



SSAFE CASE STUDY REPORT Monthly Climate/Sustainability Film Series

Community: Collington, a Kendal Affiliate

Location: Mitchellville, MD

Recorder: Joel Brody

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Summary:

A monthly series of environmental films was established at Collington, a senior living community, drawing a large attendance. There has existed a feeling among many Collington residents that not much is or can be done about greenhouse gas emissions and climate change. This program brings hope through film that positive changes are happening, and how each of us, contributing in our own small way, can make a big difference.

Objective:

Provide a forum to educate and inspire residents about climate and sustainability issues and responses.

Project Description:

The project informs residents about what climate change/sustainability problems are, what contributes to the problems, and what is being done to address the problems, by showing documentary and dramatic films that are both informative and entertaining. There are three key elements of the project:

1. Selecting a time for showings with little or no competition from other activities
2. Heavily promoting the upcoming movie
3. Ensuring accessibility to climate change/sustainability films

Methodology (Activities, Steps):

Joel Brody, a resident and current Chair of Collington's Climate Action Committee concluded in May 2023 that given the scarcity of events and activities on Campus during weekends, an opportunity existed to launch a monthly film series focused on climate and sustainability issues. The project consisted of the following tasks:

- Secure from the Chief of Administration a date, time and room to use a laptop to project the film onto a larger screen
- Select the film to be shown
 - Both the SSAFE online film library and involved members of SSAFE provide resources for identifying applicable films
- Starting one week in advance of the film showing promote by:
 - Putting flyers on bulletin boards and in display stands throughout the main building
 - Having an announcement and description of the film in Collington's weekly newsletter
 - Posting reminders of the film multiple times on the resident online discussion group site



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Funding Needed (Amount, Sources):

To date, the only money required was \$1.99 for a film on YouTube. Each of the films shown was either on YouTube or Netflix which Mr. Brody had access to. In the future it is anticipated that funding may be required to secure some films.

Collington pays the Motion Picture License Corporation for the right to show films on a screen, but not for broadcast.

Involvement or Support of Community Administration:

The Chief of Administration is the main contact for reserving the venue and having it in a theater setup.

Key Challenges:

A key challenge is selecting films in an appropriate sequence to educate, inspire and maintain the interest of attendees.

Outcome (Results):

To date we have shown 5 films:

- June 2023: “Biggest Little Farm” shown in the Game Room: Room filled to capacity-30-35 people
- July 2023: “Dare to be Wild “shown in the Game Room with sliding panels opened to Chapel-35-40 people
- August 2023: “The Letter: Laudato Si Film” shown in the Auditorium-40+ people
- September 2023: “Kiss the Ground” shown to an almost full Auditorium (100+ capacity)
- October 2023: “Natures Best Hope” shown to an almost full Auditorium (100+ capacity)

After the last film we had a resident couple in the audience who have been very involved in helping to develop the draft of Collington’s Master Landscape Plan. Since they recently installed a native garden, they offered, and a number of people accepted, to take a tour of it as well as an area around a swale they helped to work on.

The film series has also become a great vehicle to get residents to sign up to help on Climate Action Committee projects.

Lessons Learned:

1. Residents need to be identified as backup to Joel Brody. I will use the approach Katie Thompson used for our ongoing Peak Energy Day Project by identifying all the smaller operational tasks needed, for which I can recruit, train, and rely on others for carrying out the program.
2. From the four films shown to date:
 - From the first showing, the room was too small to accommodate all the people that showed up, the sound was not loud enough for those sitting in the back, and could not get closed captioning to work
 - From the second showing seating was extended from the Game Room to the Chapel, a Bluetooth Speaker was placed near the back of the room, and closed captioning was provided. People sitting in the back and sides of the room still had trouble hearing and reading the captions
 - The third showing was moved to the Auditorium which is much larger and has the facilities to project movies on a large screen. **Problems Solved**



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- For the fourth movie the Auditorium was almost full. Following the showing, there were many requests for an encore showing, from people who could not attend or people who would like to see it again. As a result, an encore showing was presented on a weeknight.
3. From anecdotal information, I have learned of many after-viewing conversations among residents about their experience of a film and ideas for applicability of its ideas to our campus. Others have shared their enthusiasm about a film with friends and family well beyond our community and provided source information for viewing it. Feedback has filtered in that people from this extended audience have, additionally, seen one or more of the films as the result of our showing at Collington. While this was not an objective of the project, it is a positive, unintended outcome and an interesting lesson learned.

Next Steps or Follow Up:

1. Need to determine-whether there is enough demand for two showings: one on the second Saturday of the month at 3pm, and one on a weekday night at 7pm.
2. Need identify and train others to be able to handle every aspect of the program

Resources:

The monthly Sustainability Film Series program operates on an entirely voluntary, no cost basis.

