

“Out Of Reach” Tools to Take Action and #EndMedicineAbuse

Introduction

Thank you for your interest in using this special “Out of Reach” toolkit to help spread the word about the issue of teen medicine abuse. Below are some tips to help you share the film with friends, family, community members and others.

What is “Out of Reach”?

“Out of Reach” is a short (25-minute) documentary created by a teen filmmaker that captures the issue of prescription drug abuse through the eyes of a teen. Cyrus Stowe, a 17-year-old high school student, addresses a personal connection to medicine abuse and interviews friends, classmates and others about medicine abuse and what it looks like in their world. The topics contained in the film are a reflection of this issue across the country. It was created in collaboration with mentor and director Tucker Capps (of A&E’s “Intervention”) and the Partnership for Drug Free Kids’ Medicine Abuse Project. The film premiered at the 18th annual Genart Film Festival.

How can I use “Out of Reach” to educate others about medicine abuse?

The “Out of Reach” documentary and this toolkit are designed to help you spread the word about medicine abuse to your friends and family, in your communities and schools and to anyone who has an interest in learning more. You can become an “Out of Reach” event host by screening the film and using this toolkit to help you talk about the themes in the film and the issue of medicine abuse in general.

The “Out of Reach” toolkit is designed for easy use by anyone, in any setting. This can include somewhere as informal and small as your own living room, all the way up to a large local theater or auditorium. You can show the film in a casual setting to friends and family, or host a larger, more formal screening with event panelists and a moderated discussion. Those interested in hosting a larger screening and need assistance finding panelists can contact Sabrina Sanchez at Sabrina_Sanchez@drugfree.org.

The Partnership for Drug-Free Kids can provide technical assistance identifying some of our [Medicine Abuse Project partners](#) as panelists for your event, including:

- A local school nurse
- A local health professional (Emergency Room doctor, dentist, etc.)
- Local law enforcement
- A CVS pharmacist

What's included in this toolkit?

- A discussion guide to help you have a productive discussion about the film
- Three “Taking Action” documents to help you discuss the issue of medicine abuse, including prevention tips
- A press release and media advisory that you can localize to help promote your screening (see next section for tips)
- Digital copies (PDF and JPG formats) of the “Out of Reach” movie poster
- Suggested social media posts to help you promote your event (found at the end of this document)

How can I inform people about/invite people to my “Out of Reach” event?

Included in this kit are a press release and media advisory that you can localize and send out for your event. Also included is a movie poster that you can make copies of or send digitally. You may consider creating a “save the date” and/or an invitation to email to potential guests.

Some other tips:

- If you're hosting a large screening, consider setting an RSVP date. Determine if this should be a few days or a few weeks before your event in order to best prepare.
- Remember to use social media (Facebook, Twitter and others) as a method of promoting your screening. Some suggested Facebook and Twitter posts can be found below.
- Email your screening date and information to communications@drugfree.org, and Partnership for Drug-Free Kids will list your event on its Medicine Abuse Project website.
- We encourage you to email photos from your events to communications@drugfree.org so that Partnership for Drug-Free Kids can track the events and showcase your commitment to #endmedicineabuse with our national audience.

How do I talk about my “Out of Reach” event on social media?

If you're looking to invite people other than your close friends or family, we encourage you to use Facebook, Twitter and other social networks to promote your event to a wider audience. Here are some suggested posts:

For Facebook:

- You're invited to join us on (DATE) at (LOCATION) for a special screening of “Out of Reach,” a short documentary created by a teen filmmaker that captures the issue of teen prescription drug abuse through the eyes of teens. The screening will be followed by a special Q&A to discuss the issue of medicine abuse. For more information, (INSERT INSTRUCTIONS HERE)
- Teen medicine abuse is an epidemic. Join me on (DATE) at (LOCATION) for a special screening of “Out of Reach,” a short documentary created by a student filmmaker that addresses the issue of medicine abuse. For more information, (INSERT INSTRUCTIONS HERE).
- You can help end medicine abuse; join us at a special screening of the short, teen-made documentary “Out of Reach” on (DATE) at (LOCATION). The film addresses teen prescription drug abuse and the screening will be followed by a brief Q&A about the issue of medicine abuse. Learn more by (INSERT INSTRUCTIONS HERE).

For Twitter:

- You can help #endmedicineabuse. Join us on (DATE) for a special screening of “Out of Reach” (INSERT LINK FOR MORE INFO)
- Help #endmedicineabuse. Join us for a special film and Q&A; learn more (INSERT LINK FOR MORE INFO)
- “Out of Reach” is a special teen-made film about medicine abuse. Join us for a special screening and help #endmedicineabuse (INSERT LINK FOR MORE INFO)

For more information or tips on how to host a successful “Out of Reach” screening event, email Partnership for Drug-Free Kids at communications@drugfree.org.