hosts-Only” pre-launch call with bestselling author Anna Lappé;
- Sharing the movie with your networks—in-person and on social media;
- Hosting a movie in your home or community.

Let us know when you start planning an event. We’ll provide additional resources and support. Fill out the form at the link below to let us know what you’ve got cooking and we’ll be in touch: [www.bit.ly/FoodMythBusters](http://www.bit.ly/FoodMythBusters).

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## Planning a Food MythBusters Event

In just a few steps, you can plan an event to show Food MythBusters movies in your community. Below you’ll find some of our tips, but don’t hesitate to be in touch with us if we can help: <http://www.foodmyths.org/contact>.

### STEP 1. Identify the audience for your event.

Your audience will shape the type of event you plan:

Who do you want to attend your event?

Whose attendance (e.g. local groups, community leaders) will help you achieve your goals?

Who do you know who would be interested in attending your event?

Who can help you organize and host this event?

### STEP 2. Set your goals.

Develop specific goals for your screening to ensure success. Be bold and ambitious! You can only achieve what you imagine.

- What do you hope to accomplish through your screening?
- How will you measure your success?

- How many people do you hope will attend your event?
- How many Facebook posts and Twitter tweets will you generate?
- How many articles or blogs will you generate?
- How many connections will be made among like-minded community members?
- How much fun will people have? How inspired will they feel?
- Is there a specific action you want people to take for change in your community?

### **STEP 3. Determine a format and program for your event.**

There are many ways to showcase the Food MythBusters movies. You could host a community meal to watch and discuss the movie and then discuss the movie themes while dining on a locally-sourced feast. Or you could host a moderated panel in your community and invite speakers to discuss the movie's themes and relate them to issues in your community. Get creative... and don't forget to share your ideas with us.

### **STEP 4. Finalize the plan.**

- Choose an event time that's convenient for your target audience. Keep in mind working hours and class schedules.
- Confirm a location as soon as possible (ideally 4 weeks before your event) to ensure time to publicize. Pick a place you're sure of filling and be sure the venue has capacity for showing movies (AV equipment and a sound system for bigger events). See the sample program agenda on the next page for ideas.

### **STEP 5. Invite people to your event.**

Who will attend your event? Brainstorm an invitation list. Recruit people by:

- Emailing your community, friends, and other organizations;
- Posting on social media to get the word out (Facebook, Twitter, etc.);
- Calling your friends, leaders in the community, and others to ask them to attend and to help recruit;
- Attending other group or organization meetings and asking people to attend;
- Reaching out to Food MythBusters headquarters for leads on local groups to connect with.

## **Tips and Tricks**

- Use the sample outreach materials to get started recruiting. See the sample emails at the end of this guide or visit [www.foodmyths.org](http://www.foodmyths.org).
- Cast a wide net. For every 2 people who commit to attending, plan for 1 to attend.
- Confirm participation and event details. Call and/or email everyone who has RSVP'd the day before the event. Be sure to include detailed event information.



**STEP 6. Host Your Event.**

**Sample Program Agenda for a 1.5 Hour Panel Discussion**

*Note: This outline gives time at the end of your program for people to mingle and talk more and/or for the program to run over by a few minutes.*

**[Title Idea] Shrek, Shaq, and Sugar: Food Marketing to Kids and the Obesity Epidemic**

A Special Screening of the New Food MythBusters Movie with:

Special Guests [names of panelists]

Hosted by [name of co-hosts]

Food Graciously Provided by [name of donors, if applicable]

- 5 MIN Welcoming remarks and introduction**  
Event organizer or host introduces the program and agenda
- 7 MIN Screen the Food MythBusters movie**  
Myth of Choice: How Junk Food Marketers Target Our Kids
- 25 MIN Panel discussion**  
Introduce panelists all at once. Each panelist talks for 5 minutes. Prompt them with questions that relate to themes in the video.
- 25 MIN Question & Answer with attendees**  
Encourage people to ask short questions.
- 8 MIN Wrap up and call to action**  
Event organizer or host provides ending statement and encourage attendees to take action.
- 20 MIN Mingling**  
End of formal program. Time for attendees to meet and talk informally.

**STEP 7. Let us know how it went!**

Be sure to fill out our quick form online so we can gather and compile stories about Food MythBusters events around the country—and the world: [www.bit.ly/FMBreport](http://www.bit.ly/FMBreport).

# Event Checklist

## Preliminary Planning (at least 4-6 weeks prior or more)

- Make a plan. Develop your event objectives, audience, program agenda, and goals.
- Set the schedule and details. Find a venue and set time and date for your event.
- Create the program agenda. Determine your speakers, panelists, and facilitator and invite them to participate.
- Make it official. Sign up your event on the Food MythBusters website and receive additional planning support: [www.bit.ly/FoodMythBusters](http://www.bit.ly/FoodMythBusters).
- Order Food MythBusters cards. If you'd like to use our greeting cards for Thank You notes at the end of your event, e-mail [info@foodmyths.org](mailto:info@foodmyths.org) to order.

## Logistical Planning and Outreach (3-4 weeks prior)

- Finalize the plan. Confirm all speakers and volunteers.
- Make invite list.
- Send out "Save the Date" with all event details.
- Plan the logistics. Check in with venue to ensure access to the necessary AV equipment (sound/video, internet, etc.) and secure food from local food producers, food cooperatives, etc.

## Build the Buzz!! (1-2 weeks prior)

- Invite your community.
- Share on social media.
- Confirm the event with all participants, volunteers, speakers, food producers, etc.
- Develop a detailed event timeline. Plan the exact flow of the event.
- Print event materials and prep any other material needs. Food MythBusters materials you may want to provide:
  1. Marketing to Kids Companion Reading Guide
  2. Marketing to Kids Script with Footnotes
  3. Food MythBusters PetitionAll are available for download at [www.FoodMyths.org](http://www.FoodMyths.org).

## Final Planning (a few days before or 1 day before)

- Remind attendees - Call the RSVP list and send a reminder e-mail.
- Test A/V equipment to make sure everything is working.
- Set-up for the event, including seating arrangements and an action/petition table. (This can also happen the day of.)
- Make sure you have all the printed materials you want.

## Post-Event

- Share your success with the Food MythBusters team. [www.bit.ly/FMBreport](http://www.bit.ly/FMBreport)
- Send in your petitions to the Food MythBusters team. Mail to:  
Food MythBusters  
c/o Corporate Accountability International  
10 Milk St, Ste 610, Boston, MA 02108
- Send Thank You's to panelists and anyone else who helped contribute to the event.

## Sample Discussion Questions

- Big Food—including the fast food industry, soda companies, processed foods companies and more—pushes the myth that young people don't want to eat healthy food. How did the movie explore how the industry influences consumer demand, especially among kids and teenagers?
- What were you most surprised to learn from the movie?
- How does Big Food's deceptive marketing affect our public health and communities?
- What's an example of a way that the food industry has impacted how your kids or kids in your community perceive what is healthy?
- How is marketing limited or permitted in your community's schools? Public spaces? Hospitals?
- The food industry says advertising is protected under the First Amendment. Do you think marketing is protected as freedom of speech?
- What examples of deceptive fast food marketing to kids have you seen in your community?
- What are examples locally or nationally of how people are fighting back? Is there an example in your community, school, or family?
- What action can you take in your community to challenge fast food, junk food, or sugary drink marketing that targets kids?

## Sample Outreach Email

Dear **[Friend]**,

I wanted you to be one of the first to hear about an exciting event we're planning on **[Day, Date, Time]**. We are working with the Food MythBusters and **[insert names of other groups, co-hosts, and/or on-campus partners]** to spark a conversation [on campus, within the church, among CSA-members] about the impact of the food industry's predatory marketing on **[children's health/public health/the environment]**.

Food MythBusters is a project of bestselling author Anna Lappé, Corporate Accountability International, and more than a dozen sustainable food and farming organizations around the country. Its resources help you debunk persistent myths about the food system and connect with the movement working toward healthy and sustainable food for all.

On **[insert date and time]**, **[name of group/organization]** will be hosting a tune-in party **[and panel discussion, sustainable meal, etc.]** to debut the newest Food MythBusters movie, exposing the ways that the fast food industry undermines consumer choice and hooks kids on junk food.

We hope you can join **[name of city, campus, organization]** as we premiere the movie and host a fabulous event.

**[Describe in one sentence why you're excited about the event]**. We would love to see you there!

Please RSVP by **[date/make sure the date gives you time to assess RSVPs before the event.]**

Please share this invitation with others you think would be interested!

**[Your name]**



## Sample “Sneak Peek” List-Serve Email

### Subject line ideas:

1. How is the fast food industry making us sick? Check out this movie
2. Want to know how the food industry targets our kids?
3. The movie McDonalds, Coke, and Pepsi don't want you to see
4. Want to know how Big Food hooks kids? Check out this movie

Dear **[FRIEND]**,

Big Food likes to say that eating fast food or sodas is just a matter of personal choice. Well, national bestselling author Anna Lappé begs to differ. That's only part of the story—the part that leaves out how the food industry actively undermines real food and drink choices.

In Anna's upcoming mythbusting movie, she takes on the big brand bullies to reveal just how much Big Food targets our kids and what we can do about it.

Check out the trailer and sign up to be among the first to see Anna's new movie.

And join the **[TUNE-IN PARTY/SCREENING]** in **[CITY/COMMUNITY]** here:

**[EVENT NAME]**

**[EVENT LOCATION]**

**[DATE AND TIME]**

**[RSVP LINK]** (To Facebook event or E-vite)

The movie is the latest resource from bestselling author Anna Lappé and her Food MythBusters team, including Corporate Accountability International, **[add your organization here]**, and dozens of other organizations around the country fighting for healthy food for everyone.

Watch Anna shine a light on Big Food and reveal the harmful impact of marketing to kids.

Celebrate the launch of the latest Food MythBusters movie and spread the word about sustainable, healthy food.

Visit [www.foodmyths.org](http://www.foodmyths.org) to learn more, bust myths, and take action.

Onward,

**[NAME, GROUP]**

*Visit [FoodMyths.org](http://FoodMyths.org) to learn more,  
connect with the hundreds of groups  
at the front lines of making sure everyone  
has access to good food-and get involved.*