EXPOSED
The Race Against Tuberculosis

Film Promotion Toolkit
Resources to spread the word or hold a screening.

Learn more at: www.aeras.org/EXPOSED
Thank you for your interest in helping fight tuberculosis by promoting the EXPOSED film series! 
EXPOSED: The Race Against Tuberculosis is a four-part series of short films on the global TB epidemic and efforts to develop new tools to prevent it. This toolkit offers everything you need to host a screening of one or more of the films.

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EXPOSED
The Race Against Tuberculosis

Watch now at www.aeras.org/exposed

EXPOSED is a four-part series of short films that tells the story of the deadly global epidemic of tuberculosis. The series focuses on current efforts to halt this airborne disease, which is growing more difficult to address, as well as the urgent movement to develop new tools to prevent it. By telling the stories of four inspiring individuals interspersed with expert commentary from some of the world’s top TB physicians, scientists, advocates and policymakers, EXPOSED brings viewers to the forefront of the race against tuberculosis.

Chapter 1: The Global Epidemic
Natalie Skipper survived multidrug-resistant tuberculosis, but not before it flipped her life upside down. We weave together Natalie’s story – which took place in Nashville, Tennessee – with a global perspective on the pervasive threat posed by TB around the world.

Chapter 2: The Rise of a Superbug
Dr. Jayant Banavaliker, a leading TB doctor in Delhi, chronicles his daily struggle to save patients using today’s antiquated tools: diagnostics barely more predictable than chance, drugs that can be toxic and weak against the pathogen, and a vaccine with limited protection. We also travel to South Africa, where Phumeza Tisile tells the harrowing story of her near-death experience with extensively drug-resistant TB.

Chapter 3: The Innovation Movement
Unathi Gwintsja lives with her daughter in Worcester, South Africa, a community devastated by TB. But she’s not sitting back and waiting for the answer. She has volunteered in a clinical trial of one of a dozen TB vaccine candidates in clinical development. We follow her story along with others working tirelessly to rid their communities and the planet of TB.

Chapter 4: The Last Mile
Professor Helen McShane has dedicated the last 12 years of her life to developing a new tuberculosis vaccine. We follow her team’s unprecedented work at Oxford University and explore why now is a pivotal moment in history to save millions of lives and end the TB epidemic.

We need your help to spread the word. Watch and share at www.aeras.org/exposed. For more information or to organize a screening, email film@aeras.org.

EXPOSED is produced by Aeras, a nonprofit biotech advancing tuberculosis vaccines for the world. The series is developed in partnership with filmmaker Mo Scarpelli of RAKE FILMS with support from GATHER.
The TB Crisis

About Tuberculosis

TB is one of the most deadly infectious diseases in the world. Spread through the air when those with the disease cough or sneeze, the bacteria that cause TB can be inhaled by anyone, anywhere -- just by the simple act of breathing. Many drug-resistant forms of TB now exist that are complicating multi-national efforts to control the global epidemic. The emergence and spread of multidrug-resistant TB (MDR-TB), extensively drug-resistant TB (XDR-TB), and deadly forms sometimes referred to as totally drug-resistant TB requires an urgent global effort to prioritize TB prevention.

The Need for New Vaccines

The most effective way to stop the global TB epidemic is to prevent its spread. The only available vaccine today, Bacille Calmette-Guérin (BCG), was developed more than 90 years ago. BCG protects some children from severe forms of TB, but, despite widespread use in infants, it has failed to control the global TB epidemic. New vaccines sit at the center of future TB elimination efforts. A vaccine that could prevent adolescents and adults from acquiring, developing and transmitting disease would be the single most cost-effective tool in mitigating this epidemic.

TB is a Problem Everywhere

TB is a global problem. Today, a third of the world – more than 2 billion men, women and children - are infected with the bacteria that causes TB, and some 10% will get sick and pass it on to others. TB outbreaks are being reported across the United States, Europe, Asia and Africa. By 2011, more than 84 countries reported cases of extensively drug-resistant TB.

Beyond a Health Crisis

TB not only threatens public health, it also threatens economic development and financial and national security. The disease forces families and communities into a cycle of poverty. According to the World Bank, TB is estimated to cost the global economy 0.52% of gross national income per year in lost productivity and wages. In 2010 terms, that equates to nearly $380 billion.

About Aeras

Aeras is a nonprofit biotech advancing the development of tuberculosis vaccines for the world. In collaboration with global partners in Africa, Asia, North America and Europe, Aeras is supporting the clinical testing of six experimental vaccines as well as a robust portfolio of earlier stage candidates. Aeras receives funding from the Bill & Melinda Gates Foundation, the UK Department for International Development, and the Netherlands’ Ministry of Foreign Affairs and a range of other governments. Aeras is based in Rockville, Maryland; Cape Town, South Africa; and Beijing, China. www.aeras.org.
How to Host a Screening

By hosting a screening of EXPOSED, you can help build awareness and inspire action against tuberculosis that can have a global reach.

Ideas for screenings:

- Host a lunchtime screening at your workplace
- Screen the films at your home for friends and family
- Host a screening and discussion at your school, church, community organization or other group in which you are involved
- Host a virtual screening and online discussion using social media or a discussion board
- Ask your teacher or professor to screen the film during class

Step 1: Define Your Goals

The goals for your screening may include educating your community about the global tuberculosis epidemic, inspiring individuals to get involved, creating a network of allies, drawing attention to the work your organization is doing to advance solutions against TB, and/or raising funds to support advocacy and research efforts for new tools to fight TB.

Step 2: Find a Venue

If hosting a larger screening, make sure the venue can be outfitted with the appropriate audio/visual equipment and seating. Many schools, universities, community centers, libraries, and churches have large rooms equipped with screens and projectors that are ideal for larger groups.

What you will need:

- If the space does not come with media equipment, you may need to rent a projector, screen, and audio speakers that are compatible with an available laptop.
- If streaming the video via Vimeo, make sure the internet connection is strong.
- To download the video from Vimeo, go to the Vimeo link for each film and click “Download.”
- Bring sign-in sheets for attendees who may be interested in learning more about tuberculosis and TB vaccine development. Include name, mailing address, email address and affiliated organization. This list can be sent to film@aeras.org.
- Provide informational resources from Aeras or your own organization for the audience to look over at the event. The Tuberculosis Fact Sheet included in this guide may be useful for this purpose. You can also find fact sheets for each of the films at www.aeras.org/exposed.

Step 3: Set an Agenda

Preparing an agenda for your film screening event can be useful when booking a venue and to ensure those attending the event know how long it will be. The four films plus trailer are around 45 minutes long in total. Here is a sample agenda for a 90-minute EXPOSED viewing event, which includes a discussion:
Introduction (5-10 minutes)
Introduce the film with a brief overview of the tuberculosis epidemic and the EXPOSED film series. Use this time to introduce your organization, Aeras, partner groups, special guests, or what compelled you as an individual to host this EXPOSED screening event.

Screen films (45 minutes)
Trailer (~2 minutes)
Chapter 1: The Global Epidemic (~13 minutes)
Chapter 2: The Rise of a Superbug (~11 minutes)
Chapter 3: The Innovation Movement (~9 minutes)
Chapter 4: The Last Mile (~10 minutes)

Discussion (30-45 minutes)
Allow the audience to ask questions and discuss their thoughts. Guidance on hosting a discussion and sample discussion questions are below.

Conclusion (5 minutes)
After the discussion has concluded, take a minute or two to reiterate ways inspired individuals can learn more and get involved, such as drawing attention to a sign-up sheet, providing informational materials or asking them to share the films to their friends and families, perhaps via social media through www.aeras.org/exposed. This is a good time to thank the organizations and individuals who helped host the event.

Step 4: Organize a Film Discussion
An open discussion can help increase the audience's engagement in the topic and allow them to voice and raise questions, concerns and opinions about the tuberculosis epidemic and the film series. For more background information on the tuberculosis epidemic, please see the Tuberculosis Fact Sheet or visit www.aeras.org. Below is a list of sample discussion questions to spur your thinking.

Chapter 1:
- How did the story of Natalie's struggle change your understanding of tuberculosis?
- Did the film change your perspective on what is needed in the fight against TB?
- How did the film affect your thinking about developing new TB vaccines and drugs?
- How has the fight against TB evolved since the development of the current vaccine and treatment regimen?

Chapter 2:
- How did Dr. Banavaliker’s daily struggle affect your understanding of what is needed to effectively combat the TB epidemic?
- How is the TB epidemic different from other infectious diseases?
- Did this film affect your perception of the threat of drug-resistant TB?
Chapter 3:
- What motivated Unathi to participate in the TB vaccine clinical trial?
- Do you relate to Unathi’s desire to volunteer in clinical trials to develop new TB vaccines?
- How could you personally contribute to the effort to stop TB?

Chapter 4:
- How did Professor Helen McShane’s story impact you?
- If the film moved you, what parts did you find most inspiring?
- Why does it take a long time to develop new TB vaccines? What more is needed?

Overview:
- Did you find the EXPOSED film series compelling? What were your favorite parts?
- Did the series change your view of tuberculosis?
- What from this film series impacted you the most?
- Are you inspired to take action against TB?

Step 5: Spread the Word
Once you have your plan in place, select the best way to invite your target audience. A sample email and postcard invitation text is available below. Teaming up with other organizations and groups to spread the word can help increase the audience and impact of your event. Public screenings can be promoted through the events section of your local newspaper, bloggers, online news sources, radio stations and community calendars. You may also promote your event and spread the word via Facebook posts, Facebook events, Twitter posts and other social media outlets.

Step 6: Amplify Your Impact
We would love to hear about your screening. Please send us the number of participants at your event, along with their names and contact information. If you have any further questions about hosting your EXPOSED film screening, please email us at film@aeras.org.
Sample Invitations

Email:

Dear Friend,

I am writing to invite you to a screening of EXPOSED: The Race Against Tuberculosis at [LOCATION] on [TIME, DATE] hosted by [GROUP]. EXPOSED is a four-part short film series on the deadly global tuberculosis epidemic and the urgent movement to develop new tools to prevent it.

The series focuses on current efforts to halt this airborne disease, which is growing more difficult to address. By telling the stories of inspiring individuals interspersed with expert commentary from some of the world’s top TB physicians, scientists, advocates and policymakers, EXPOSED brings viewers to the forefront of the race against tuberculosis. You can view the film trailer at www.aeras.org/exposed.

The film screening will be around 45 minutes long followed by discussion. [MENTION ANY SPECIAL GUEST SPEAKERS, AND IF REFRESHMENTS WILL BE AVAILABLE.]

Please RSVP by [DATE] or register on [LINK OF ELECTRONIC RSVP SERVICE/ FACEBOOK] to secure your spot for this event. Directions and parking instructions: [LINK].

For more information on EXPOSED and how to spread the word about the global tuberculosis epidemic please visit www.aeras.org/exposed or contact [PERSON, EMAIL, PHONE].

Best wishes,

Postcard Invite:

You are invited to a special film screening of EXPOSED: The Race against Tuberculosis, hosted by [GROUP] at [LOCATION] on [DATE] at [TIME]

EXPOSED is a four-part series of short films on the deadly global epidemic of tuberculosis. The series tells the story of four inspiring individuals, current efforts to halt this airborne disease, and the urgent movement to develop new tools to prevent TB.

A guided discussion will follow the screening led by [PERSON, PROFESSIONAL TITLE]

RSVP: [FACEBOOK, EMAIL, OR LINK]
For More Information: www.aeras.org/exposed

(We would also like to encourage you to spread the word about this screening – all are welcome!)

EXPOSED is produced by Aeras, a nonprofit biotech advancing new tuberculosis vaccines for the world.
Sample Social Media Posts

Disseminating the films widely using various social media platforms is a great way to raise awareness about tuberculosis and efforts to develop new tools to prevent it. The hashtag for the film series is #TBexposed.

**Facebook and LinkedIn posts:**

**Film Series Site:**
“EXPOSED: The Race Against Tuberculosis” – 4-part film series tells the story of the deadly global epidemic of tuberculosis. www.aeras.org/exposed

Tuberculosis is getting harder to fight each year. Watch EXPOSED: The Race Against Tuberculosis. www.aeras.org/exposed

**Chapter 1:**

**Chapter 2:**
WATCH: “The Rise of a Superbug” – In part 2 of a 4-part film series that tells the story of the deadly global epidemic of tuberculosis, a leading TB doctor in India struggles to save the lives of patients using today’s antiquated tools. http://exposed.aeras.org/#video-3

**Chapter 3:**
WATCH: “The Innovation Movement” – Part 3 of a 4-part film series on the deadly global epidemic of TB. Unathi is a mother in a community devastated by HIV and tuberculosis who volunteers for a clinical trial of one of the dozen TB vaccine candidates in clinical development. http://exposed.aeras.org/#video-4

**Chapter 4:**
WATCH: “The Last Mile” In the final film in a 4-part series on the global epidemic of tuberculosis, follow the story of Dr. Helen McShane, who has dedicated 12 years of her life to developing new tuberculosis vaccines. http://exposed.aeras.org/#video-5

**Tweets:**

**Film Site:**
Contagious, airborne and deadly. Watch EXPOSED: The Race Against #Tuberculosis www.aeras.org/exposed from @AerasGlobalTB #TBExposed

Watch EXPOSED: The Race Against #Tuberculosis www.aeras.org/exposed via @AerasGlobalTB #TBExposed
Chapter 1:
Natalie survived MDR #tuberculosis, but not before it turned her life upside down.
http://exposed.aeras.org/#video-2 via @AerasGlobalTB #TBexposed

Chapter 2:
#Tuberculosis Dr from Delhi struggles to save lives using today’s outdated tools
http://exposed.aeras.org/#video-3 via @AerasGlobalTB #TBexposed

Chapter 3:
A TB vaccine clinical trial volunteer & others work to rid the world of #tuberculosis
http://exposed.aeras.org/#video-4 via @AerasGlobalTB #TBexposed

Chapter 4:
Dr. McShane dedicated 12 yrs of her life to developing #tuberculosis vaccines. VIDEO
http://exposed.aeras.org/#video-5 via @AerasGlobalTB #TBexposed