



Thank you for your interest in *If Only*, a combined effort by Millennium Health and The Mark Wahlberg Youth Foundation with help from Recovery Centers of America, produced by James Wahlberg. The film was created to increase awareness of youth prescription drug abuse and opioid addiction.

If Only is intended to encourage a productive dialogue about an epidemic that is plaguing our society today. Your interest in showing the film means a great deal to us – it means the dialogue is taking place.

Please provide the following information so that we may support your event:

Organization Name:

Event Date:

Contact Name:

Contact Phone:

Contact Email:

Venue:

Projected Number of Attendees:

Other/Notes:

We ask organizations that screen the film to allow time for an introduction (if James is able to attend he will introduce it himself*; if he is not, we will provide a statement in writing), and to engage participants in a solution based discussion immediately following, including participation from a parent/parents who have lost a child to addiction. We are happy to provide input on potential panel members and/or parents who might be available. If the film is being shown in a school we recommend, rather than a panel, only inviting a parent to speak following the film.

Please return this form or the answers to the questions above by email to me directly at ashleywebb79@gmail.com, and read the pages that follow for more information. Feel free to contact me with any questions you might have. I will be in touch upon receipt of this form.

A handwritten signature in black ink that reads "Ashley W. Colleary". The signature is written in a cursive, flowing style.

Ashley W. Colleary
Assistant to James Wahlberg

*Please note that if James plans to attend, we request a theatre with quality audio/visual equipment, and that you use eventbrite.com to track registration. We also ask that you refrain from inviting treatment centers to be directly involved in panels and/or resource fairs. We have working relationships with a few in various locations that provide scholarships for families and people in need of services with little or no resources. For that reason, for events that are publicizing Jim's name, we avoid active participation from other centers. It's easier and more diplomatic to make this a general request/policy than to do this on a case-by-case basis. Please also ensure that all print materials are submitted to and reviewed by me if James is scheduled to attend your event.

Web: www.ifonlymovie.org • **Facebook:** www.facebook.com/ifonlythemovie • **Twitter:** @IfOnlyMovie



Recovery Centers *of* America



“IF ONLY” SCREENING AND DISCUSSION TOOLKIT





Recovery Centers of America



Overview

This kit is designed to walk individuals and groups through the process of hosting an informative and impactful screening of *If Only*. The film depicts how the decision to experiment with prescription drugs has lasting and profound consequences for two teens. For parents, it's especially important to understand that prescription drugs are equally, if not more dangerous than street drugs.

Please use as much of this guide as is helpful to you to plan your event. While we appreciate being kept updated on all instances of where and when the film will be shown, the only time we need to play an active role in the planning of such events is if Jim Wahlberg's presence is requested. This film was created to encourage dialogue between parents/adult influencers and children/adolescents. There are no requirements for viewing the film.

If you would like Jim to attend your event (we do our best to accommodate as many of these requests as possible):

- Complete and return the preceding Screening Request Form to Ashley ashleywebb79@gmail.com.
- Confirm your event date with your venue **and** with Ashley.
- Download the flyer/poster template (attached to this document) and modify it to include your event details. Please consult Ashley with any questions you might have about including additional logos.
**We request that all logos on the template remain in tact as-is, and that a list of logos you would like to add be submitted to Ashley via email prior to confirmation of logo placement.*
- Send the completed revised flyer/poster to Ashley so that she may post your event on the film's website and Facebook page.
- Please keep in touch with Ashley as you outreach to/confirm speakers and/or panelists that will participate in your program.

Suggested Event Design

Suggestions as you plan your screening:

- Decide where to conduct your screening – at home, a school, library or other community space. Make sure the space is adequate for the number of people invited and that you have access to appropriate equipment to view the film.
- Connect your computer to a video monitor, projector or television.
- Consider inviting community members such as local law enforcement, school leaders, emergency room doctors, nurses or addiction treatment providers to share insight into the problem in your community, and what is being done to address it.

Invite Guests

This film is intended for teens and adults. Invite your guests using email, phone, social media and by placing promotional materials in community spaces that give you permission to do so. Let your guests know what the film is about, how long the film and event will last, and if community leaders will be present. Share why it's important to you to bring friends and family together to raise awareness of prescription drug abuse and drug addiction.





Recovery Centers of America



As a Host

Introduce yourself and share a brief explanation of why the issues of youth misusing or abusing prescription drugs; and drug addiction, are important to you. If you have facts about how the problem is affecting your community, share those to help underscore why watching and becoming educated about the problem is so important.

Introduce the film and let them know it was created by the Mark Wahlberg Youth Foundation and Millennium Health with help from Recovery Centers of America, to raise awareness of the problem. Tell them the film is approximately 32 minutes, and was filmed in a Massachusetts town that has been heavily impacted by the prescription drug abuse epidemic. Let them know that members of that community who lost loved ones provided input into the film for accuracy, and some are actually in the film.

After the Screening, Invite a Discussion

When the film concludes, address your guests and share briefly the impact the film had on you. Invite a discussion, and encourage people to share their thoughts. We have found that including experts (first-responders, the legal community, the treatment/recovery community, advocacy groups, etc) who deal with the issue directly in a discussion to follow the film provides the audience with an opportunity to get answers to questions; the goal is not only to share the problem, but allow people to leave with some sense of empowerment and hope that a solution/solutions exist.

Potential topics for discussion:

- *What is your first impression about how this might reflect your family or community?*
- *What about the film, and its depiction of prescription medication abuse, surprised you the most?*
- *In the film, kids seem to know which prescription drugs are the most desirable ones to take. What was your response to that?*
- *Have you previously thought about how you store prescription medications – particularly opiates and stimulants? How might that change after viewing this film?*
- *How about disposing of medications after they're no longer needed. What is your feeling and thinking about that now?*
- *How many here have had a conversation with their kids/parents about the dangers of prescription drugs? What types of concerns have prevented that from happening (such as uncertainty about what to say, feeling that Rx drugs are not dangerous, wasn't aware of the problem, etc.)?*
- *What can we do in our homes and communities to reduce the risk of medications getting into the wrong hands, especially kids?*

Conclude the Gathering

Be sure to thank attendees for their time. Those interested in learning more about the film can find information online at www.ifonlymovie.org. For more information about the Mark Wahlberg Youth Foundation, visit www.markwahlbergyouthfoundation.com.



[Insert Host Name] Presents:



A screening with Producer James Wahlberg,
Executive Director of the Mark Wahlberg Youth Foundation

[Date & Time]

[Location]

The film will be followed by an interactive discussion about drug
use and addiction featuring a panel of local experts.



For more info visit: ifonlymovie.org