



**FILM SCREENING EVENTS  
PLANNING GUIDE**

**2018**

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## ABOUT THE FILM

This is a powerful story about bipolar disorder and opioid addiction as seen through the life of three-time world champion surfer Andy Irons. Andy struggled with the same demons that millions of people worldwide battle with daily. Andy was an incredible presence on the world stage as the “People’s Champion.” He was the pride of Hawaii and revered around the world for his blue collar rise to fame and success. However, many were unaware of his internal battles that led to his demise. As the opioid crisis rises to a national emergency in the United States, the untold story of Andy’s life serves to tear down the myths associated with these two ferocious diseases.

The Andy Irons Story is a documentary film that focuses on the true, untold story of one of the world’s most prolific surfers. The intent of the film is to show the unfiltered life of Andy Irons, one that was filled with energy, passion, success, and challenges. Challenges that pushed Andy to the brink and were both the best parts of Andy and the hardest to handle. The filmmakers, Steve and Todd Jones, wanted to create a film that captured the true essence of Andy Irons - his family, his friends, and those who later realized a friendship that at times was hard to understand. The film features in-depth interviews with Andy’s brother Bruce Irons, his wife Lyndie Irons, Joel Parkinson, Nathan Fletcher, Sunny Garcia, and Kelly Slater. Andy’s friends, family, and competitors share their stories of intimacy and fire with Andy Irons throughout the film. The unabashedly honest testimonials compel the story and reveal the very real side of Andy. This is not a film about surfing; this is a film about a person that lived life to its fullest at the top of his industry, but did so facing insurmountable internal challenges. This story is about everything that made Andy Irons the man he was.

This is a major production from Teton Gravity Research, one of the global leaders in action sport movies.

## FACILITATORS/RESOURCE PERSONNEL

The YOW is responsible for organizing events in their local area. However, other resource personnel such as the Mental Health & Addictions Counsellor, Wellness Facilitator, Community Health Nurse, ACNL are recommended to support education/prevention and promotion. There will be a facilitated discussion and booth style information sharing at the event.

## LOCATIONS

Film screening events will be held in each of the four Youth Outreach Worker (YOW) areas:

- Bonne Bay & Area
- Corner Brook & Area
- Stephenville & Area
- Port aux Basques & Area

## VENUE & SET UP

Choose a location that has theatre style seating that can accommodate the desired number of participants. This type of event can be offered to small or large groups depending on the venue chosen. A group of 50 to 100 is recommended to maximize the reach of the project.

## MATERIALS

- Film (Blu-Ray)
- Blu-Ray Player
- Large Screen
- Guest Book (Pen)
- Comments Box (Pen & Paper)

## PREVENTION & PROMOTION RESOURCES

### [MHA Screening Program](#)

- Banner
- Business Cards
- Posters
- iPads
- Tablet Stands

### Substance Use Prevention Resources

- [Substance Use Activities Toolkit](#)
- [Under the Influence: Impaired Decision Making Toolkit](#)
- [Medicine Cabinet Demonstration](#)

### [Substance Use Prevention Programs](#)

- Challenges, Beliefs and Changes
- What's With Weed
- Get Ready
- Level Up
- Guiding Good Choices
- Strengthening Families for Parents and Youth
- Strengthening Families for the Future
- Parent Night Out: Teens & Drugs Workshop

### Harm Reduction Messages

- [Know the Signs of an Opioid Overdose Wallet Card](#) (Health Canada)
- [Know How to Recognize an Opioid Overdose Poster](#) (Health Canada)
- [Suspect an Overdose Stay and Call 911 Poster](#) (Health Canada)

- [There's Power in Numbers Poster](#) (Health Canada)
- [The First Time Could Be Your Last Time Poster](#) (Health Canada)
- [Can You See the Difference? Poster](#) (Health Canada)
- [It Can Happen to Anyone Poster](#) (Health Canada)
- [Suspect an Overdose Mirror Cling](#) (Health Canada)
- [Know More Infographic Mirror Cling](#) (Health Canada)
- Medication Safety Tear-off Sheet (Health Canada)
- [Opioid Overdose & Naloxone Information Sheet](#)
- [Low-Risk Alcohol Drinking Guidelines](#) (CCSA)
- [Lower-Risk Cannabis Use Guidelines](#) (CRISM)
- [What to do if you find a needle \(Adults\)](#)
- [What to do if you find a needle \(Children\)](#)
- [Take-Home Naloxone Program](#)
  - Naloxone Kits
  - Business Cards

#### Other Print Materials

- [Bridge the gAPP/Breathing Room Tear off Sheets](#)
- Bridge the gAPP/Breathing Room Posters
- [Door Ways](#) Poster & Business Cards
- [MHA Services Rack Cards](#)
- [Crisis & Help Line Business Cards](#)
- [Crisis & Help Line Magnets](#)
- [How to Talk to your Teen about Drugs Rack Cards](#)
- Prevent Suicide Postcards
- [How to Talk to our Teen about Suicide Rack Cards](#)
- [Changing the Way we Talk About Substance Use](#) (Health Canada)
- [Party Safer Postcards](#)
- [Party Safer Magnet](#)
- Prescription for DUI Business Card
- Youth Outreach Services Postcard

## PROMOTION

Promotional materials are available (print and digital)

[11x17 Poster](#)

[11x17 Poster whitespace](#)

[Facebook Banner Image](#)

[Square Image](#)

[Film Promotional Trailer](#)

[Film Feedback Video](#)

[Who Was Andy Irons Video \(Kelly Slater\)](#)

[Who Was Andy Irons Video \(Bruce Irons\)](#)

Sample Tweet/Facebook Post:

Check out “Andy Irons: Kissed by God – a film by Teton Gravity Research”. Don't miss your chance to catch the powerful story of bipolar disorder & opioid addiction as seen through the life of three-time world champion surfer Andy Irons. Discovery Centre, Woody Point on August 14 at 8PM. [Tickets available online](#)

## REGISTRATION

*Optional*

Registration is not required for your event. However, you may choose to request advance registration to help ensure that adequate seating is available and allow for easy tracking of your event. Eventbrite is available if you choose to request advance registration. Consult the Regional Mental Health Promotion Consultant for support.

## REFRESHMENTS

*Optional*

Refreshments may be provided for the film screening if permitted at the venue. A small budget is available to support the purchase of refreshments. Consult the Regional Mental Health Promotion Consultant to request funding if needed.

Try Mocktails! Mocktails are refreshing drinks that don't contain alcohol. Here are a few mocktail suggestions that are blue or water inspired to fit with the surfing theme.

### Blue Hawaiian Mocktail

5 fl oz/150 ml blue drink (Gatorade or similar)

2 fl oz/60 ml pineapple juice

1 fl oz/30 ml lime juice

$\frac{3}{4}$  cup crushed ice

Garnish with 2 maraschino cherries & 2 small pineapple wedges

### Blue Lagoon

1/4 cup or 40 ml. Blue Curacao Syrup or blue drink (Gatorade or similar)

1/2 tablespoon Fresh Lemon Juice

Sugar (optional - as per your taste)

200 ml 7-Up / Sprite / Ginger Ale

60 ml Club Soda

Lemon wedges for garnishing

### Blue Shoe

3 ounces blue Gatorade (or similar)

2 ounces white cranberry juice

7-Up / Sprite / Ginger Ale

### Ocean Water Punch

3.78 liter container of blue drink (Gatorade or similar)

1 2-liter of 7-Up / Sprite / Ginger Ale

2 cups pineapple juice

### Wave Bender

5 oz. Ginger ale

1 tsp. Grenadine

1 oz. Orange juice

½ oz. Lemon juice

Shake with ice (except ginger ale) and strain over ice cubes into highball glass. Top with ginger ale and stir.

### Cuddles on the Beach

3 ounces cranberry juice.

2 ounces grapefruit juice

1 1/2 ounces peach juice

1/2 ounce grenadine

2 ounce ginger ale

## **AGENDA**

Total Time is 2.5 hours

### **Introduction/Preamble**

Time: 10 minutes

Introduce yourself and other resource personnel. As an introduction you can choose to talk about the movie, show the trailer or both.

*My name is (insert name/position) and in the room we also have (insert names/positions) supporting the event. Welcome to the Premiere of Andy Irons: Kissed by God. This highly anticipated film recently premiered in California and we are pleased to bring screenings to (insert community name).*

*With the opioid crisis reaching our own back yards in Western Newfoundland, the legalization of marijuana around the corner, and the rise of anxiety disorders in our schools we are looking for*

*ways to outreach our prevention promotion work into our communities. With such a polished production covering these topics, this film invites discussion about mental health and addictions.*

*This is a powerful story about bipolar disorder and opioid addiction as seen through the life of three-time world champion surfer Andy Irons. Andy struggled with the same demons that millions of people worldwide battle with daily. Andy was an incredible presence on the world stage as the “People’s Champion.” He was the pride of Hawaii and revered around the world for his blue collar rise to fame and success. However, many were unaware of his internal battles that led to his demise. As the opioid crisis rises to a national emergency in the United States, the untold story of Andy’s life serves to tear down the myths associated with these two ferocious diseases.*

*The Andy Irons Story is a documentary film that focuses on the true, untold story of one of the world’s most prolific surfers. The intent of the film is to show the unfiltered life of Andy Irons, one that was filled with energy, passion, success, and challenges. Challenges that pushed Andy to the brink and were both the best parts of Andy and the hardest to handle. The filmmakers, Steve and Todd Jones, wanted to create a film that captured the true essence of Andy Irons - his family, his friends, and those who later realized a friendship that at times was hard to understand. The film features in-depth interviews with Andy’s brother Bruce Irons, his wife Lyndie Irons, Joel Parkinson, Nathan Fletcher, Sunny Garcia, and Kelly Slater. Andy’s friends, family, and competitors share their stories of intimacy and fire with Andy Irons throughout the film. The unabashedly honest testimonials compel the story and reveal the very real side of Andy. This is not a film about surfing; this is a film about a person that lived life to its fullest at the top of his industry, but did so facing insurmountable internal challenges. This story is about everything that made Andy Irons the man he was.*

*This is a major production from Teton Gravity Research, one of the global leaders in action sport movies.*

[Film Promotional Trailer](#)

[Film Feedback Video](#)

[Who Was Andy Irons Video \(Kelly Slater\)](#)

[Who Was Andy Irons Video \(Bruce Irons\)](#)

### **Film Premiere**

Time: 100 minutes

Provide Offensive Language Warning

*I hope you enjoy and will participate in a discussion after the film, ask questions and explore booths to learn more about available resources and supports. I really appreciate your feedback so don’t forget to leave your comments in the guest book or comments box.*

### **Facilitated Discussion**

Time: 20 minutes



*I hope you enjoyed the film. We invite you to stay to discuss how the topics relate to this area.*

Purpose:

- To facilitate a moderated discussion on the topics of mental illness, opioid addiction and local perceptions about how relevant these topics are in the area.
- To identify supports and solutions to help address local issues.

Facilitator:

- The facilitator is responsible for ensuring the flow of the discussion clarifying misconceptions and providing information as needed.
- At the end of the discussion, the facilitator provides a brief summary of the key themes expressed and thanks participants for sharing their perspectives. The facilitator invites participants to share any other comments, feedback and/or complaints using the guest book and/or comments box provided.

Questions:

- How relevant do you think the topics presented in this movie are to the local area?
- What is the local perception of opioid use?
- What is the local perception of mental illness?
- What do you think is the biggest issue related to drug use in (insert community name)?
- How can we address this issue in (insert community name)?

Key Themes/Points for Discussion:

- Connection between mental illness and substance use (more likely to use/abuse substances because of mental illness and using/abusing substances intensified the illness.
- Impact of mental illness and substance use on the family/family relationships
- Risk and protective factors – behavioural issues, family dynamics, surfing both a protective factor and a risk factor
- Age of onset (warning signs - unusual behavior)
- Mental Illness/Bipolar disorder
  - Episodes
  - Distorted thinking
  - Sudden changes
  - Some view ability to look at things differently as a gift
  - Extremes - Completely different person who went from struggling to great (to world title from being dead)
  - Loose cannon – never know what you're gonna get
- Mental illness – struggles of individual (medication)
- Metaphor (waves and bipolar) - Moods were like waves going back and forth and no control
- Impact of substance use - behaviours more out of control (alcohol, morphine)
- Alcohol Use to other Substances
- Overdose - Pills (beginning of the end) changed him completely
- Fears

- Lack of control
- Impact on ability to function in daily life activities
- Andy Irons did not live an average lifestyle with all his money and fame but that did not prevent him from struggling with mental health and substance use problems. Consider impact for local person.
- Surfing was therapy (wife would beg him to surf because she thought surfing would make him happy).
- Situational/life stress and the impact on illness – easy to feel like a failure
- Dark side – increased partying, seeking relief from anxiety – prone to go overboard with drugs (excessive alcohol and drugs)
- Difficult for people to understand when they have not experienced this (wife - a lot of things I couldn't understand)
- Supportive family stayed through ups and downs (wife was his rock)
- Addiction ruining life/destruction
- Mind, body connect
- Long-term impact of drug use on both mental and physical health
- Difficulty to distinguish cause of physical symptoms from mental health problems (e.g., chest pain – is it caused from anxiety or is there a physical problem?)
- Connection between mental illness and substance use
- Drug culture/social circle influencing drug use
- Hiding from people what was really happening at home/trying to protect but it wasn't protecting him (wife)

## Information Booths

Time: 30 minutes

Booth style stations will be set up with facilitator/resource personnel to provide education, information and resources such as the naloxone kits, banners, substance use activities tool kit, impaired driving kit, and tablets for the online screening tools.

Available evidence-based programs such as Challenges, Beliefs and Changes, What's With Weed, Get Ready, Level Up, Guiding Good Choices, and Strengthening Families will also be promoted.

## OPIOID INFORMATION

Use resources to provide information, promote the take home naloxone kits and other harm reduction messages.

## MENTAL ILLNESS INFORMATION

Talk about the connection between mental health, mental illness and substance use. Promote the Mental Health & Substance Use Online Screening Tools.

Everyone has some level of mental health from poor to optimal but not everyone has a mental illness. Mental illness will affect approximately 1 in 5 people in a given year. Having a mental illness increases an individual's risk for developing problematic substance use. Similarly, substance abuse and dependence increase an individual's risk for the development of mental health issues and mental illness (CCSA, 2009; MHCC, 2012).

## EVALUATION

### Participant Feedback

Participant feedback will be captured using a guest book, comments box and through facilitator observations throughout the event. While the guest book and comments box is optional, it will allow participants to share any feedback related to the film, resources presented and the overall organization of the event. Facilitators will be available to support a discussion/question/answer period at the end of the film screening and also available at booths. Key comments will be recorded to documents the themes that emerge.

### Facilitator Feedback

An online [Leader/Facilitator Feedback Form](#) will be completed after each film screening. Facilitator feedback forms will be used to capture information related to the overall organization of the event and will be reflective of participant experience. It will provide facilitators an opportunity to comment on discussions, observations and any other important information that they want to provide about the event.

## SERVICES & SUPPORTS

Talk about the various services and supports that are available locally and how to access supports. Promote the Mental Health & Substance Use online screening tools CheckItOutNL.ca).

### MENTAL HEALTH & ADDICTION SERVICES

Port aux Basques	695-6250
Burgeon	886-2185
Stephenville	643-8740
Corner Brook	634-4506 (Boone's Road) 634-4171 (Blomidon Place)
Deer Lake	635-7830
Bonne Bay	458-2381
Port Saunders	861-9125

### YOUTH OUTREACH WORKERS (ages 12-29)

Port aux Basques	695-6901
Stephenville	643-4595
Corner Brook	639-1710
Bonne Bay	458-2381 ext. 271

**PREVENTION & PROMOTION SERVICES** 634-4171  
www.westernhealth.nl.ca/mha

### HOSPITALS & HEALTH CENTRES

Western Memorial Regional Hospital, Corner Brook	637-5000
WMRH - Mental Health Liaison Nurse	637-5000 ext. 5346
Sir Thomas Roddick Hospital, Stephenville	643-5111
Bonne Bay Health Centre, Norris Point	458-2211
Rufus Guinchard Health Centre, Port Saunders	861-3139
Dr. Charles L LeGrow Health Centre, Port aux Basques	695-2175
Calder Health Centre, Burgeo	886-2898

### DOORWAYS WALK-IN SERVICE (single-session)

Bonne Bay - By Appointment <a href="#">Bonne Bay Area DoorWays flyer</a> (pdf)	458-2381 ext. 266
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Burgeo - By Appointment (In-person or Telehealth Appointments Available) <a href="#">Burgeo DoorWays flyer</a> (pdf)	886-1550 or 886/2185
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Corner Brook - Every Tuesday 1:00 p.m. - 8:00 p.m. (last walk-in accepted at 7:00 p.m.) 35 Boone's Road <a href="#">Corner Brook DoorWays flyer</a> (pdf)	634-4506
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Deer Lake – Every Wednesday 1:00 p.m. - 4:30 p.m. (last walk-in accepted at 3:15 p.m.; Evening Appointments available upon Request) 20 Farm Road <a href="#">Deer Lake DoorWays flyer</a> (pdf)	635-7830
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Port aux Basques – Every Thursday 1:00 p.m. - 4:30 p.m. (last walk-in accepted at 3:15 p.m.; Evening Appointments available upon Request) <a href="#">Port aux Baques DoorWays flyer</a> (pdf)	695-6250
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Port Saunders - By Appointment <a href="#">Port Saunders DoorWays flyer</a> (pdf)	861-9126
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Stephenville – Every Wednesday  
Every Wednesday  
1:00 p.m. - 8:00 p.m. (last walk-in accepted at 7:00 p.m.)  
127 Montana Drive  
[Stephenville DoorWays flyer](#) (pdf)

643-8740

DoorWays is not an emergency service. Individuals experiencing an emergency should call 911 or the Mental Health Crisis Line at 1-888-737-4668, or go to the nearest emergency department.

**MENTAL HEALTH & ADDICTIONS SYSTEMS NAVIGATOR** 1-877-999-7589

**MENTAL HEALTH COMMUNITY ORGANIZATIONS**

Community Mental Health Initiative 634-4322  
CHANNAL (Consumer Health Awareness Network of NL) 1-855-753-2560  
Schizophrenia Society of NL (Western Region) 640-5163/777-3335  
Canadian Mental Health Association (Western Region) 1-855-643-5553

ACNL Street Works Access Program 634-SWAP (7927)  
Eating Disorder Foundation of Newfoundland 722-0500  
TEMA (PTSD Peer Support & Family Assistance Line) 1-888-288-8036

**WOMEN'S CENTRES**

Gateway Women's Centre, Port aux Basques 695-7505  
Bay St. George Status of Women's Council 643-4444  
Corner Brook Status of Women's Council 639-8522

**ADULT INPATIENT ADDICTION SERVICES**

Humberwood Treatment Centre 634-4506  
Grace Centre 634-4506  
Recovery Centre - Withdrawal Management 752-4980 (St. John's)

**SUPPORT GROUPS**

Survivors of Suicide Loss 634-4322 (Lori Hynes)  
Alcoholics Anonymous 1-888-579-5215  
[www.area82aa.org](http://www.area82aa.org)  
Addiction Support Drop-In Group 634-4506 (Corner Brook)  
Mondays, 1:30 – 3:00  
Addiction Recovery Drop-In Centre (Stephenville) Tues-Thurs-Friday, 11:00-2:00  
Room #2, Harmon Mall  
[www.channal.ca](http://www.channal.ca)  
CHANNAL's Weekly Virtual Peer Support Group [ptsdbuddies.org](http://ptsdbuddies.org)  
PTSD Buddies (Corner Brook)  
Parents of Children with Mental Health Issues 634-4322

## HELPLINES

### HEALTHLINE

Mental Health Crisis Line

CHANNAL Peer Support Warm Line

Gambling Help Line

Willow House (Transition House)

[Smokers Help Line](#)

Crisis Services Canada

CHAT Available 6:30 PM to 2:30 AM NL Time

TEXT Available 6:30 PM to 2:30 AM NL Time

811 [www.yourhealthline.ca](http://www.yourhealthline.ca)

1-888-737-4668

1-855-753-2560 7 days/week 11 – 11

1-888-899-4357

1-866-634-4198

1-800-363-5864

1-833-456-4566 24/7

Launch chat at:

[www.crisisservicescanada.ca](http://www.crisisservicescanada.ca)

Text 45645

## SCHOOL SUPPORT SERVICES

School Guidance Counsellors

Grenfell Campus, Campus and Psychological Services

College of the North Atlantic, Corner Brook Campus

College of the North Atlantic, Bay St. George Campus

College of the North Atlantic, Port aux Basques Campus

637-7919 [cps@grenfell.mun.ca](mailto:cps@grenfell.mun.ca)

637-8586 or 637-8527

643-7816 or 646-5576

695-3343

## WEBSITES

[www.checkitoutnl.ca](http://www.checkitoutnl.ca)

[www.bridgethegapp.ca](http://www.bridgethegapp.ca)

[www.understandnow.ca](http://www.understandnow.ca)

[www.westernhealth.nl.ca/mha](http://www.westernhealth.nl.ca/mha)

Contact your family doctor, clergy, employee assistance program or medical insurance provider to access additional supports. Private Counsellors are also available.

For more information or to book resources, please contact:

Regional Mental Health Promotion Consultant

Regional Addictions Prevention Consultant

Telephone: 634-4171

[www.westernhealth.nl.ca/mha](http://www.westernhealth.nl.ca/mha)

[mha@westernhealth.nl](mailto:mha@westernhealth.nl)