

DYING TO LIVE

Directed by Richard Todd, Produced by Richard Todd and Ben McNeill
2018 | AU | 91 min

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INTRODUCTION

This screening kit is designed to support you arranging your own screening of the documentary *Dying to Live*. It will help you to run the event and to expand the audience's engagement with the documentary, including information on issues raised within the film and more broadly around organ and tissue donation. This guide also includes potential discussion questions and impact activities for a post-screening Q&A.

ABOUT DYING TO LIVE

The documentary *Dying to Live* reveals the true stories behind the little talked about topic of organ and tissue donation. Australia still has a long way to go when it comes to boosting its organ registration numbers. While most Australians agree they would like to donate, only one in three are currently on the donor registry list.

Dying to Live delves into the complex world of organ and tissue transplantation, revealing the heart-wrenching stories of real people awaiting life-saving organs in Australia, while others inspire us with their compassionate, life-saving gifts.

This documentary will challenge you to consider why Australians must wait so long for a life-saving transplant. Are changes in policy required – or shifts in perception? Is it as simple as signing up and having the conversation with loved ones? And why do we avoid the topic of death? How difficult is it to consider the death of a loved one as a chance at life for someone else? And how much love and understanding does it take to make the compassionate decision to register as an organ donor?

A thought-provoking documentary that will have you laughing and crying alongside the central characters.

PLANNING YOUR SCREENING

1. Determine the objectives of your screening:

Consider what do you want to do with your screening:

- Facilitate an **in-depth conversation** of key themes in the film.
- To build **community awareness** of the issues of organ donation.
- To **fundraise** for your organisation or a local transplant-related healthcare initiative
- To create momentum for **campaigning to influence government** or sector policies - creating a petition, hosting a letter-writing campaign, lobbying government for more Health funding, demonstrating support for increased access to transplant care services, etc.

2. If you plan to have a Q&A (community discussion) after your screening, please contact **Demand Film** ASAP so that the extra time can be booked in the cinema (usually 30 minutes). Identify a moderator / MC and panelists for your screening discussion.

A Moderator / MC could be...

- A local journalist or radio / TV presenter.
- A well-known local identity with public speaking skills (Local MP, mayor, school principal).
- You!

Find up to three guest speakers who can join your Q&A, such as:

- A representative from **Donate Life** in your state or region.
- A representative from a local organ transplant advocacy group.
- A representative from your local hospital (e.g. Dialysis; Intensive Care; Palliative Care).
- Someone from a donor family, whose loved one donated their organs.
- Indigenous and diverse participants (who are often more negatively affected by this issue).
- An Aboriginal Health Service representative.
- A local transplant recipient.
- Someone still waiting for a transplant in your community.
- A local journalist or academic who has written about this subject.

3. Approach your panelists and outline the purpose of your screening

Bear in mind that your panelists may have strong emotional reactions to this film, especially if they have direct personal involvement with the subject matter. They might need to process their reactions for a moment before discussing the film in front of an audience. If you think this could occur, establish whether there's an opportunity for them to see the film before your screening. Brief your panelists for the types of questions that may be directed to them from your MC and the audience.

Biographies: Make sure you have biographies for all the panelists that can be used on the night. A few sentences about their involvement with this issue will help.

4. Prepare an Event run-sheet

Create an event 'run-sheet' as early as possible. This is an important planning document that should be distributed to all participants (support staff, cinema staff, panelists, moderator and VIP guest contacts). A template Event Run-Sheet is included in the Appendix.

PLANNING YOUR SCREENING

5. Audience handouts

Contact Donate Life ([Find your local network](#)) and request that registration brochures be delivered to your screening venue so you can place them on the seats or hand out to people as required on the night. If you're representing a local organisation, don't forget your own brochures and pull-up banner, etc.

6. Post-Screening Q&A (approximately 30 minutes in total)

Role of the MC

Before the documentary...

Acknowledgement of country - check with your local council or Aboriginal Land Council to find the correct people and nation to name in your acknowledgement. An example is:

"Our screening is being held on the traditional lands of the [NAME] people of the [NAME] nation and I wish to acknowledge them as Traditional Owners. I would also like to pay my respects to their Elders, past and present, and Elders from other communities who may be here today."

Introduce the film and remind people to stay afterwards for the 30-minute Q&A.

After the movie's credits...

- Ask the projectionist (over the microphone) to put up the impact slide.
- Encourage audience participation/ action (see below).
- Invite the panelists to the front to take their seats.
- Introduce the panelists (name, role, organisation) using the biographies you have provided.
- Ask interview-style questions of the Q&A panelists (first part of Q&A).
- Manage audience questions (second part of Q&A).
- Wrap up the event on time and (if required) direct the audience to your social gathering.

For the MC: Suggested audience activities

- "This is the first movie where we WANT you to get your phone out in the cinema!"
- Sign up as organ donors on the spot:
 1. Using your smartphone go to donatelife.gov.au - takes just two minutes with your Medicare card. Don't forget to select "Dying to Live" from the dropdown menu so they know who sent you!
 2. Fill out the Donate Life form on your seat, or think of someone to take it home and give it to - especially in the 18-24 age group where under 6% have registered.
- Photograph the impact slide on the screen and connect to Dying to Live social media - tag @DyingToLiveDoco in your posts
- Already registered? Take a photo of the Q&A to share on social media and ask your friends to register too. Spare registration forms can be taken home by the audience to give to a friend, or displayed at the cinema for other patrons to take home.
- Call to action: ask the audience to join YOUR movement to improve organ transplant outcomes in your sector or community
- Encourage your audience to #HaveTheChat about the movie and their donation status
- Fill out the audience feedback form link (also on the slide). **Please send the filmmakers your feedback while you have your phone out!**

PROMOTE YOUR SCREENING

How To Promote Your Screening So People Buy Tickets And It Goes Ahead!

What is Publicity?

- Notice or attention given to someone or something by the media.
- The distribution of information & materials for advertising or promotional purposes (such as posters or flyers).

What is Public Relations (PR)?

Public relations is the idea of obtaining and maintaining positive coverage for free, as opposed to paid marketing or advertising. Its goal is to gain exposure for a topic of public interest via news, social media, and word-of-mouth, without having to pay for it. The best kind of publicity is obtaining news coverage demonstrating the high credibility and value of your screening. A key element of good PR is figuring out who your audience is and the best ways to reach them in your particular area. [Create a buzz!](#)

Here's some excellent PR work from [Dying To Live](#) screening hosts:

[Lives of Peter Nelson and Helen Lumley touched by organ donation](#)

[The West](#): Peter Nelson and Helen Lumley know the film *Dying to Live* will change lives. Their biggest challenge is turning a proposed screening date into reality. *Dying to Live*, which follows the lives of six Australian families on the organ transplant list, will screen at Orana Cinemas on November 22 but 50 tickets have to be sold in the next fortnight for the movie to go ahead...

[Warrnambool woman needs help to bring documentary 'Dying to Live' to Capitol Cinema](#)

[The Standard](#): Sandie Magrath is urging the community to help her restart the conversation about organ donation and possibly make the decision process a little easier. Ms Magrath wants to screen the film *Dying to Live* at Warrnambool's Capitol Cinema on November 29...

Who can help you get great PR?

- Journalists from your local radio, newspaper and TV news
- Social media community pages and groups - post to the page and message the moderators / admins of local groups. Share your [Dying to Live Facebook Event](#) throughout your community.
- Be proud of the good work you're doing in hosting this film; share with your friends!
- Your MC and panelists - if you're doing a Q&A and your participants are well-known locally, ask them to help spread the word via their professional and social networks. They may also be able to share your media release ([see template](#))
- Local celebrities who can talk about your cause and join you as an ambassador at your screening
- Local identities (mayor, MP, hospital director, sports captains, community leaders) who can discuss your screening in influential settings.
- Local emergency services: hospital, ambulance, police and firefighters (including their social media channels)

PROMOTE YOUR SCREENING

Your Easy PR Campaign

Traditional Media:

1. Identify

- Your local newspapers
- Free street press and magazines
- Local and community radio stations (e.g. ABC)
- Any TV stations that have a local studio in your area

Helpful websites:

- <http://www.newspapers.com.au/>
- <http://www.newsspace.com.au/>
- <http://www.fairfax.com.au/local-news.html>

2. Write

- An email to send out your media release and the e-flyer.
- When targeting local media, tweak your release to give it a local angle.
- Be sure to include YOUR contact details and offer your time for an interview!

3. Send & Call

Send your email to the editor or head of news and follow up your email with a call to check it has been received and introduce yourself.

4. What's On Sections

Look out for What's on sections in your neighbourhood and send them basic details of your screening. You can find What's On sections in:

- Local newspapers.
- Council websites.
- Local radio stations - on air and on their websites.
- Online news outlets.
- City-based event blogs.
- [DonateLife events page](#).

Our Impact Producer, [Diane Squires](mailto:dianeesquires@gmail.com) (dianeesquires@gmail.com), can also help you engage media.

Social Media:

1. **Follow** @DyingToLiveDoco on [Facebook](#), [Instagram](#) and [Twitter](#). Find your *Dying to Live* Facebook Event listing and share it with all your contacts.

2. **Share** your media coverage and tag @DyingToLiveDoco in your post so we can amplify your reach.

3. It also helps to **@tag** the publication and the cinema's social accounts in your posts.

Our Impact Coordinator, [Aden Date](mailto:aden.date@gmail.com) (aden.date@gmail.com), can also help you with social media.

PROMOTE YOUR SCREENING

Your Easy PR Campaign (continued)

Digital promotions

Arrange to include information about your screening in EDMs (digital newsletters) and on the website (e.g. event listings page) of your organisation as well as local schools, universities, hospitals, places of worship, clubs, emergency services, and cultural institutions. Be sure to include your ticketing link so people can easily click straight through and book!

Flyers:

If you have the capacity to do so, consider printing some flyers locally and distributing them in your community, putting them up in prominent locations. [Download printable flyer files here.](#)

Final Evaluation

After your event, please contact [Diane Squires](mailto:dianeesquires@gmail.com) (dianeesquires@gmail.com), the Impact Producer or [Aden Date](mailto:aden.date@gmail.com) (aden.date@gmail.com), the Impact Coordinator at *Dying to Live*, to share information about how your screening went.

Thankyou for bringing this important film to your community,
so that we can all raise awareness of organ
and tissue donation and save lives.

THE DYING TO LIVE IMPACT STRATEGY

Organ donation is the ultimate life-and-death issue, relevant to everyone, everywhere. Thanks to philanthropic support via [Good Pitch Australia](#), [Shark Island Institute](#) and [Documentary Australia Foundation](#), the filmmakers are collaborating with a coalition of government agencies (the [Organ and Tissue Authority](#), [Donate Life](#)); community organisations ([Zaidee's Rainbow Foundation](#), [The Groundswell Project](#)); strategic communicators ([Embrace Society](#), [Revolver](#)); healthcare experts, sporting groups ([Rugby Union Players' Association](#)) and many more. Our aim is nothing less than putting a big surge in the number of Australians registering as organ donors.

OUR IMPACT VISION...

*An Australia in which the need for organs and tissues is met,
due to a sufficient number of registered donors.*

*An Australia in which Dying to Live helps to raise awareness and motivate the community
to sign on to the Australian Organ Donor Register
& discuss their decision with their families.*

OUR AIMS:

- **MOTIVATE** the maximum number of Australians to sign on to the official organ donor register, and #HaveTheChat with their families.
- **COMMUNICATE** the fact that your registration status is not on your driver's licence and you have to register online.
- **ADVOCATE** for capacity-building in healthcare, so that costs & resourcing are never a barrier to a transplant going ahead when a donor is available.
- **INSPIRE** healthier conversations about death and life.



ABOUT ORGAN AND TISSUE DONATION

IMPORTANT FACTS AND STATISTICS

- Australia is a leader in transplant research and innovation, yet only 1 in 3 eligible Australians are registered as organ donors.
- This leaves more than 1,400 people continually on a waiting list. Every year, hundreds of them (about 15%) will die waiting.
- The old system of registering on your driver's licence has been abolished everywhere except South Australia; the best way to sign up is via [Donate Life](#) or brochure.
- In Australia, the family will always be asked to confirm the donation decisions of the deceased person before organ and tissue donation for transplantation can proceed.
- That's why it's so important to [#HaveTheChat](#) with your family! Right now, half of all donations don't go ahead simply because the family does not know what the potential donor wanted to do.
- Less than 6% of 18-24 year old Australians are on the register.
- [Organ donation myths and misconceptions](#) - familiarise yourself with common misconceptions so you can help raise awareness in your community.

OPT IN Vs OPT OUT

Many people (such as cast member Allan Turner, from [Zaidee's Rainbow Foundation](#)) believe that the only way to improve transplantation outcomes is for Australia to shift to a system whereby everyone is automatically assumed to be an organ donor unless they explicitly opt out of being one. This system has been very effective in Spain, for example, but it's not the only factor in improving donation rates and outcomes.

There is some discussion around this:

- [Argument in favour of Opt Out](#)
- [Allan Turner advocates for the Opt Out approach](#)
- News item 'Why Opt Out is not a Solution'
- [Position of peak body, Donate Life](#) - "Organ donation is an altruistic gift and not everyone likes the idea of a law or health professional deciding... Then it's not a gift anymore."
- Dr Helen Opdam, National Medical Director of the Organ and Tissue Authority.

INSIDE THE HOSPITAL SYSTEM

Local and international strategic plans in this sector focus not only on improving donor registration rates, but also on [building capacity and behavioural change within the hospital system](#). Some advocates believe that the solution is actually in [implementing Global Leading Practice in hospitals](#), not in donor registrations at all.

DONOR & RECIPIENT FAMILIES MEETING

There's a broad range of opinions and beliefs regarding the issue of direct contact. Anonymity of deceased donation is a legal, ethical and social norm in Australia and internationally, although some donor families & transplant recipients (and associated community groups) have advocated strongly for the two parties to have the option of making contact with one another. Direct contact potentially offers significant benefits to those who desire it, but also poses risks, regardless of whether contact is arranged informally within the community or is overseen by donation agencies. With online searches, social media and digital news media closing the distances between families, it's increasingly likely that donor families and recipients can come into contact outside the official framework of healthcare agencies.

CHARACTERS

(including information about their situation after the conclusion of filming)



ALLAN AND KIM TURNER (children Zaidee and Jaz)

Zaidee Rose Alexander Turner -- aged 7 years and 22 days -- died suddenly on December 2, 2004 from a burst blood vessel in her brain, [a cerebral aneurysm]. That year, Zaidee was the only child in Victoria under the age of 16 to be an organ and tissue donor. At the end of her life, she helped save and improve the lives of seven others.



Allan and Kim Turner started Zaidee's Rainbow Foundation in memory of their daughter. In 2006, Allan started running the Foundation full time, to educate all Australians about the benefits of organ and tissue donation. Allan subsequently developed numerous high-profile campaigns, projects and programs that inspire discussion in everyone's family home. Allan currently sits on the Organ and Tissue Working Committee (tasked with advising the Australian Health Ethics Committee on the review of organ and tissue rules). He is known as a passionate advocate for increasing donor registration, and shifting the current system from 'opt in' to 'opt out'. [Zaidee's Rainbow Shoelaces](#) have now become a national symbol promoting organ and tissue donation.



LEVI

Levi was born with a rare genetic kidney condition called Congenital Nephrotic Syndrome. At four weeks of age he began treatment as a lead-up to his eventual transplant. Along the way, his parents Reece and Alice were working in construction and administration, juggling hospital admissions and trying to maintain normalcy in their home. Levi received his new kidney, given by Alice as a "living donor", in February 2017 and is now a happy and healthy four-year-old who surprises his parents every day with what he is now able to do and can achieve. Alice and Reece have since had their second baby. All are doing well!



KATE HANSEN

Seven years ago, Kate was advised that she needs a kidney and pancreas transplant to save her life. Diagnosed as a Type One diabetic at three, Kate's health has always been fragile, but after having a car accident in November 2013 she had to learn to walk and talk again, her health rapidly declined, she's been "brought back to life" by paramedics three times, and was told that if she doesn't get her double transplant (kidney and pancreas) within the next few months, she won't make it to next year. Kate used to be a specialist lawyer (working 60 hours a week) involved with the Victorian Civil and Administrative Tribunal, travelling the world, playing netball and socialising... until the sudden decline of her health threw her life into chaos. In 2017, Kate became an ambassador for Zaidee's Rainbow Foundation, which she says has given her new purpose, determination and strength that she didn't know she had. In January 2019, Kate finally had her double transplant. She continues to raise awareness about the value of organ and tissue donation. Follow Kate online at [@DonateForKate](#).



TONY BERET

Tony was born in Indonesia in the 1950s. After his graduation in Jakarta in Business (majoring in Financial Management), he migrated to Australia in 1986. Over the next 15 years he worked for several computer companies; he calls this period his “golden years” as he was able to travel the world for business and leisure. He then moved to Wellington, NZ to try to work in a less stressful environment: a land conservation company. Tony felt very lucky to work among scientists who dedicated their careers to conservation. He came back to Australia in late 2015 hoping to retire and travel with his partner of 30 years. However, in March 2017, an Ultrasound checkup revealed a tumor in Tony’s liver very close to his heart, and Tony’s team of doctors believed the only safe way to remove the tumor was to do a liver transplant. Tony feels incredibly fortunate to have received his transplant in September 2017. Although he experienced serious problems in the first few months, Tony recovered very well thanks to the doctors and nurses at Brisbane’s Princess Alexandra Hospital and, of course, his donor, to whom he will forever be grateful for giving him a second chance at life. Tony has made a lot of genuine friends through this experience and they all give great support to each other. Tony says that his participation in *Dying to Live* is a blessing: “It is a small way of me saying thank you to all of you, and hopefully it will encourage more awareness and participation to register as organ donors”.



PETER 'WOODY' WOOD

Woody’s kidneys began to fail when he was just 11, and he received his first transplant at 21. Unfortunately that transplant didn’t take (despite a year in hospital), so he was back on the waiting list until receiving a second transplant at 28. He had 10 good years before needing to go back on dialysis and back on the list to wait for his third once-in-a-lifetime chance, eventually receiving another successful transplant in 2016, (as seen in *Dying to Live*). Woody lives in Western Australia, where he runs Woody’s Hot Poker Art.



HENRY ARCHOO

Henry is an Indigenous Bardi man living on Country in the Kimberley. Blind in one eye and virtually blind in the other, he awaits a corneal transplant. His wife Barbara cannot walk, and yells directions as Henry pushes her around in her wheelchair - she is his eyes and he is her feet. Henry receives his new cornea and, with a new outlook on life, is able to return to his favourite pastime: painting the landscapes around him.



HOLLY RALPH

Holly was born with cystic fibrosis, an incurable genetic disorder that affected her lungs until they could only function at 16% capacity. It’s an inherited disease caused by a mutation in a single gene. The average life expectancy for Australians with CF is 38, so Holly chose to have her daughter, River, at 23. While raising River, she also worked in Circus & Community Arts, and qualified as a social worker. By the time Holly appeared in *Dying to Live* she was in acute respiratory failure, with around 50% chance of surviving another two years. Holly is now two years post-transplant, and is living, surfing and thriving on the NSW North Coast. She is currently undertaking a research study on the intersection of the lived experience of women with disabilities and chronic illness, and their exposure to domestic violence and sexual assault.

THE DYING TO LIVE TEAM



RICHARD TODD (Director / Producer)

Richard Todd, widely known as Toddy, is attracted to stories that require a very close and personal relationship with the central characters. As a director, he has a passion for being accepted into complex, difficult-to-film situations in the pursuit of revealing storylines “closer to the bone”. Based in Western Australia, Richard is renowned as the cinematographer, co-producer and director of the controversial, critically-acclaimed feature documentary *Frackman*, which was filmed in Australia’s coal seam gas fields over five years, and subsequently screened all over Australia. *Frackman* won Best Film and Best Environmental Film at the 2015 Byron Bay International Film Festival and was included on The Guardian’s 2015 list of Australia’s Top 10 Feature Films.

BEN MCNEILL (Producer)

Ben McNeill is the Managing Director of Brisbane-based production company Intrinsic Story, and has worked across feature films, mini-series, television projects, and interactive & documentary specials. Ben served as a Production Executive for the Freshwater Pictures co-production feature *Early Winter*. With three-time Emmy award-winning producer Mark Lewis, Ben collaborated on the PBS animal series *The Standard of Perfection*, and again on the Sundance success *Cane Toads: The Conquest* with Participant Media and Discovery Studios. Ben has worked as a Production Accountant on numerous drama projects, including Universal Pictures’ Angelina Jolie-directed biopic *Unbroken*, Disney’s *Pirates of the Caribbean: Dead Men Tell No Tales*, *Thor: Ragnarok*, and the locally-produced *NEST*. With Richard Todd of Aquarius Productions, Ben produced *Dying to Live* and is currently developing an independent drama thriller as well as a theatrical documentary on artificial intelligence.

DIANE SQUIRES & ADEN DATE (Impact Team)

Diane & Aden are the *Dying to Live* Impact team, and they’re here to support you to use *Dying to Live* to raise awareness of the lifesaving power of organ and tissue donation in your community. You can e-mail Diane at dianeesquires@gmail.com and Aden at aden.date@gmail.com.

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Ryan Cooper Family Foundation
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Jennifer Byrne
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Andrea Ulbrick
Kelly Brown
The George and Freda Castan Families Charitable Foundation
...and the donors who chose to remain anonymous.



APPENDIX: DYING TO LIVE: SCREENING EVENT RUN-SHEET

Screening Date: _____

Screening Venue: _____

Event organiser: (Your name and phone number) _____

Schedule:

1. MC introduces the film: [00:00]
2. Screening Starts: [00:00]
3. Screening Ends & Q&A starts: (91 minutes after start time)
4. Q&A MC & panelist interview / conversation: (e.g. 15 minutes)
5. Audience questions: (e.g. 15 minutes)
6. Wrapping up and out of cinema by: [00:00]
7. Gathering afterwards (Fundraiser event? Petition / letter-writing?) at: [Location]

Technical requirements:

The Digital Cinema Package (DCP) sent to your cinema by Demand Film includes a special slide that can be projected onto the screen before and after the movie. It contains valuable advocacy and contact information about where to register as an organ donor. Check with your projectionist that they have it ready to put on screen during your Q&A.

Contact numbers

Cinema manager: _____

Projectionist / technician: _____

MC: _____

Setup requirements:

What will you need for your introduction or Q&A? E.g.

- Lectern
- Number of microphones
- Number of chairs on stage

Advance Checklist

Some items are optional depending on whether you're including a Q&A

- Cinema has the DCP from Demand Film
- Projectionist has the impact slide ready to show
- You've had organ donor registration forms sent to you by Donate Life (Find your local network)
- Cinema has allocated the extra time in the theatre for your Q&A
- MC and Q&A panelists arranged and briefed; bios provided to MC
- Accurate information sourced for MC's Acknowledgement of Country
- Cinema knows how many chairs and microphones (do they work?) to provide for your Q&A
- If you wish to host an event afterwards (such as a tea, registration drive, fundraiser gathering), you have venue details ready to announce to the audience.
- Consider having some tissues available as the film can be emotional