

Summative Evaluation Report

(Study 2 of 3)

Event coordinator and attendee engagement with and reflections on the *In Defense of Food* screening events, online media, resources, and follow-up activities

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Knight Williams Inc.

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Introduction

As part of the National Science Foundation (NSF) funding for the *In Defense of Food* project directed by Kikim Media, the independent evaluation firm Knight Williams Inc.¹ conducted a summative evaluation of the project's key deliverables, which included: a PBS television broadcast program, an outreach effort, and an educational curriculum. This report (Study 2 of 3) focuses on the outreach effort.

Background

After the program's premiere on PBS in December 2015, the project team used the *In Defense of Food* PBS website to further connect with viewers through an outreach effort that included community screening events, online media, follow-up activities, and educational resources. As shown in the image to the right, the "Defend Food" page on the PBS website featured a series of links that visitors could click on for more information about healthy eating ("Defend food at home"), organizing screening events to share the film with others ("Defend food in your community"), and educational resources ("To help kids to defend food," considered in Study 3 of this evaluation).

Each of these links – and the red "Take the pledge to defend food" button at the bottom of the image to the right – took web visitors to a new page, hosted by the project team, where visitors could provide their contact information, as shown in the screenshot on the next page. New contacts (with their specific interests in defending food) were added to a FileMaker Pro database maintained by Kikim Media, which also contained contact information and correspondence with the project's partner organizations and supporters.

In Defense of Food: Defend Food December 21, 2015



If you've been inspired or intrigued by the film, you can join the producers to take a pledge to defend food in your homes and your communities. And doing that is really very simple.

- **Defend food at home** by making changes to what you eat. As much as you can, replace "edible food-like substances" in your diet with real food.
- **Defend food in your community** by organizing public screenings of the film, or holding house parties to view and discuss it.
- **To help get kids to defend food**, use a series of 10 lesson plans inspired by the film that feature fun activities designed for middle school students in after-school programs.
- Join the producer's email list for updates on screenings, events and more.

Take the pledge to defend food and get all the resources you will need: toolkits and discussion guides for community screenings and house parties, a condensed 78-minute version of the film, and information about the lesson plans for students.



Learn more by subscribing to the producer's [email newsletter](#). (Note: This email is not managed by PBS or your PBS member station.)

Screenshot from the *In Defense of Food* "Defend Food" page on the film's PBS website:

<http://www.pbs.org/food/features/in-defense-of-food-defend-food/>

¹ Knight Williams Inc. specializes in the research, development, and evaluation of media-based health and informal science education programs.

After submitting their contact information and interests, web visitors were sent an email with information about taking the online pledge to embrace healthy eating, using the screening resources, and coordinating community or house party screenings, as detailed below. When they expressed interest in the educational resources, web visitors were also sent information about the *In Defense of Food* curriculum, considered in Study 3 of this evaluation.



Screenshot from the project's data collection page:
<https://n344.fmphost.com/fmi/webd-IDOF>

Online pledge to embrace healthy eating

Over the course of the evaluation period, from December 2015 through November 2016, 359 people expressed an interest in changing their diet (or helping others change their diets), either by connecting with the project team directly or supplying their contact information online after clicking the "Defend Food" tab on the film's PBS website and selecting "I'd like to...Change the way I eat" when submitting their information, as shown in the image on the previous page.

When web visitors provided their contact information and expressed an interest in changing their diets, they received a follow-up email from Kikim Media, shown in the image to the right, which focused on two aspects of an online pledge to embrace healthy eating: 100 Days of Real Food and the Institute for Responsible Nutrition's 10-day "real food challenge."

We're also very glad to know you're interested in changing the way you eat. We'd like to recommend two websites that we think can provide you with some great ideas for getting started on the path toward eating real food as much as possible.

100 Days of Real Food (<http://bit.ly/IDOF100Days>) is a nationally recognized source of information about how to make the transition to a healthier diet. It offers free meal plans as well as a 14-week step-by-step guide to eliminating processed food.

The Institute for Responsible Nutrition offers a 10-day "real food challenge" (<http://bit.ly/IDOF10Days>) that includes some very simple suggestions for how to eat one to three real food meals a day for 10 days.

We'll follow up with you shortly to see if there is anything further we can do to help.

Thanks again for your interest. We look forward to working with you.

We wish you the best of luck with your efforts and would love to hear how you do at eatfood@kikim.com.

All the best,

The In Defense of Food team

Screenshot from an email sent by Kikim Media to web visitors who provided contact information and expressed an interest in healthy eating

According to the project team, 164 people (46% of the 359 web visitors who expressed an interest in this type of material) clicked on the email link to 100 Days of Real Food, and 212 (59%) clicked on the Institute for Responsible Nutrition's "real food challenge." Gathering additional information about if and how web visitors used these resources was beyond the scope of this evaluation.

Use of the screening resources

Over the evaluation period, from December 2015 through November 2016, web visitors who expressed an interest in organizing a community or house party screening were emailed links to download the following resources: the community screening toolkit (referred to as the screening toolkit in this evaluation), the house party toolkit, and the discussion guide, as shown in the email screenshot on the next page. In all, there were 255 downloads of the house party toolkit, 378 downloads of the screening toolkit, and 437 downloads of the discussion guide. There is no way of knowing how many times these resources were shared outside of these downloads.

Coordinating community or house party screenings

Potential community or house party hosts contacted the project team directly or supplied their information online after clicking on the "Defend Food" tab on the film's PBS website and selecting "I'd like to...Organize a community screening" or "I'd like to...Host a house party," as shown in the image on page 5. Over the course of the evaluation period, from December 2015 through November 2016, 218 individuals and organizations expressed an interest in planning a community screening of *In Defense of Food*, and 200 expressed interest in planning a house party. Of these interested individuals and organizations, 73 expressed interest in planning community screening *and* house parties.

When web visitors provided their contact information and expressed interest in hosting a community screening or house party, they received an email from Kikim Media, shown in the image to the right.

Prior to December 2016, individuals and organizations planned 79 community screenings (which, for the purposes of this evaluation, include professional development and educational screenings) and 1 house party. Additionally, as of December 2016, the project team had confirmed another 17 upcoming community screenings. The images on the following page highlight examples of flyers and online promotion created for some of these community screenings.

As community screenings – rather than house parties – were the focus of Kikim Media's outreach efforts, the remainder of this report considers feedback from community screening event coordinators and attendees.

We're delighted to know that you are interested in hosting an In Defense of Food house party and organizing a community screening. Showing our film can help you make a real difference in the health of your family, friends and community.

Our toolkits and discussion guide will tell you everything you need to know to organize and host successful screenings. Below are the links to them.

House Party Toolkit: <http://bit.ly/idofhouseparty>

Community Screening Toolkit: <http://bit.ly/idofcommunity>

Discussion Guide: <http://bit.ly/idofdiscussionguide>

If you'd like to play the full two-hour PBS program at your house party, please purchase a DVD or Blu-ray from www.shoppbs.org.

You can also rent a condensed 78-minute version of the program—as a DVD, Blu-ray or streaming link—from eatfood@kikim.com.

Community screenings require a license for public performance rights. If you would like to show the full two-hour program as shown on PBS, please visit <http://teacher.shop.pbs.org> to purchase a DVD and license.

If you prefer to rent a condensed 78-minute version of the program, please contact us at eatfood@kikim.com.

Screenshot from an email sent by Kikim Media to web visitors who provided contact information and expressed interest in hosting a screening

MEDFORD FARMERS MARKET SPRING FILM SERIES

THU 3/17 THE SEARCH FOR GENERAL TSO
WEST MEDFORD COMMUNITY CENTER
111 ARLINGTON ST, MEDFORD

THU 4/14 FED UP
MEDFORD PUBLIC LIBRARY 111 HIGH ST, MEDFORD

THU 5/19 IN DEFENSE OF FOOD
GRACE EPISCOPAL CHURCH 160 HIGH ST, MEDFORD

FREE ADMISSION + FREE SNACKS + DOORS AT 6:30 + FILMS AT 7



Free Movie: In Defense of Food - Denver

April 28 - 6:00 PM
First Unitarian Church

Looking to eat a little cleaner this year and find it a daunting amid all the seemingly conflicting advice?

You know me. I like to make everything all natural, light and fun -- so I invite you to come out for an enlightening evening to get those questions answered.

The Vitality Code along with Mile High Natural Awakenings is hosting a viewing of the movie *In Defense of Food* where Michael Pollan brings the message home on just what good eatin' is all about.

And we'll follow that up with a panel discussion to help you connect with fresh resources around Denver for things like getting farm-fresh foods from Grant Farms and how to find community gardens in your area (or start a new one.)

Natural Grocers has just jumped on the bandwagon as a sponsor. :-)

How does it get any better than that? oh, yeah. Tickets are free here >>

<https://www.eventbrite.com/e/in-defense-of-food-movie-showing-tickets-21607729300>



medfordfarmersmar...
Grace Episcopal Chu... [Follow](#)

r.hitchcock, wehntwolf, localwise.boston, beets_and_bikes, wegvefollowers and mashakatja like this

medfordfarmersmarket Join us for tonight's screening of "In Defense of Food." Free entry, free snacks, raffle. Doors at 6:30, film at 7!

Log in to like or comment.

In Defense of Food: The Movie
May 16 at 3:41pm · 🌐

Attention food defenders in Medford, MA! Join the Medford Farmers' Market for a special screening of *In Defense of Food*.

https://www.youtube.com/watch?v=DIW4HJa_gFU

Doors open 6:30 pm on 5/19 at Grace Episcopal Church; screening begins at 7:00. Free entry and free snacks! For more information, click here: <http://tinyurl.com/IDOF-Medford>

IN DEFENSE OF FOOD | Trailer | PBS

IN DEFENSE OF FOOD premieres December 30, 2015 at 9/8c on PBS (check local listings). Join New York Times best-selling author Michael Pollan on a...

YOUTUBE.COM

👍 Like 💬 Comment ➦ Share



Coming soon to a venue near you, a screening and panel discussion of *In Defense of Food*—a documentary based on the #1 New York Times bestselling book of the same name.

Join author Michael Pollan on a fascinating journey to answer the question: **What should I eat to be healthy?** Busting myths and misconceptions, the film reveals how common sense and old-fashioned wisdom can help us rediscover the pleasures of eating and at the same time reduce our risks of falling victim to diet-related diseases.

**7 p.m., Thursday
March 10, 2016**
@ NMC's
**Milliken Auditorium
in the Denno
Museum Center
1410 College Drive**



Watch our Facebook page for additional screenings at a venue near you:

- Cadillac
- Kalkaska
- Manistee
- Petoskey
- Suttons Bay

www.facebook.com/foodandfarmingnetwork/
events
Find us on [f](#)

Examples of flyers and online promotion of some of the *In Defense of Food* screening events. Clockwise from top left, with sources linked: [Flyer](#), [Facebook post](#), [Facebook post](#), [Food & Farming Network website](#), and [Meetup post](#).

Findings

Study 2 considers event coordinator and attendee engagement with and reflections on a sample of the *In Defense of Food* community screening events, exploring the three questions listed below. Methods and sample information (where applicable) are presented in each section.

Question 1: What feedback did event coordinators share about the screening events?

Question 2: What feedback did attendees share about the screening events?

Question 3: What was the extended impact of the screening events on attendees?

Question 1: What feedback did event coordinators share about the screening events?

Individuals and organizations interested in planning a screening of *In Defense of Food* worked with Kikim Media to coordinate their events. Because event coordinators were told by Kikim Media that their contact information would not be shared with other organizations or businesses, requests to participate in the independent evaluation were instigated by Kikim Media. Though some event coordinators planned multiple screenings, for the purposes of this evaluation, each event is considered a distinct occurrence. In all, Kikim Media contacted event coordinators planning 37 events about the survey opportunity, 20 of whom expressed interest and were put in touch with the evaluation team. Event coordinators who were not contacted by Kikim Media included those whose events had already taken place, those whose events were independently organized (and where, in a few instances, no contact information was provided by the event coordinators), and those whose events took place in non-English-speaking countries.

Of the 20 events planned by event coordinators who expressed an interest in participating in the independent evaluation, feedback was provided about 12 screening events, for a response rate of nearly two-thirds (60%). Nine (9) event coordinators provided feedback on one screening event each, and 1 event coordinator provided feedback on 3 screening events. As noted above, for the purposes of this evaluation, the three surveys filled out by this event coordinator are considered distinct submissions. Event coordinators who completed the survey were provided an honorarium of \$10.

Method

Basic summary counts and descriptive statistics were performed on the quantitative data generated from the evaluation. Content analyses were performed on the qualitative data generated in the open-ended questions. The analysis was both deductive, drawing on the objectives of the project, and inductive, looking for overall themes, keywords, and key phrases. All analyses were conducted by two independent coders. Any differences that emerged in coding were resolved with the assistance of a third coder.

Outline

Presented in 17 sections, Question 1 explores event logistics, turnout, planning, supplemental elements, and event coordinators' post-event reflections, as follows:

- 1.1 Where screening events were held*
- 1.2 Types of screening events held and versions shown*
- 1.3 Types of venues where screening events were held*
- 1.4 Whether screening events were coordinated with partner organizations*
- 1.5 Audience size and main audience types*
- 1.6 Whether screening events reached underserved audiences*
- 1.7 How event coordinators learned about the screening opportunity*
- 1.8 How event coordinators used and valued the In Defense of Food screening toolkit*
- 1.9 How event coordinators used and valued the In Defense of Food discussion guide*
- 1.10 Whether event coordinators facilitated a discussion session and what was discussed*
- 1.11 Whether screening events featured other supplemental activities*
- 1.12 Whether event coordinators encouraged attendees to take action*
- 1.13 Whether event coordinators followed up after the screening events*
- 1.14 Highlights of the screening events*
- 1.15 Challenges of the screening events*
- 1.16 Event coordinators' goals for the screening events and if their expectations were met*
- 1.17 Additional feedback about the screening events*

1.1 Where screening events were held

As shown in the map to the right, the screening events were held in nine different states, including: Arizona, California, Georgia, Massachusetts, Michigan, New Mexico, New York, Tennessee, and Washington. Three events were held in Michigan, two in Massachusetts, and one in each of the remaining states listed above.



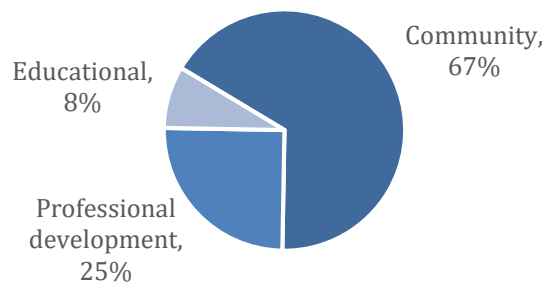
Location of the *In Defense of Food* screening events organized by event coordinators who participated in the summative evaluation

1.2 Types of screening events held and versions shown

About two-thirds (67%) of event coordinators planned community screenings, a quarter (25%) planned professional development events, and less than a tenth (8%) planned educational events, as shown in the chart to the right.

All but one (92%) of the event coordinators screened the 78-minute community version, and one (8%) screened the 2-hour version.

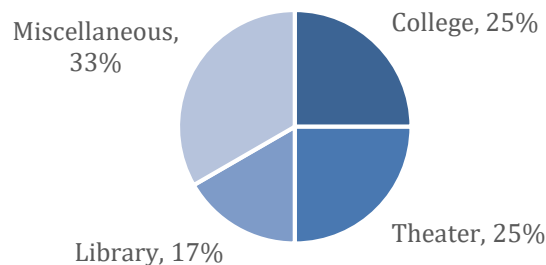
Types of screenings planned by event coordinators (N=12)



1.3 Types of venues where screening events were held

As shown in the chart below, event coordinators indicated that their screening events took place in college venues (25%), theaters (25%), libraries (17%), and miscellaneous locations (33%), including a bar, a barn, a church, and an office.

Types of venues in which screening events were held (N=12)



1.4 Whether screening events were coordinated with partner organizations

The majority (83%) of event coordinators described planning their screening events with a partner or partners. Examples of the types of partners they described working with are shared below:

- *The Volunteer Center, Food Policy council, Montessori school, community orchard, [local] farms*
- *Theater*
- *Taproom*
- *Library, State District Health Department*
- *Parks department*
- *College Environmental Club*
- *Healthy Eating Group and Food Advisory Committee*

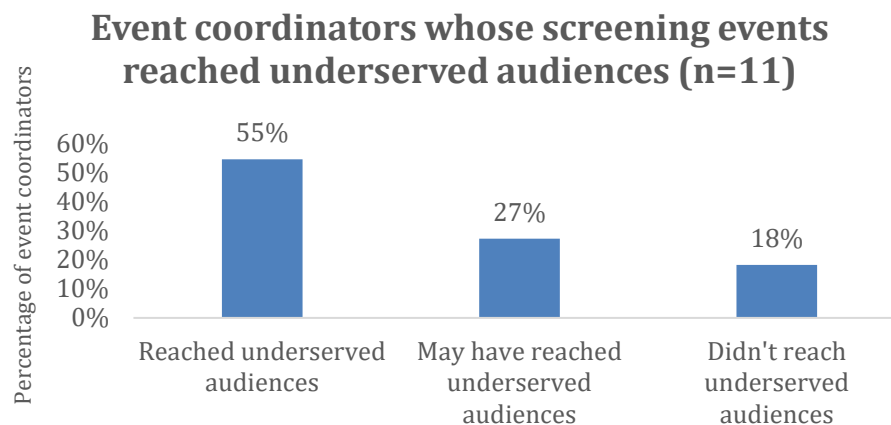
1.5 Audience size and main audience types

The estimated audience at the 12 events totaled 402, or approximately 34 attendees per screening, with responses ranging from a high of 98 to a low of 1. Audiences were generally comprised of educational attendees, community members, staff from coordinating and partner organizations, and/or attendees with a professional interest in food, such as chefs and farmers. Examples of the types of audiences identified by event coordinators are below:

- *University students, university alumni, professors, community members*
- *Staff at the U.S. Department of Agriculture*
- *The only person who attended was a freshman at [the college]. She was a vegetarian who was interested in seeing the movie. The event was open to all college students, faculty and staff.*
- *We had some staff members from [our non-profit], my co-host...from the Parks Department & her family, some Garden/Culinary arts teachers, and public from the library.*
- *Staff from Farmers Market, shoppers of the market, congregants of the church.*
- *Community members...healthcare professionals, farmers, farm market manager, one other person from my organization*
- *Consumers, farmers, chefs, food service director, community members*
- *Either in their 30's or in their 60's everyone who came was a member from the Co-Op*
- *The County Health department, a few restaurant owners, Registered Dietitians and local farmers. As well as groups like Slow Food...and the...Botanical Gardens.*

1.6 Whether screening events reached underserved audiences

As shown in the chart below, just over half (55%) of the event coordinators who shared a response indicated that their screenings reached underserved audiences, at least to some extent, while more than a quarter (27%) thought their events *may have* reached underserved audiences. About a fifth (18%) thought they hadn't reached underserved audiences.



Examples of their responses in each case are shared below:

Reached underserved audiences (55%)

- *The class includes students from all different ethnic and socio economic and educational backgrounds*
- *Our teachers from come all over the 5 boroughs in all, reaching over 550 schools, so our reach is extensive and serves underserved populations. We just have to get people out to watch IDOF or take it to them - we need more accessible screening scenarios.*
- *[This] is a high poverty area which only recently has begun to receive economic development assistance. They now have an activist village president who is extremely positive about the benefits of local, fresh food. Our screening increased supported this work via audience education and connections / relationship established. My organization intends to continue to reach out to this community to help develop the local agriculture and on healthy food access for all.*
- *Some of the people who came were on financial assistance.*
- *Many of the young farmers where from minority groups interested in bring fresh produce to their communities.*
- *We partnered with the...county food pantry. They put the flyers in the food distribution bags, and we are going to work on a food class we free samples on the distribution days. We are really excited about this.*

May have reached underserved audiences (27%)

- *While it was not directly seen by underserved populations, we work with underserved populations daily and may see the information correlate into our actions with those populations.*
- *Our target audience was college students who eat in our dining hall. Since we strive to promote sustainability and use local products, we felt this movie explained to students why our initiative is so important. College students are at a point in their lives where they are making decisions and life changes, and they are hungry for knowledge that would help shape their choices. Many students also feel compelled to make changes to the world around them. For this reason, we felt this screening would contribute to the overall goal of the project.*

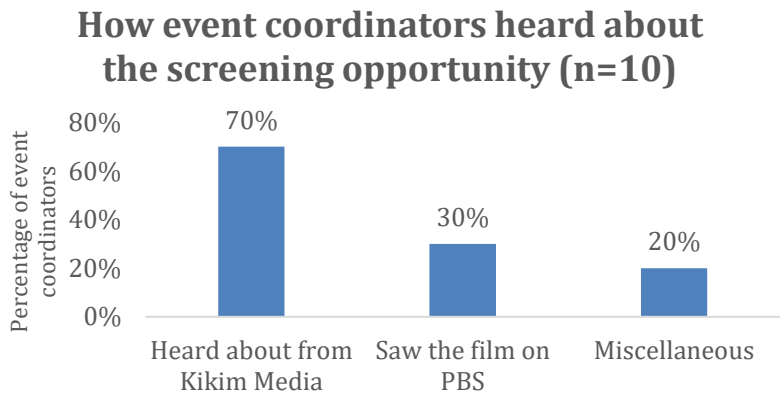
- *My organization is now on the radar of some farmers who did not know we existed. These farmers are over an hour away from our office and tend to be underserved by us for this reason. Perhaps they will become more involved with our network.*

Didn't reach underserved audiences (18%)

- *Sadly, we were not aware of this goal, and from my look around the room I doubt that any attendees were from these populations.*
- *This screening was in a more prosperous county in our 10-county area with many small farmers serving the markets, restaurants and farmers markets. I did not see the less fortunate in this audience.*

1.7 How event coordinators learned about the screening opportunity

When asked how they heard about the screening opportunity, more than two-thirds (70%) of event coordinators who shared a response pointed to correspondence from Kikim Media, while about a third (30%) described seeing the film on PBS and a fifth (20%) shared miscellaneous avenues through which they heard about the film's availability for community events.



Examples of event coordinators' responses to this question are below:

Heard about from Kikim Media (70%)

- *The In Defense of Food media group reached out to us to host a screening.*
- *The IDOF screening was advertised in an internal Bon Appetit email. Since our company focuses on sustainability and "stealth nutrition" we thought this would be a great opportunity to engage students.*
- *You all via [my contact] sent an email in November or December...*
- *We contacted Kikim Media to ask if we could get a screening copy and they responded.*
- *I was sent an email telling me about from Kikim media.*
- *Kikim Media reached out to us to see if we would be interested in hosting a screening.*

Saw the film on PBS (30%)

- *Huge fan of Michael Pollan, watched the movie when it first came out on PBS and wanted to share it with my students.*
- *I saw "In Defense of Food" on PBS between Christmas and New Year's Eve. My organization had done a screening of "The Greenhorns" in the Fall. I saw a screening of "In Defense of Food" as an opportunity to reach a broader audience. So, I did some web searching and found the information on options for screening.*
- *Through the PBS showing online. I watched it for free.*

Miscellaneous (20%)

- *You all via [my contact] sent an email in November or December about the documentary release to one of my colleagues...and he forwarded it to me.*
- *We had heard about the film and promoted it via social media.*

1.8 How event coordinators used and valued the *In Defense of Food* screening toolkit

Just under half (42%) of the event coordinators reported using the screening toolkit. When asked to rate the value of the screening toolkit in implementing their event on a scale from 1.0 (*not at all valuable*) to 5.0 (*extremely valuable*), those who reported using the toolkit generally found it *very-to-extremely valuable* (median rating 4.5). Those who used the toolkit reported that it was helpful in terms of organizing the event and coming up with post-screening questions. Those who did not use the toolkit shared various reasons, including lack of knowledge (*"I didn't know about it"*), busy schedules (*"There was just so much going on that I was not able to reference it in the time frame I had to put the event together"*), and technical difficulties (*"It would not load on a government computer"*).

When asked what they found most valuable about the screening toolkit, event coordinators who used the resource pointed to the information about the film/resources/campaign, suggestions for finding partners, and the discussion ideas and instructions, as in:

- *Defining partners and planning the screening sections helped us plan our event. I also enjoyed learning about the campaign- it helped to guide what we hoped to achieve with the screening.*
- *I used the synopsis to create a press release. The resource list in the back was great. I used the list of potential partners.*
- *How to have a discussion, the outline of the film*
- *Questions for discussion.*

When asked what they found least valuable about the screening toolkit, all of the event coordinators who used the toolkit praised the resource, as in, *"I read it cover to cover and honestly found it all valuable," "Some parts I didn't have time for or need to use but I think it was ALL very useful,"* and *"Because I am an experienced event planner, I used the discussion guide more than the screening toolkit. Looking back now, I wish I had used your toolkit more. You had so many good tools, I overlooked how valuable it would be."*

1.9 How event coordinators used and valued the *In Defense of Food* discussion guide

Just under half (42%) of the event coordinators described using the discussion guide. When asked to rate the value of the discussion guide in implementing their event on a scale from 1.0 (*not at all valuable*) to 5.0 (*extremely valuable*), those who reported using the guide generally found it *extremely valuable* (median rating 5.0). Those who used the guide reported that it was *"an awesome piece"* that was particularly helpful in terms of coming up with *"critical thinking questions to ask our audience."* Those who didn't use the guide shared various reasons, including lack of knowledge or need for the guide (*"I had plenty of questions through my own experience and didn't know about the guide"*), competing priorities (*"I had other grant requirement that I needed to follow so those where the guide for the planning of this event"*), and technical difficulties (*"It would not load on a government computer"*).

When asked what they found most valuable about the discussion guide, event coordinators who used the resource generally pointed to the sample discussion questions and the organization of the guide, as in:

- *What questions to ask the audience.*
- *The most valuable aspect was definitely the list of questions, broken down by topic/objective. There were many questions to choose from, but this helped us choose ones that were focused on our goals. The tips on audience engagement helped, too.*
- *It helped the student follow along with all the facts presented in the movie.*
- *Because we screened the 78-minute version, it was very useful to have the applicable information in the guide marked with an "*" . I was able to refer to the guide to refresh my memory as to the content of the film without re-watching it again and again. I used the questions for ideas for moderating the panel discussion. The resources at the end were useful.*

When asked what they found least valuable about the discussion guide, a few of the event coordinators who used the guide praised the resource, as in, "I didn't have time to use all of the questions but I think all were useful" and "Again, honestly, it was all great and I read it cover to cover." At the same time, a few others pointed to the difficulty of incorporating the suggested discussion activities, as in, "Even the 78-minute version of the film was a big long for have the discussions / do the activities suggested in the guide" and "The follow-up activities were not useful for the event we were planning."

1.10 Whether event coordinators facilitated a discussion session and what was discussed

Just over half (58%) of the event coordinators facilitated a discussion session after their screening, during which they discussed the content of the film, next steps, and professional development, among other topics. For example:

- *The group talked about what they are doing with regards to the issues brought up. They also were able to connect with each other on how they could work together to make it an even stronger effort.*
- *Food Resources in our community, the ah ha moments of the film, and getting together with the partnering organizations, food classes after.*
- *After the panel discussion, 20 attendees walked down to the restaurant of one of the panelists. We mingled, networked, and had one-on-one discussions on movie topics. During the panel discussion: farmers described their farming practices, restaurateurs and value-added producers described the challenges of securing fresh/local ingredients, the food service director talked about the challenges of meeting gov't guidelines on fiber when making whole-grain muffins from scratch.*
- *The culture of eating and how we were influenced by our upbringing.*
- *How accessible the film is: no matter how much or how little you know about healthy eating, each of us learned something. How different it is to grow food in your own yard in New England because the season is much shorter in New England than it is in Berkeley, where Michael Pollan lives. How non-prescriptive and simple the recommendations in the film are to follow. Someone also mentioned that she wondered the differences in health implications of more sustainable meat from animals that are fed their natural diets. We also talked about some of the best local farmers in the area and the importance, struggles, and potential with the [local] garden.*
- *What were thoughts that arose from watching the movie? How can this better inform us as...employees? How will you incorporate food rules into your everyday lives?*

When these event coordinators were asked what they thought attendees learned or gained from the discussion sessions, they generally pointed to increased knowledge of and interest in eating healthier food, knowledge about local resources, and community contacts, as in:

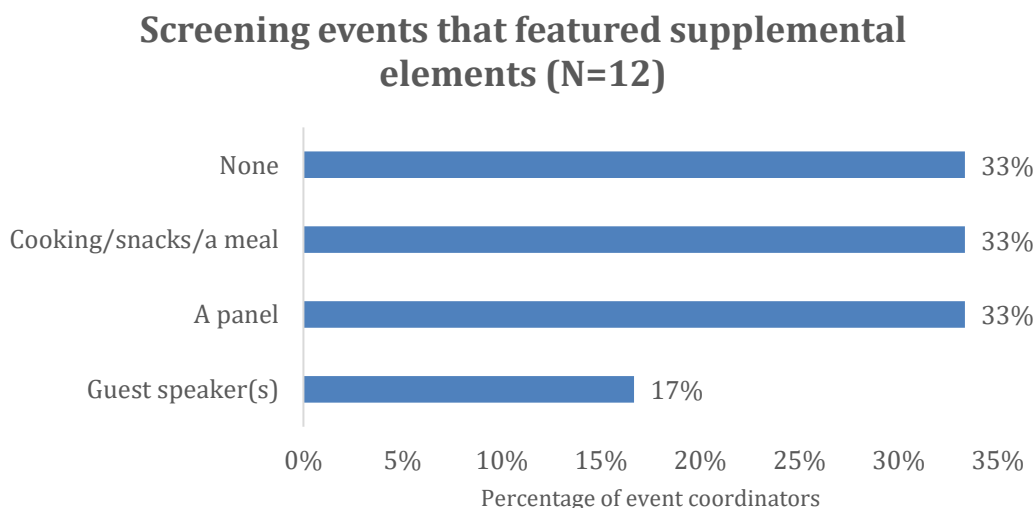
- *I think attendees learned a lot. The impact of edible food substances, the impact on low income families, the difficulties of choice, etc.*
- *A greater desire to understand their local foodshed and be more conscious with their food choices.*
- *Attendees learned where to get fresh, local, organic produce. Panelists discovered they're not alone in their efforts to reach the community with their message about healthy food.*
- *Probably just reinforced their desire to eat in a healthy and environmentally sustainable way.*
- *half learned something that would change the way they ate and about resources in our community.*
- *The networking*
- *Connections were made and relationships developed.*

Finally, the two-fifths (42%) of event coordinators who did not facilitate a discussion as part of their events explained that they had issues with time, turnout, and the comfort of their audience, as in:

- *We only have a 75-minute class time and that was the entire length of the movie*
- *We only had time for a panel discussion. That's as long as we could hold the audience's attention and also, the library closes fairly early in the evening.*
- *We had to cancel the program due to lack of turnout.*
- *We just didn't feel like we had enough audience members to have a great discussion.*
- *Time, turnout, comfort level*
- *While it was fun to sit on hay bales in a barn, I could see people were having back problems.*

1.11 Whether screening events featured other supplemental activities

As shown in the chart below, a third (33%) of the event coordinators described that their screenings featured cooking/snacks/a meal, and another third (33%) hosted a panel discussion. About a sixth (17%) had a guest speaker, and a third (33%) had none of these supplemental elements.



Those whose events featured cooking, snacks, or a meal were asked if they had used any recipes from the film's website or Facebook page. All 4 of the event coordinators whose events featured food said *No*, with 2 elaborating as follows:

- *We featured Quinoa Tabbouleh Lettuce Cups, which featured local ingredients from the Oxford College Organic Farm. The farmer who runs the farm was to attend and be our guest speaker.*
- *We offered snacks during the screening to attendees - we usually offer snacks to workshops. So we aimed for real unprocessed foods - but didn't use any recipes. No time for that :)*

The image below shows the snack table at a screening event that was attended by a member of the evaluation team.



Snack table at an *In Defense of Food* screening event, photo by a member of the evaluation team

1.12 Whether event coordinators encouraged attendees to take action

Half (50%) of the event coordinators encouraged their audience members to take action after the event. As a group, they invited attendees to learn more about *In Defense of Food* and the event's hosts, use the film's resources in the classroom, and think about food in a new way, among other encouragements. Their responses were as follows:

- *Visit the website, showed the recipes, and introduced them to the 10-day real food challenge.*
- *To get involved in making the changes proposed in the film. Also to considering showing the film in other locations they feel would benefit within their community.*
- *To participate in the Food Co-op nutrition classes and community forums*
- *I encouraged them to use this as a teaching tool in their classrooms*
- *Write ONE thing they will do or think differently about food after the screening*
- *We encouraged them to connect with and source from local farms, get involved in the campus garden, and spread awareness to others.*

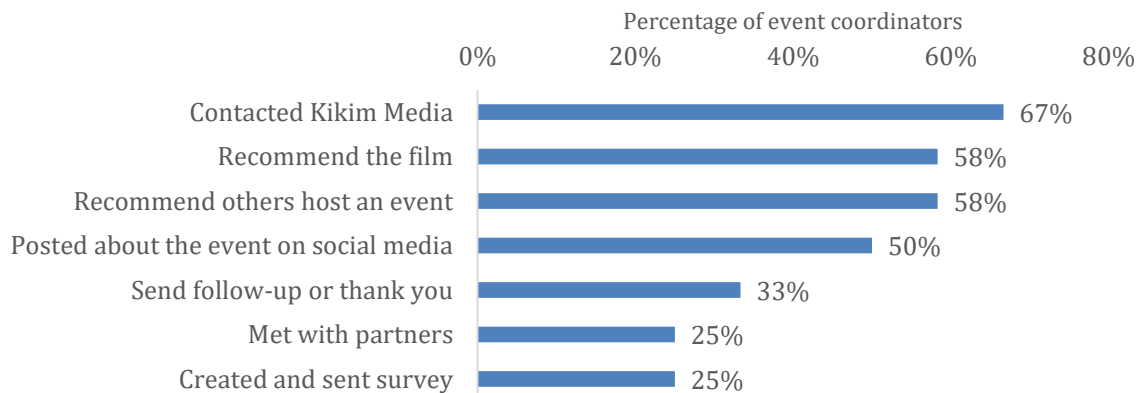
The other half (50%) of event coordinators did not encourage their audience members to take action after the event. When asked why not, the group pointed to timing or turnout, said they hadn't thought of it, or explained that their event was attended by an already informed audience, as in:

- *Again, lack of time for adequate planning...*
- *If the film had been about 15 minutes shorter, we would have maintained the attention of the audience and had time to do this.*
- *We did not have student turnout to ask for additional action.*
- *I didn't think to bring it up*
- *I was preaching to the choir at this screening.*

1.13 Whether event coordinators followed up after the screening events

After their screening events, the largest groups of event coordinators indicated that they contacted Kikim Media (67%), recommended the film (58%), recommended others host an event (58%), and posted about the event on social media (50%), as shown in the chart below. Smaller groups sent a follow-up or thank you to their guests (33%), met informally with partners to debrief (25%), or created and sent a survey about the event to their guests (25%).

Follow-up activities done by event coordinators (N=12)

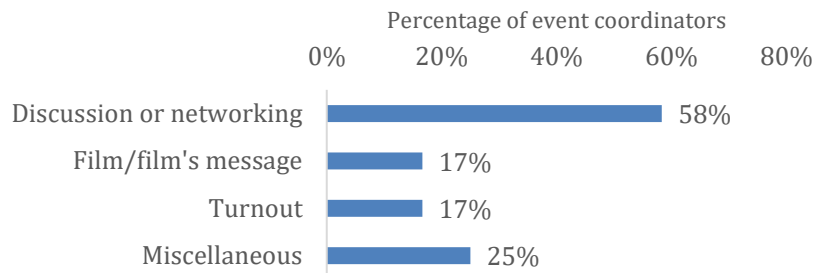


Those who had not yet completed each of the 7 follow-up actions considered in the chart above were asked to rate the likelihood that they would do each activity on a scale from 1.0 (*definitely won't*) to 5.0 (*definitely will*). Though they shared a range of ratings in each case, these event coordinators generally indicated that they were most likely to recommend the film to others (median rating 5.0), recommend that others host an event (median rating 5.0), and contact Kikim Media (median rating 4.0), and they indicated that they were generally less likely to post about the event on social media (median rating 2.0), debrief with partners (median rating 2.0), send a follow-up or thank you (median rating 1.5), and create and send a survey to attendees (median rating 1.0).

1.14 Highlights of the screening events

When asked about the highlight of their event, more than half (58%) of the event coordinators pointed to an aspect of the discussion or networking, as shown in the chart to the right. At the same time, less than one-fifth each mentioned the film/the film's message (17%) or the event turnout (17%), while a quarter (25%) shared miscellaneous feedback.

Highlights of the screening events, according to event coordinators (N=12)



Examples of event coordinators' responses are shared below:

Discussion or networking (58%)

- *The discussion afterwards touched on many different topics, from the role of local farms to the place meat has in a healthy and sustainable diet, to engaging students in the campus garden.*
- *We had...discussion of how it best informed our work.*
- *My discussions with 2 of the high school educators: They loved the film, They are both culinary teachers in Queens and really wanted to show it to their students and have the curriculum. I shared the website with them to get all of these things - they were very enthusiastic.*
- *The discussion afterwards went for 20 minutes- good community building.*
- *The networking, it was great to see what groups did come out. They share a common vision.*
- *The discussions with partnering organizations and the audience after each screening...*

Film/film's message (17%)

- *The take away message for food and eating*
- *Showing the film*

Turnout (17%)

- *Because this community has a rate of obesity higher than the average in our 10-county area and higher than the average in the state, our expectations for the turn out were low. We were really pleased to have 15 people there on the first sunny, warm day of the summer.*
- *A community member connected me with a Chicago chef who co-owns a farm in our region. She drove up and spoke after the screening. I think both audience familiarity with Michael Pollan and this chef are responsible for the good turnout.*

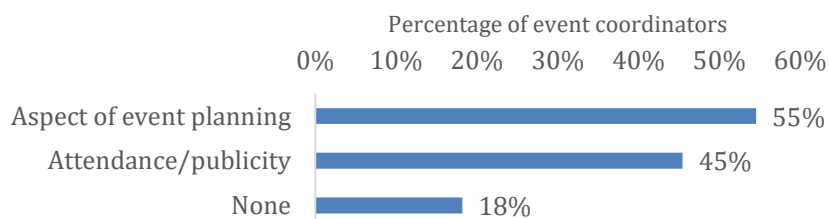
Miscellaneous (25%)

- *We had snacks that corresponded to the "Food Rules"*
- *This event was held on a farm. Actually, the farm tour prior was a highlight for me.*
- *N/A. We ended up canceling the event since the person who did show up felt uncomfortable watching it herself.*

1.15 Challenges of the screening events

When asked if they encountered any challenges in planning or implementing their screening events, more than half (55%) of the event coordinators pointed to an aspect of event planning, including finding a date, time, venue, and experiencing technical issues. Nearly half (45%) cited low attendance/publicity challenges, and a fifth (18%) said they hadn't experienced any challenges.

Challenges of the screening events, according to event coordinators (n=11)



Examples of event coordinators' responses are shared below:

Aspect of event planning (55%)

- *We initially had difficulty finding a convenient time and location.*
- *The Central Library has the screening space in the basement - hard to find...*
- *Finding a venue in this community was a challenge. We ended up in the basement of the public library--which served as the children's room. The library had a screen but I brought the data projector, speakers, and laptop. We competed with a noisy teenager in the next room for most of the screening. The speakers I was able to connect to my laptop were barely adequate.*
- *We were not able to pay for the DVD rental with a Government Credit Card. Only through PayPal.*
- *I didn't realize that you sent me the link to my email- the link to access went into my junk mail and I couldn't find it the morning of my classes- a little panic but it worked out.*
- *Some IT challenges. I had planned the event previously, but the computer was not connecting to the internet. Thus, this was the second time around.*

Attendance/publicity (45%)

- *We had to push the event back a few weeks, which put us into exam week and that may have affected our turnout.*
- *Getting people to commit to coming.*
- *It was well publicized but still not as many as I hoped*
- *[The venue doesn't] advertise outside organizations coming in for any reason so it was hard to bring people in. And they only could screen it for us on a Monday afternoon (hard to get teachers to come out plus this is testing season in the schools) or a Friday afternoon (even more difficult to get teachers to come out to!)*
- *The all-volunteer board of the Farmers Market had insufficient time to fully publicize the event.*

None (18%)

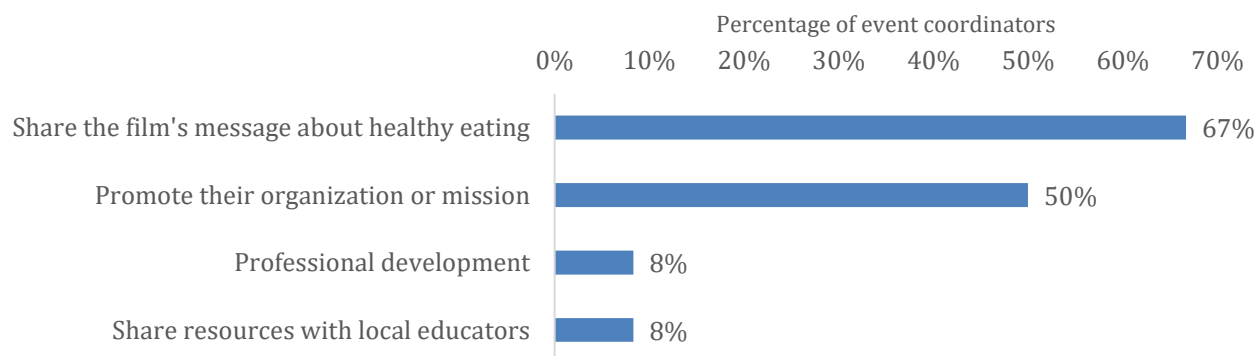
- *No challenges. This was not my first screening. Community is already engaged in the local food movement. It was very easy to put a panel together.*

1.16 Event coordinators' goals for the screening events and if their expectations were met

Event coordinators goals for the screening events

When asked why they had coordinated a screening of *In Defense of Food*, the largest groups pointed to a desire to share the film's message about healthy eating (67%) and/or promote their own organization and mission (50%), as shown in the chart below. One each (8% each) indicated that they had organized their screening event for professional development purposes or to share the film's resources with local educators.

Event coordinators' goals for the screening events (N=12)



Examples of their responses in each area are detailed below:

Share the film's message about healthy eating (67%)

- *I believe Michael Pollan's writings and this film weed through all of the misinformation about food and nutrition and provide a practical approach to how to eat to improve/maintain health*
- *To spread awareness about the importance of looking outside of "nutritionism" and looking towards more holistic and mindful food choices, to help them understand that it isn't as complicated as it seems and how to start developing a healthier relationship with food choices.*
- *Our company is committed to local foods, sustainability, and "stealth nutrition." The goal was to use IDOF to help promote our commitments and educate students on how decisions we make about food affects our health and the environment.*
- *...to provide a rationale for buying local, organic foods.*
- *encourage consumption of healthy, fresh food grown within our 10-county region [and] education of community: food as "medicine"*
- *To encourage more people to learn about how their food is produced so that they will be more educated consumers.*

Promote their own organization and mission (50%)

- *...to connect people to the Market during the off-season and get them excited about the opening of the Market Season in June...*
- *Community outreach: awareness of our organization*
- *We wanted to create an event that was not only a celebration of the REAL Certified locations in [our town] but an opportunity to use the screening to explain why we are doing the work we do.*
- *In celebration of National Co-op month and to better collaborate with community organizations involved with getting food to our community.*

Professional development (8%)

- *To help better inform colleagues of the information, passion and work behind In Defense of Food, Michael Pollan and some of the movements of the Food Systems occurring in the Bay Area.*

Share resources with local educators (8%)

- *We work with school gardeners as a resource throughout NYC, me personally - I bring in a 5th/6th grade nutrition education curriculum to a handful of schools with registered NYC gardens to help make health & wellness connections. Our goals with this screening was to offer our educators both background and ideas for teaching their students about food, where it comes from, growing it and connecting to it and how your personal choices can affect your health, your community, and your environment.*

Whether event coordinators expectations were met

The majority (83%) of event coordinators felt that their screening event met or exceeded their expectations, while less than one-fifth (17%) said this was not the case. It is worth noting that more than half (58%) of respondents who said *Yes* or *No* commented on the issue of low turnout, as detailed in some of the responses below.

Met or exceeded expectations (83%)

- *Yes. Attendance exceeded our expectations. The last movie we screened in this community drew just 20 people.*
- *Yes, we had people attending who did not shop at the Co-op and had not seen the movie. By a show of hands, half said they would change how they eat now.*
- *Yes, the University community interested in these issues is very limited, so it was good to have a small but highly engaged group.*
- *Yes, except for low participation*
- *The turnout was small (probably due to good weather, which kept people outdoors), but otherwise, yes, it did.*
- *It did except there was very light attendance despite a fairly large media announcement behind it that was picked up by several local papers. I feel that perhaps the time that we held it did fit well with everyone schedule. Those who came out said they heard about it very last minute. The announcement went out about a week and a half prior to the screening.*

Didn't meet expectations (17%)

- *No- we did not have the turnout we had desired, despite advertising on campus, getting support from student groups, and holding the event at a convenient time and location.*
- *The movie was phenomenal but the screening was so lowly attended that it didn't meet my expectations. We plan to screen at a different venue in the future months.*

1.17 Additional feedback about the screening events

Finally, when invited to share any final thoughts about their experience, more than half (57%) of those who shared a response thanked the project team or shared positive feedback, while just under half (43%) shared constructive comments for future events. Examples of both types of remarks are below.

Shared positive feedback (57%)

- *Kikim has been great to work with...responding to emails promptly and replacing a defective DVD.*
- *Thank you for allowing us to view the movie!*
- *I thought, for a holiday weekend, this event was well attended. We...made some good connections.*

Shared constructive comments (43%)

- *This movie seems to screen better with a large audience...more chuckles, more laughs. This event was fun for that reason. With smaller groups, there is less audience reaction.*
- *While we experienced a poor turnout, I do think the IDOF project is valuable. However, the target audience has to be invested in the cause if they will voluntarily attend the session. For this reason, the screenings may not reach its intended audience, instead reinforcing the beliefs of those who already share these ideas.*
- *A little more follow up contact from Kikim Media probably would have pushed us to do more advance PR on the film.*

Question 2: What feedback did attendees share about the screening events?

Event coordinators at 11 screening events assisted the evaluation team in reaching audiences through one of the following two methods: (1) announcing the survey opportunity during the event and following up with a post-event email containing a link to the online survey or (2) announcing the survey opportunity during the event and handing out flyers printed with the online survey web address and individual access codes.² Additionally, one of the screening events was attended by a member of the evaluation team, who made an announcement about the survey opportunity and handed out flyers prior to the screening.

For their assistance in helping the evaluation team find attendees to take the survey, event coordinators who brought in a pre-determined quota of participants were provided an honorarium of \$25. This quota varied with each event, depending on the circumstances and estimated audience. Attendees who completed the event survey were provided an honorarium of \$5.

In all, 93 attendees completed the evaluation survey after attending a screening event. Though the total number of audience members invited to take the survey was not known (as there were a few instances where event coordinator did not provide the evaluation team with this information), for events where this information was collected, the response rate was approximately a quarter (27%) of audience members invited to participate.

Method

Basic summary counts and descriptive statistics were performed on the quantitative data generated from the evaluation. Content analyses were performed on the qualitative data generated in the open-ended questions. The analysis was both deductive, drawing on the objectives of the project, and inductive, looking for overall themes, keywords, and key phrases. All analyses were conducted by two independent coders. Any differences that emerged in coding were resolved with the assistance of a third coder.

² Although all recruited attendees had access to email and the internet, had they not, they wouldn't have been disqualified from participating but rather offered an alternative way of completing the online survey.

Sample information

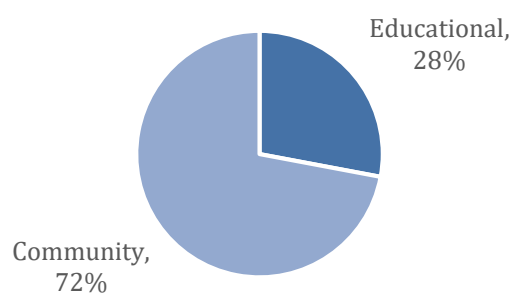
A total of 93 adults from 7 different states completed the evaluation.³ The table to the right summarizes the demographic and background information for this group.

The attendees in the sample included:

- More females (74%) than males (26%).
- A wide range of ages, spanning 18-89 years, with a mean age of 46.
- A racial distribution comprising 85% White, 3% African-American, 1% Asian, 2% Native American or Alaskan Native, 1% Islander, and 4% Other. Just over one-tenth of the participants (11%) were of Hispanic origin.
- A combination of high school through graduate level respondents, including: 12% with a high school education, 60% with some college education or a college degree, and 28% with some graduate school education or a graduate degree.
- About half (47%) of the attendees reported being employed, while about a quarter each were students (27%) or retired (24%). A small group (1%) reported being homemakers.
- Among those who reported being employed, less than a third (30%) in total worked in either K-12 education (7%), higher education (7%), or another education field (16%). About a tenth (11%) worked in science or technology, and a smaller group (2%) worked in journalism/reporting. The majority (73%) reported working in fields other than those above.
- As shown in the chart to the right, three-quarters (72%) of attendees went to community screening events, while about a quarter (28%) went to educational events.

Sample information (N=93)		
Demographic/ background factor	Categories	
Gender	Female	74%
	Male	26%
Age Group	Age range	(18-89)
	Mean	46
Racial/ethnic background	African-American/Black	3%
	Asian	1%
	Native American	2%
	Hispanic	11%
	White	85%
	Multiracial	0%
	Islander	1%
	Other	4%
Occupational status	Employed	47%
	Homemaker	1%
	Retired	24%
	Unemployed	0%
	Student	27%
Employment	K-12 education	7%
	Higher education	7%
	After-school education	0%
	Museum education	0%
	Other education field	16%
	Science or technology	11%
	Journalism/reporting	2%
	Other	73%
Highest level of education	Less than high school	0%
	High school degree	12%
	Some college	27%
	College degree	33%
	Some graduate school	3%
	Graduate degree	25%

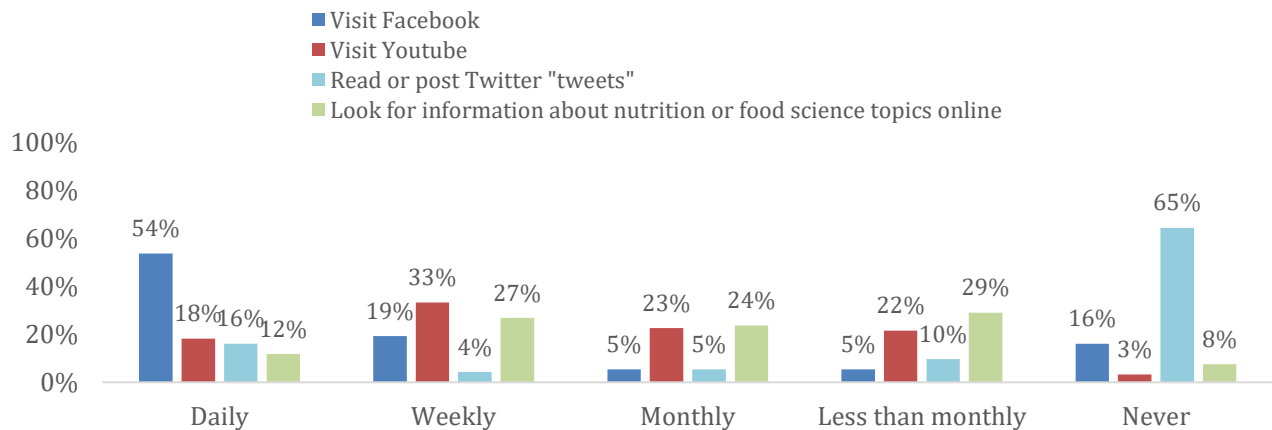
Types of screening events attended (N=93)



³ The 7 states were: AZ, CO, MA, MI, NM, NY, and TN.

- All but one (99%) of the attendees went to screening events that showed the 78-minute community version of the film. The remaining attendee went to a screening event that showed the 2-hour version.
- As shown in the chart below, when asked about their online habits, the largest groups reported visiting Facebook daily (54%), YouTube weekly (33%), searching online for information about nutrition or food science topics less than monthly (29%), and never reading or posting on Twitter (65%).

Frequency of attendees' online activities (N=93)



Outline

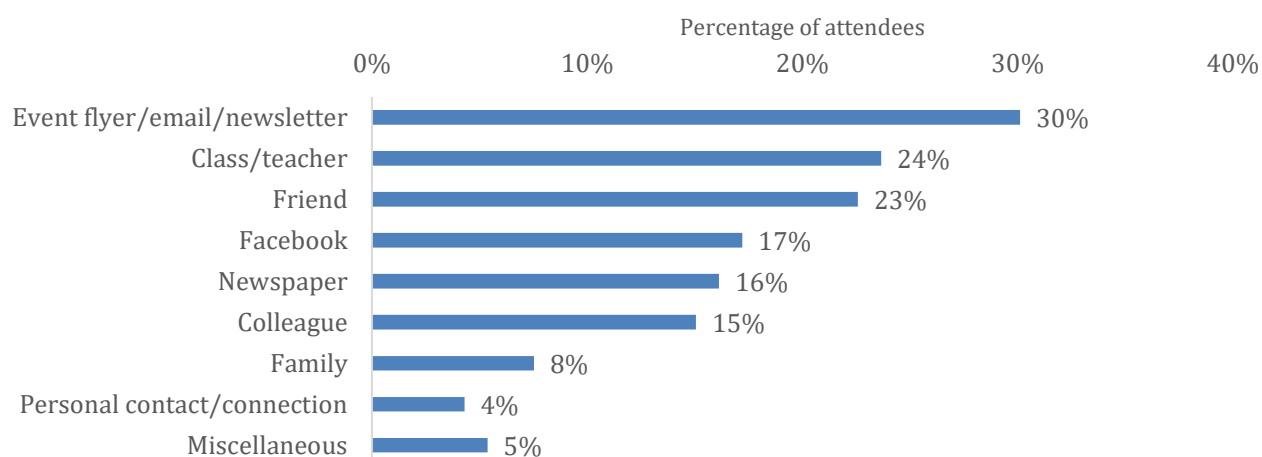
Presented in 13 sections, Question 2 explores attendees' awareness of and interest in the screening events, online actions before the events, reflections on the events and the film, and self-assessed likelihood of future action, as follows:

- 2.1 *How attendees learned about the screening events*
- 2.2 *Why attendees went to the screening events*
- 2.3 *Whether attendees were interested in and knowledgeable about nutrition science before the screening events*
- 2.4 *Whether attendees visited the film's website or social media pages before the screening events*
- 2.5 *Whether the screening events meet attendees' expectations*
- 2.6 *Attendees' ratings of the screening events as a whole*
- 2.7 *What attendees liked most about the screening events*
- 2.8 *What attendees did not like about the screening events*
- 2.9 *How attendees rated the organization and logistics of the screening events*
- 2.10 *Whether attendees thought the film, discussion sessions, and panels/guest speakers were valuable to the overall events*
- 2.11 *Extent to which attendees found the film appealing and engaging*
- 2.12 *How much attendees thought they learned from the film*
- 2.13 *Whether attendees thought they were likely to follow up on anything as a result of going to the screening events*

2.1 How attendees learned about the screening events

When asked to share how they heard about the screening event they attended, just under a third (30%) of attendees explained that they heard about it from an event flyer, email, or newsletter, as shown in the chart below. About a quarter each pointed to a class or teacher (24%) and/or a friend (23%). Less than a fifth each mentioned Facebook (17%), newspapers (16%), and/or a colleague (15%). Less than a tenth each heard about it from family (8%), a personal contact/connection to the event (4%), or miscellaneous sources (5%) including “*speaker at church*” and “*urban gardens event.*”

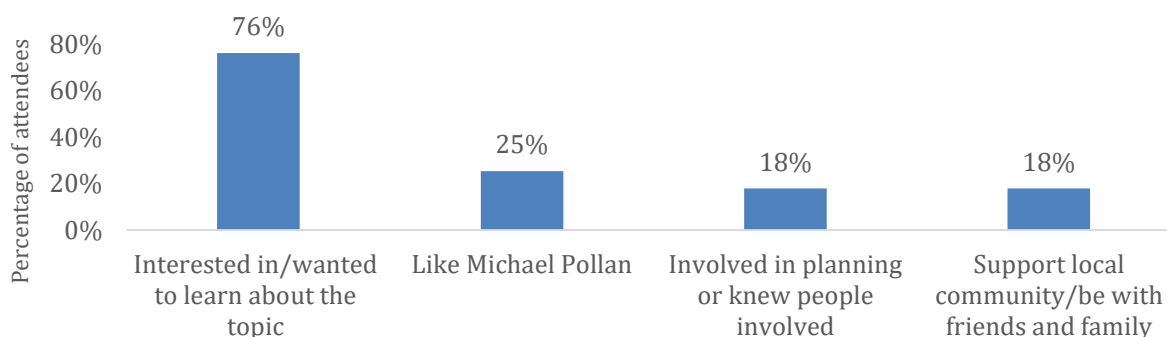
How attendees learned about the screening events (N=93)



2.2 Why attendees went to the screening events

Attendees were then asked why they went to their screening event, as shown in the chart below. Of attendees who went to a community screening (that is, not including attendees who were required to go to a screening for an educational event), three-quarters (76%) described being interested in or wanting to learn more about the topic of the film. A quarter (25%) noted that they attended because they liked Michael Pollan, and less than a fifth each said that they were involved in or knew people involved in the event (18%) and/or mentioned wanting to support their local community or be with friends and family (18%).

Why attendees went to the screening events (n=67)



Examples of the responses given by attendees are shared below:

Interested in/wanted to learn about the topic (76%)

- *To see what the content was about and if I considered it to be a good film worth sharing/recommending (and I'd say it is).*
- *I am a Holistic Nutritional Specialist and Life Coach plus love documentaries since there is always more to learn about nutrition, society's role in food consumption and how we can change the world through daily conscious decisions.*
- *I also care deeply about my own diet as well as my family's.*
- *Because I am very interested in the local food movement and all of the new emphasis on getting better food to everyone, especially those who live in food deserts.*
- *As an author specializing in edible gardening, I'm regularly paying attention to what is being said about food, food sources, food production processes, etc. I am interested to learn where the public gets their information and how bias or hype be driving their understanding, or often lack thereof, of what is involved in sustainable food production*
- *Because I am a chef with an obligation and interest in nutrition and continued education.*
- *Personal interest for better health. Wanted to be better educated about food matters.*
- *I want to know what foods are healthy to eat and what foods should be avoided to keep me healthy.*

Like Michael Pollan (25%)

- *I had read the book and am a fan of Michael Pollan.*
- *I appreciate Michael Pollan's research.*
- *I love Michael Pollan's books and think he's remarkable.*
- *I have always enjoyed Michael Pollan's books and was interested to see it on film.*
- *I've read Michael Pollan's "The Omnivore's Dilemma" and "Cooked" and I've seen the documentary "Food Inc" so this was a chance for another addition to the topic.*

Involved in planning or knew people involved (18%)

- *My organization was a sponsor.*
- *Helped organize the event due to my interest.*
- *My coworker was on the panel.*
- *To support my mom who was on a discussion panel at the end*
- *One of the people in the forum posted on FB about it and I was intrigued*
- *I know many of the discussion panel members.*
- *We know and like one of the speakers.*
- *... partly because of a panel of local growers and food handlers that followed the film*

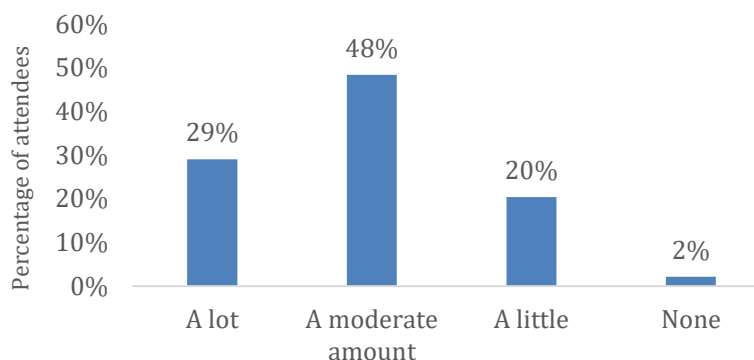
Support local community/be with friends and family (18%)

- *To support the [local] Farmers Market.*
- *I enjoy the discussions that come out of an inspiring film such as In Defense of Food. By coming together as a community, I think we can make real steps towards changing our food system.*
- *It was part of an event to publicize/launch a local restaurant certification system, Eat REAL, in our city. I believe the Eat REAL system has a lot of potential and I am interested in supporting its success.*
- *Just to be with like-minded people and to support a friend that wanted to attend.*
- *I am also new in town and wanted to meet like-minded people.*
- *Family member encouraged me to attend.*
- *My wife was interested, and it was her birthday, so I went along.*
- *Community involvement.*
- *My meditation practice includes the Five Precepts as taught by the Buddha. The fifth precept is on consumption. My meditation group decided to attending the screening and have a community discussion around the fifth precept and the content of the film.*

2.3 Whether attendees were interested in and knowledgeable about nutrition science before the screening events

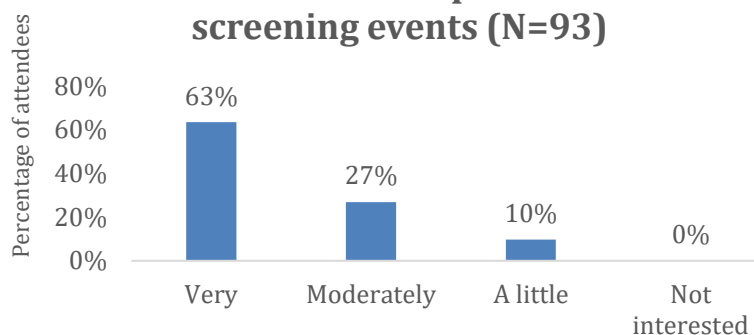
As shown in the chart to the right, the majority of attendees felt they knew *a lot* or *a moderate amount* about nutrition science prior to the screening events. Nearly half (48%) thought they knew *a moderate amount*, while more than quarter (29%) knew *a lot*. A fifth (20%) thought they knew *a little* about nutrition science, and a handful (2%) of attendees knew nothing about the topic.

How much attendees thought they know about nutrition science prior to the screening events (N=93)



At the same time, as shown in the chart to the right, the majority of event attendees (63%) indicated that they were *very interested* in nutrition science prior to the event. Just over a quarter (27%) expressed *moderate* interest, a tenth (10%) expressed *a little* interest, and none of the event attendees noted that they had *no interest* in nutrition science prior to the screening events.

How interested attendees were in nutrition science prior to the screening events (N=93)



2.4 Whether attendees visited the film's website or social media pages before the screening events

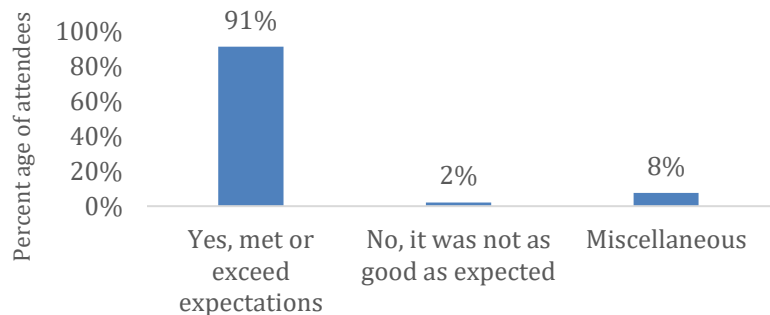
Attendees were next asked if they visited any of the film's online pages prior to their screening event. A handful each visited the film's website on PBS.org (4%), the film's Facebook page (4%), the film's YouTube page (3%), or engaged with other social media related to *In Defense of Food* (1%). Some of the attendees explained that they engaged with *In Defense of Food* in other ways prior to the event, with less than a tenth each mentioning that they read or re-read Michael Pollan's book of the same name (9%), that they watched another film featuring Michael Pollan (2%), or that they discussed the film with friends (2%).

2.5 Whether the screening events meet attendees' expectations

As shown in the chart to the right, nine-tenths (91%) of the attendees who provided a response indicated that the event met or exceeded their expectations. A few (2%) felt that the event wasn't as good as they expected, and about a tenth (8%) shared miscellaneous comments.

Examples of attendees' responses in each case are below:

Whether the screening events met attendees' expectations (n=92)



Yes, met or exceeded expectations (91%)

- *It did meet my expectation. I learned a lot more than what I expected to learn from it and now it makes me curious about the topic.*
- *The event exceeded my expectations. [The organizers] orchestrated the event and included a panel discussion with [local organizations]. The panel discussion added depth and richness to a GREAT documentary!*
- *Yes. I think it was a great film with a positive, simple message that people can internalize easily.*
- *Absolutely! The movie and the panel were great*
- *Yes, I thought the movie was very engaging and it was nice to have other people in the room who were interested in discussing.*
- *Yes it did meet my expectations. I learned some tips on using smaller plates, was thrilled to see youth in the inner cities growing their own food, learning to cook it and then be able to eat it.*

No, it was not as good as expected (2%)

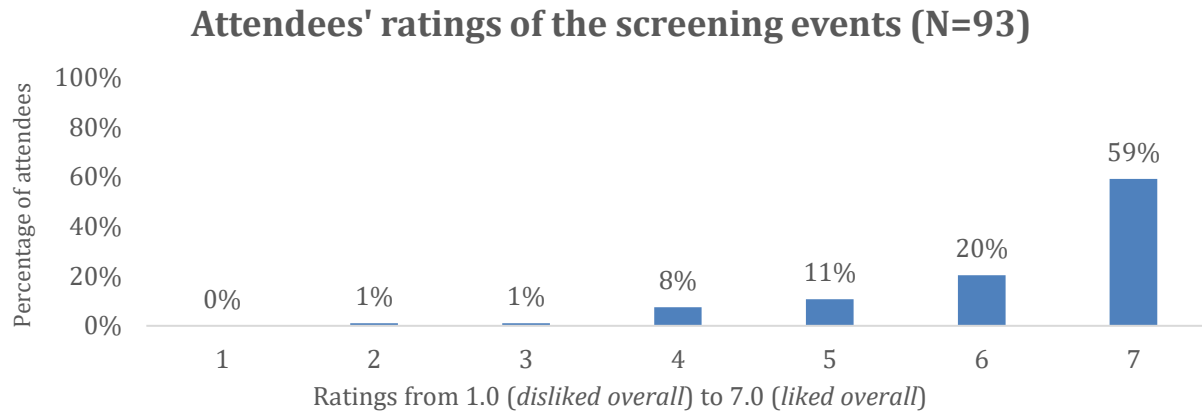
- *I thought the film could have dealt more with the importance of, and encouragement for people growing some of their own food, in back yard city gardens as well as country plots. We are encouraged to support out local growers, to buy locally and eat fresh produce, but many folks cannot afford the prices at Farmers' Markets which cater to the more well-to-do. If gardens, both private and public, were encouraged and/or made accessible, more folks could eat the proper healthy foods and avoid much of the processed foods which are all too convenient and affordable.*
- *Meh. The film was less than I expected. I felt like Michael Pollan skipped A LOT of important information and like a lot of his points contradicted each other. Mostly all he said is don't eat junk food. But he didn't touch on so much of the history of why our food is the way it is, how it got this way, how corn and or soy is in everything and is unhealthy, nothing about GMOs, or about eating organic. His points about wheat and gluten seemed...contradicting. And contradicting to things he has talked about in the past.*

Miscellaneous (8%)

- *It seemed like a typical film*
- *The movie was well done and informative, although I felt there were some errors of omission when it came to presenting some of what is written in the book. Having the NSF as a major sponsor, has the possibility to introduce a certain bias that made me a bit disbelieving of some of what was said or portrayed.*
- *Sort of. The event was poorly publicized and as a result was poorly attended...*

2.6 Attendees' ratings of the screening events as a whole

Overall, attendees indicated that they liked the screening events. On a scale from 1.0 (*disliked overall*) to 7.0 (*liked overall*), the median rating was 7.0, and responses ranged from 2.0 to 7.0. The chart below shows the percentage of attendees who selected each rating on the scale.



When invited to elaborate on their ratings, some attendees described having found the film or event interesting and informative, while others shared general praise. Some shared criticisms of the event, and smaller groups commented on how they liked the people/hosts or criticized the film. Examples of attendees' responses in each area are shared below:

Interesting and informative

- *It was informative and interesting to hear all the experts talk about this topic.*
- *The film contained information that was useful for me.*
- *I would say I liked the event overall because I had gone into the room expecting to be falling asleep throughout the video, but instead it presented information that I found to be interesting and helpful.*
- *It gave me a lot of useful information that I can apply to my own life.*
- *I enjoyed the movie overall, I picked up on some new material that I didn't know about before I watched the movie.*
- *I strive to be nutritious so it was good to learn more information about healthy eating habits.*

General praise

- *It was good*
- *Everything about it was great!*
- *It was on a farm. They also provided food.*

Criticized the event

- *The only issue was that the disc skipped occasionally.*
- *Seating uncomfortable & movie jammed several times*
- *I had hoped that the discussion would focus on the food environment rather than on individual eating behavior. Preconceived notions were totally off given the audience.*
- *Q and A afterwards was not as helpful as film.*
- *Seems to be preaching to the choir. It looked to me like most of the audience already tended their own garden or visit the local farmers market.*
- *Good event but it failed to reach a meaningful audience or have much impact in our community due to the lack of publicity and weird time it was scheduled.*

Liked the people or hosts

- *Nice group of people*
- *It is always a pleasure to be surrounded by like-minded people who are passionate about changing the world for the better.*
- *It was affirming to be among so many who value quality nutritional food.*
- *Hosts were excellent*

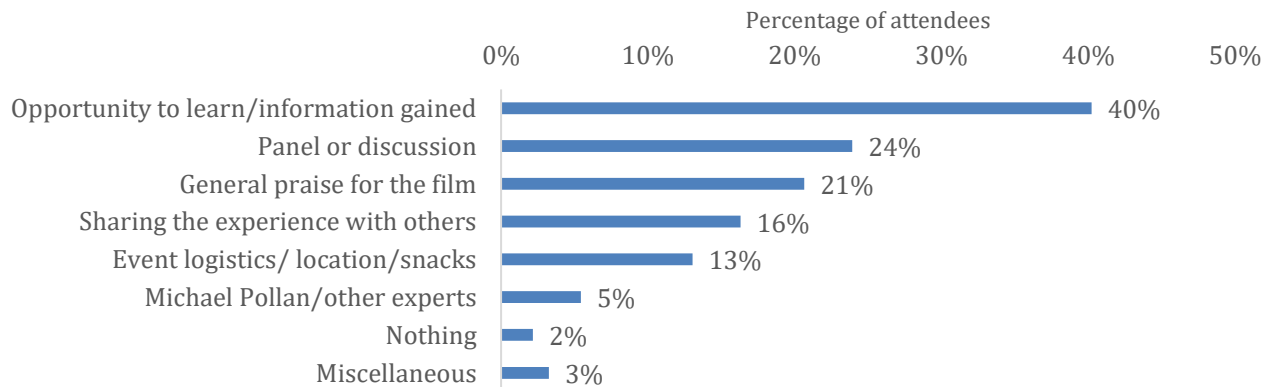
Criticized the film

- *More information more data the comparison between the French and us it should have been stated Europe bans nearly every chemical we use in our food*

2.7 What attendees liked most about the screening events

When asked what they liked most about the screening event they attended, attendees who provided feedback shared a range of responses. Two-fifth (40%) mentioned that they liked the opportunity to learn or gain information. A quarter (24%) most liked the panel or discussion, and a fifth (21%) shared general praise for the film. More than one-tenth each explained that they liked sharing the experience with others (16%) and/or something about the event logistics, such as the location or the snacks (13%). Smaller groups liked hearing from Michael Pollan or the other experts (5%), said there was nothing they liked (2%), or shared miscellaneous comments (3%).

What attendees liked most about the screening events (n=92)



Examples of comments shared by attendees are presented below.

Opportunity to learn/information gained (40%)

- *I liked that it addressed an issue so prevalent and exposed the food industry.*
- *The details behind everything were explained well*
- *Besides being very informative it was not overly technical and therefore easy to remember the key points.*
- *The fact that it explained nutrition and diet in an easy to follow way*
- *The film was great at breaking down myths and making it simple.*
- *The way that complex information was broken down into easy to digest (sorry) pieces. The visuals and personal commentary really brought the ideas home.*

Panel or discussion (24%)

- *Either the movie or the panel. Seriously it was awesome*
- *... the panel of guests were very informative...*
- *The panel was also very interesting.*
- *... the discussion before and after film.*
- *Also appreciated the after-show live discussion by local food experts.*

General praise for the film (21%)

- *Great documentary...*
- *Either the movie or the panel. Seriously it was awesome.*
- *The movie was absolutely the best part...*
- *Well done film.*

Sharing the experience with others (16%)

- *I like that I was able to confer with classmates about the film.*
- *I liked meeting the other attendees and sharing this positive energy and message to raise awareness.*
- *Watching with a group of others interested in nutrition and food systems.*
- *Engaging with the local community*
- *Being with people who believe in the importance of eating healthy, local, organic food.*

Event logistics/location/snacks (13%)

- *That it was free to the public...*
- *It was FREE!!*
- *Location was great. A community library is a great place to hold an event like this.*
- *The location was ideal, the movie was well played...& the whole night was very pleasant to attend.*
- *Very comfortable and welcoming setting.*
- *The location of the viewing was appropriate and the snacks were a nice touch.*
- *...the free healthy snack didn't hurt!*

Michael Pollan/other experts (5%)

- *Michael Pollan because I have read parts of his book and I enjoy the way he explains things.*
- *I always enjoy Michael Pollan; his wit and intelligent research, and his interest in all the aspects of good, healthy living.*
- *What I liked most about the event was that it was not at all biased and the people seemed professional when talking about the topic. They knew what they were talking about.*

Nothing (2%)

- *Nothing really stood out in this regard.*
- *Nothing really*

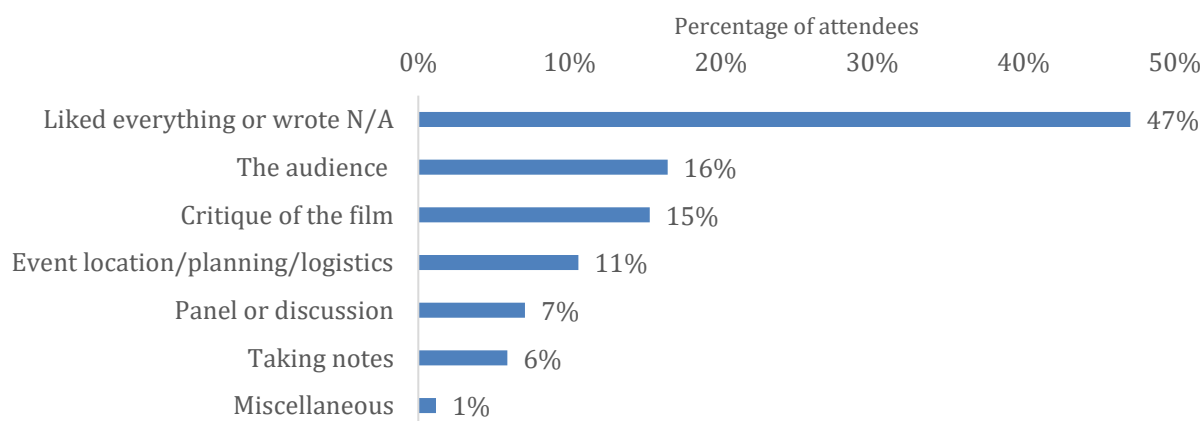
Miscellaneous (3%)

- *Very accessible to all people*
- *Changing the eating habits of kids through school lunch programs. Ideas won't change if people don't buy in. So, getting kids involved in growing food and consuming it - believing in the benefit of healthy eating.*

2.8 What attendees did not like about the screening events

As shown in the chart below, no one aspect stood out to the majority of attendees when asked what they didn't like about the screening event they attended. Of those who shared a response, the largest group, nearly half (47%), explained that they liked everything or wrote in "N/A." More than a tenth each disliked something about their fellow audience members (16%), the film (15%), or the event location, planning, or logistics (11%). Less than one-tenth each disliked something about the accompanying panel or discussion (7%), didn't like having to take notes for their class (6%), or shared miscellaneous comments (1%).

What attendees didn't like about the screening events (n=85)



Examples of comments shared by attendees are below.

Liked everything or N/A (47%)

- *There was nothing I disliked or could have been different.*
- *I liked it all.*
- *There was nothing I did NOT like about the event. We were encouraged to sign up for more information on this topic in our community in the future.*
- *I can't think of anything I didn't like.*
- *N/A*

The audience (16%)

- *I wish the main guy had stayed home. He had a bad cold and now I'm worried I'll get sick*
- *Political posturing by an audience member.*
- *Wish there were more folks in attendance.*
- *Small attendance from the local community*
- *Lack of ethnic diversity of attendees.*
- *It concerns me that the audience appears to be people who already get this concept. I want to see the French fry eaters in the audience! The kind-hearted way that Michael suggests we not overthink nutrition or feel guilty about it is such an important message. But I worry that the headlines will not be compelling to someone with bad eating habits. They might think it's going to be a lecture. They might already think they know what to do. They're wrong.*
- *Most of the people in attendance already agreed or knew most of what was being said in the movie. It would have been better to reach an audience that did not know the information beforehand.*

Critique of the film (15%)

- *Some of it seemed staged, for exam when the Son and Mother were shopping it didn't look real at all*
- *I felt like the rules and topics discussed were repetitive however, I thought it was good information.*
- *I did not like how long it was.*
- *A little long...*
- *I will add that I think the distribution of the film needs less control, i.e. it needs to be available to small groups and communities that may not be able to pay the current price to show it.*
- *A critique of the movie (which I generally think is very good) is that focusing on tribes in Africa seems irrelevant to our society and can make it easy to criticize the efforts/ideas of the movie (leading people outside the movement to say things like, we should all live like tribes in Africa?). I also think it would be infinitely helpful for the movie or another movie to focus on how to implement the recommendations (Michael Pollan's food rules) into a busy Western life, including the time and economic challenges of doing so with our current societal norms.*

Event location/planning/logistics (11%)

- *There were a few snafus and it was the end of a long day, but otherwise I enjoyed the event.*
- *The theater is an hour away, but it's a lovely drive, and up here in rural Michigan you're lucky to have an art-house theater at all.*
- *The time was not ideal. An event later in the afternoon or evening would have brought more individuals to the table.*
- *There was a lot of time before the movie started where I felt like everyone was just idle when we could have begun*
- *The chairs were uncomfortable to sit in for that long.*
- *The movie kept stopping*

Panel or discussion (7%)

- *Some of the panelists talked too much.*
- *I did not stay for the discussion of the film. Seeing the panel listed I anticipated, perhaps mistakenly, it would be an intellectual discussion among the converted, people who either grew their own food, had the money to buy good food or like me made sacrifices to buy it. No one on the panel was someone that had to give up doing laundry or have a night out financially in order to eat this way.*
- *I would have liked the discussion to have gone deeper into food and farming, for instance GMO and pesticide issues.*
- *I would have appreciated a panel that was more diverse and knowledgeable about the topics in the film.*

Taking notes (6%)

- *We had to take notes which didn't allow me to enjoy the movie as much.*
- *The video went a little fast so it was hard for me to get some answers on my worksheet.*

Miscellaneous (1%)

- *...shown during my dinner time (6) and food food food*

2.9 How attendees rated the organization and logistics of the screening events

Attendees were asked to rate four statements about the organization and logistics of the screening events of a scale from 1.0 (*strongly disagree*) to 7.0 (*strongly agree*). As shown in the table below, though they shared a range of ratings in each case, in general the attendees *strongly agreed* (median rating 7.0) that the event they attended was a good use of their time. They *agreed-to-strongly agreed* (median rating 6.5) that it was well run and organized and *agreed* (median rating 6.0) that watching the film in a community setting was a valuable experience. Overall, they also *disagreed* (median rating 2.0) that they would rather have watched the film in their own homes.

Attendees' median ratings of the organization and logistics of the screening events (N=93)							
	Strongly disagree 1.0	Disagree 2.0	Somewhat disagree 3.0	Neutral 4.0	Somewhat agree 5.0	Agree 6.0	Strongly agree 7.0
The event was well run and organized.	6.5 (IQR=1)						
I found the event to be a good use of my time.	7.0 (IQR=1)						
Watching the film in a community setting was a valuable experience.	6.0 (IQR=2)						
I would have rather watched the film in my own home.	2.0 (IQR=2)						

When invited to elaborate on their ratings, some of the attendees shared additional feedback:

The event was well run and organized

- *Well when I reserved my free ticket it later said it was sold out. But actually there was plenty of room. Other friends would have joined. But they saw it was sold out so they didn't*
- *Very little promotion was done to support the event.*
- *As mentioned above, the event would have been better later in the afternoon or early evening.*

I found the event to be a good use of my time

- *I chose a 7 of all of the above because the movie overall met my expectations, I got what I wanted to know out of the event.*
- *It was perfect. Nothing to complain.*
- *I enjoyed the film and I was glad to have my community bring this to my attention so I can recommend to friends that still work with women that might contribute to the conversion of urban women's programs that make real food to communities that at present have no access.*

Watching the film in a community setting was a valuable experience

- *Food is a social occasion and discussing food as a community is also social interaction.*
- *The community setting did make the viewing better.*
- *Fascinating to hear questions and perspectives from others who are not in the obesity prevention field.*
- *The community viewing allowed for discussion before and afterward which I really enjoyed.*

I would have rather watched the film in my own home

- *I could have watched this in the comfort of my own home, but the community experience made the panel discussion afterward deeper and richer.*
- *It showed so much better on a large screen.*
- *The home version was longer, and I felt this version was long enough (in fact, I could have done without the France addition at the end)*

2.10 Whether attendees thought the film, discussion sessions, and panels/guest speakers were valuable to the overall events

Next, attendees were asked to rate the value of the film, discussion sessions, and panels/guest speakers to the overall events on a scale from 1.0 (*not at all valuable*) to 5.0 (*extremely valuable*). Though they shared a range of ratings in each case, attendees who experienced each element generally found the film *extremely valuable* (median rating 5.0), as shown in the table below. At the same time, they generally thought the post-screening discussion and panel or guest speaker(s) were both *valuable* (median rating 4.0 each) to the overall event.

Attendees’ median ratings of the value of the film, discussion, and panel/guest speaker(s) to the overall events (N=93)						
	Not applicable	Not at all valuable 1.0	2.0	Somewhat valuable 3.0	4.0	Extremely valuable 5.0
The <i>In Defense of Food</i> film	0%	5.0 (IQR=1)				
Post-screening discussion session	39%	4.0 (IQR=2)				
Panel or guest speaker(s)	43%	4.0 (IQR=2)				

When invited to elaborate on their ratings, some of the attendees provided additional feedback, as in:

Feedback about the film

- *The film is great for what it is, but most of the content was old hat for me and accordingly it was frustrating to sit there quietly while some of the other people were just hearing this information for the first time. I agree with the message that producers will provide what the market demands, but things run afoul when we start talking about government, social programs, and the like. For example, I don't feel sorry for parents who don't pay attention to what their children are eating at school. That is there responsibility as a parent, but they put too much trust or blind faith in "the system." (which I wrote about in my third book)*

Feedback about the post-screening discussion session

- *We didn't have a post-screening discussion, but had a pre-screening session which informed the audience of the work and process of the Eat REAL certification system, which was very useful in conveying information.*
- *We didn't really have a panel or guest speaker and the group was already on the same page so there wasn't much to discuss post-screening.*

Feedback about the panel or guest speaker(s)

- *I feel the post screening could have been better organized - more or better questions prepared for the panelists. Something to get questions flowing more from the audience.*
- *Worthwhile to have a theme for the speakers. This could have been the case - experts who could talk about individual behaviors - but I missed that.*
- *The variety of community members speaking in regards to how they have applied In the Defense of Food principles was very informative & intriguing as well as engaging!*
- *Local farmers and local food industry people were a good mix.*
- *I would have considered the discussion more valuable had the panel been made up of members from all segments of the local agricultural community, not a very small sector with an obvious bias and perhaps limited hands-on knowledge of the sectors they choose to condemn.*

Miscellaneous feedback

- *Helpful to my benefits.*
- *Important info was delivered, but I was already aware of it.*
- *Thanks for this event...it was all great!*

2.11 Extent to which attendees found the film appealing and engaging

Attendees were asked to rate aspects of the film’s appeal and engagement, including the extent to which they liked the film, found the storytelling boring or engaging, found the content boring or interesting, found the presentation clear or confusing, found the tone hopeful or depressing, and found that the film increased their interest in and knowledge of nutrition science. In each case they used a scale from 1.0 (rated the lowest) to 7.0 (rated the highest). As shown in the table below, though they shared a range of ratings in each case, attendees generally liked the film, found the storytelling engaging, thought the content was interesting, found the film clear/easy to follow, thought the tone was hopeful, and found that the film increased their interest in and knowledge of nutrition science (median rating 7.0 each).

Overall median attendee ratings of <i>In Defense of Food</i> (N=93)								
	1.0	2.0	3.0	4.0	5.0	6.0	7.0	
Disliked overall							7.0 (IQR=1)	Liked overall
Boring storytelling							7.0 (IQR=1)	Engaging storytelling
Boring content							7.0 (IQR=1)	Interesting content
Confusing/ hard to follow							7.0 (IQR=1)	Clear/ easy to follow
Depressing tone							7.0 (IQR=1)	Hopeful tone
Decreased my interest in nutrition science							7.0 (IQR=1)	Increased my interest in nutrition science
Decreased my knowledge of nutrition science							7.0 (IQR=1)	Increased my knowledge of nutrition science

When invited to elaborate on their ratings, some of the attendees provided additional feedback, as in:

Liked or disliked overall

- *Great documentary and will highly recommend this film to many people to watch.*
- *I like Michael Pollan and the people in the film were caring, interesting people. I like the simple approach to eating presented in the film as well as some of the information about processed foods that may be a surprise to some. I plan to share the film with family and friends.*

Engaging or boring storytelling

- *I thought the film of the bookcase with all the books from which he chose one or two several times was repetitive and gloomy.*
- *The storyline was good. Information presented in a logical manner.*

Interesting or boring content

- *Interesting exercise in rearranging the order of food at the cafeteria to get people to eat more fruit and veg and less carbs and meat.*

Clear/easy to follow or confusing/hard to follow

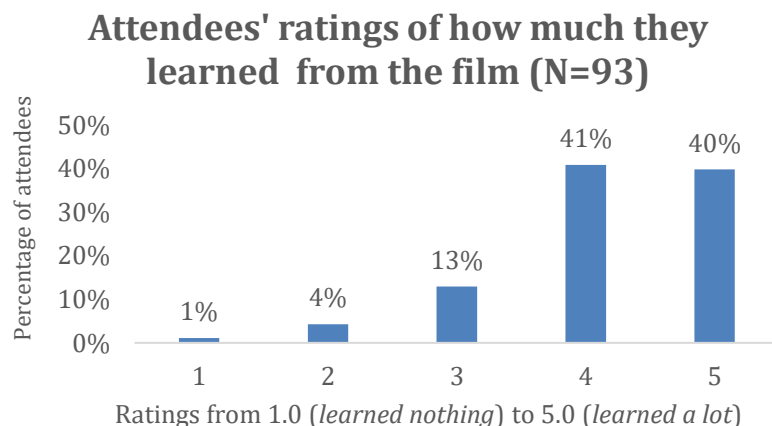
- *It was a little hard to follow all the explanations of the science behind everything.*

Increased or decreased knowledge of nutrition science

- *I choose high ratings for this because like I stated before the event was beneficial to my understanding of Nutrition.*
- *I have been studying nutrition for over 20 years, so knew most of the content, just more happy that the info is getting out there.*
- *I didn't perceive the importance of the movie to be about nutrition science. I thought it's strength was to inform about eating real food and how to do that in a way that might be healthiest, i.e. "not too much, mostly plants."*
- *I didn't feel like there was much science in it*

2.12 How much attendees thought they learned from the film

Next, attendees were asked to estimate how much they thought they learned from the film on a scale from 1.0 (*learned nothing*) to 5.0 (*learned a lot*). Here, the median rating was 4.0, and responses ranged from 1.0 to 5.0. The chart to the right shows the percentages of attendees who selected each rating on the scale from 1.0 to 5.0.



When invited to elaborate, some attendees noted that they learned from the film (occasionally in spite of their familiarity with the subject), others explained that they were already knowledgeable, and a few share miscellaneous comments, as detailed below.

Learned from the film

- *I learned that although things are "fat free" they are usually still loaded with sugars.*
- *I went in with very little knowledge and I felt that I came out knowing a lot more.*
- *I personally feel that I have accumulated a great amount of knowledge from this film.*
- *I read the book, but I did learn some things or at least a new perspective stuck with me.*

Already knowledgeable

- *I have been working in obesity prevention for over 20 years.*
- *I already knew a lot.*
- *Had read/watched similar info including interviews of Michael Pollan*
- *I have studied nutrition for many years.*

Miscellaneous

- *Want to read more about it.*
- *I did feel using that tribe that has an astronomical infant mortality rate was a bit questionable as a group we should emulate in eating habits. At points, for instance the French eating time, was kinda elitist. Do families working two jobs in America with kids have 100+ minutes a day (plus preparation time) to spend? France has high minimum wage and very strict vacation and labor laws that USA doesn't! I felt at times the financial aspect/effect of nutrition was glossed over in favor of feel good thoughts.*

2.13 Whether attendees thought they were likely to follow up on anything as a result of going to the screening events

Attendees were asked to rate the likelihood that they would follow up on the film, follow up online, and take action after their screening event. They were asked to rate each potential activity on a scale from 1.0 (*definitely won't*) to 5.0 (*definitely will*). More information about their ratings in each area is below.

Follow up on the film

As shown in the table below, attendees generally indicated that they would *definitely* (median rating 5.0 each) recommend the film to others and talk about the film with others. Overall, they also thought they would *probably* (median rating 4.0) learn more about the issues in the film after the event.

Attendees' median ratings of the likelihood that they would follow up on the film (N=93)					
	Definitely won't 1.0	Probably won't 2.0	May or may not 3.0	Probably will 4.0	Definitely will 5.0
Learn more about the issues in the film	4.0 (IQR=1)				
Recommend the film to others	5.0 (IQR=1)				
Talk about the film with others	5.0 (IQR=1)				

Some of the attendees commented on their ratings, as in:

Recommending the film/talking about the film

- *I've already recommended it & talked about it.*
- *I will forward e-info to my family & friends*
- *There are other films about food I would be more likely to recommend that provide more depth and explanation and honestly a little more truth and shock factor.*

Learning more

- *Watch Michael Pollan's Netflix Original Series, Cooked.*
- *Do some other nutritional reading*

Follow up online

As shown in the table below, attendees generally indicated that they *may or may not* (median rating 3.0 each) do each of the following online activities related to the film/events: take the *In Defense of Food* online pledge (detailed in the introduction to this evaluation); visit the film’s website on PBS.org; visit the film’s Facebook page; and view any *In Defense of Food* videos on YouTube. Overall, they indicated that they *probably won’t* (median rating 2.0) follow *In Defense of Food* on Twitter.

Attendees’ median ratings of the likelihood that they would follow up online after the screening events (N=93)					
	Definitely won’t 1.0	Probably won’t 2.0	May or may not 3.0	Probably will 4.0	Definitely will 5.0
Take the <i>In Defense of Food</i> online pledge to change the way you eat	3.0 (IQR=1)				
Visit the <i>In Defense of Food</i> website on PBS.org	3.0 (IQR=1)				
Visit the <i>In Defense of Food</i> Facebook page	3.0 (IQR=2)				
View any <i>In Defense of Food</i> videos on YouTube	3.0 (IQR=2)				
Follow <i>In Defense of Food</i> on Twitter	2.0 (IQR=2)				

All of those who shared additional information about their ratings explained that they don’t use social media, as in, “*I don’t Facebook or Twitter*” and “*the current social media frenzy is an outrageous waste of time and often the source exaggerated misinformation. I have far better ways to spend my time!*” At the same time, a few shared feedback about the online pledge and their efforts to make healthier choices, as in:

- *I don't feel the need to take any kind of pledge regarding my eating. As a longtime gardener, I already eat as local as can be and as well as possible, straight from my own garden. Take the facts in consideration when I eat*
- *I am already eating a vegan diet, so I don't need to take the pledge. It definitely shifted my views of processed food and the food industry.*
- *I'm definitely going to start swapping out processed snacks like granola bars for more fruits and veggies.*
- *The film gave me virtually no new information and therefore, the film itself will not change anything I do. I eat pretty fresh and local and real as it is*

Take action

Finally, attendees were asked about the likelihood that they would take various actions as a result of attending the screening events. Though some number of attendees indicated that they already regularly did each of the actions detailed in the table below, those who were new to each action generally indicated that they would *definitely* (median rating 5.0 each) eat more real food and increase the amount of plant foods in their diets. In general, they also thought they would *probably* (median rating 4.0 each) do each of the following: eat less processed food; reduce portion sizes; look for tactics used in food advertising/marketing; and analyze the accuracy of information presented in the food advertising/marketing. Finally, in general, attendees thought they *may or may not* (median rating 3.0 each) read something by Michael Pollan and take action in their community in some way (for example, by raising funds to plant a school garden, creating a pop-up farmers' market in a food desert, or joining an existing initiative).

Attendees' median ratings of the likelihood that they would take action after the screening events (N=93)						
How likely are you to...	Already did regularly before event	Definitely won't 1.0	Probably won't 2.0	May or may not 3.0	Probably will 4.0	Definitely will 5.0
Eat less processed food	54%	4.0 (IQR=1)				
Eat more real food	59%	5.0 (IQR=1)				
Reduce portion sizes	23%	4.0 (IQR=1)				
Increase the amount of plant foods in your diet	37%	5.0 (IQR=1)				
Look for the tactics used in the food advertising/marketing you encounter on an everyday basis	34%	4.0 (IQR=1)				
Analyze the accuracy of the information presented in the food advertising/marketing you encounter on an everyday basis	41%	4.0 (IQR=1)				
Read something by Michael Pollan	25%	3.0 (IQR=2)				
Take action in your community in some way (e.g., raise funds to plant a school garden, create a pop-up farmers' market in a food desert, join an existing initiative)	18%	3.0 (IQR=2)				

When invited to elaborate, those who shared additional feedback mentioned their efforts to make healthy choices, commented on educating others, wrote about their communities, or described why they wouldn't take action, among other responses, as shown in the next page:

- *I will definitely go out of my way to make healthy choices because I know it will affect me long term. I've been taking little steps of changes in the way I eat since I have watched the show.*
- *I will continue to encourage people to have more stake in their food by growing their own. As nice as local farmer's markets are, I think people in our rural area do not give enough thought to how driving 15-20 to those markets impacts our carbon footprints...*
- *The film has the potential to impact most people's views on food. Everyone needs to see this film!*
- *We have our own organic garden and are members of a good coop. We have taught many about healthy eating and growing their own food.*
- *I run a group of neighborhood orchards so I will be involved*
- *I have facilitated a Vegan Support group in the past, and will do so again if there's enough interest.*
- *I'm basically lazy.*

Question 3: What was the extended impact of the screening events on attendees?

To explore the longer-term impact of the *In Defense of Food* screening events, all attendees who participated in the evaluation and indicated they were willing to be contacted about an opportunity to provide additional feedback (n=53) were invited to participate in a follow-up survey and/or interview three weeks after attending. As a thank you for taking the time to provide feedback, these attendees were offered a \$5 honorarium.

The follow-up requests were sent to attendees via electronic mail. A total of 46 out of 53 respondents opened the email request within the ten-day evaluation period, and 29 of these 46 recipients completed the online evaluation request, resulting in a response rate of 63%.

Outline

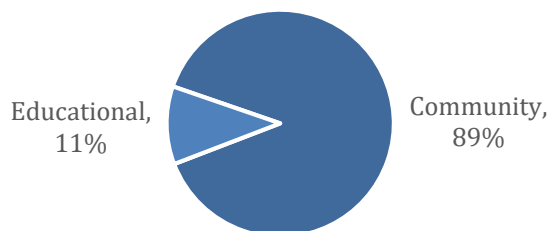
Presented in 7 sections, Question 3 explores attendees' reflections on the screening events, including whether they thought about, discussed, were reminded of, or took any actions related to the film and screening events, as follows:

- 3.1 *Types of screening events attended*
- 3.2 *How much attendees thought about the film and screening events in the following weeks, and what they thought about*
- 3.3 *Whether seeing the film changed how attendees thought or felt about food in the weeks after viewing*
- 3.4 *Whether attendees talked to anyone about the film in the weeks after viewing, and what they talked about*
- 3.5 *Whether attendees encountered any media that brought the film to mind in the weeks after viewing*
- 3.6 *Whether attendees followed up on topics from the film or screening events in the following weeks*
- 3.7 *Whether attendees took action in the weeks after the screening events*

3.1 Types of screening events attended

As shown in the chart below, among attendees who completed the follow-up survey, nearly nine-tenths (89%) who answered the question indicated that they attended a community screening. About a tenth (11%) attended an educational screening.

**Types of screening events attended
(n=27)**

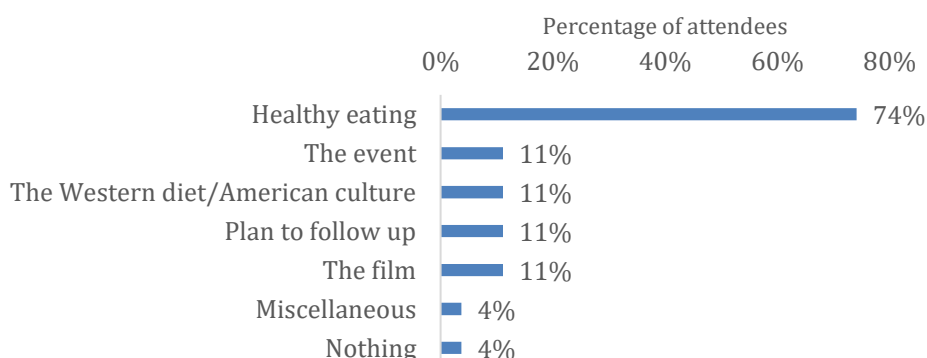


3.2 How much attendees thought about the film and screening events in the following weeks, and what they thought about

Attendees who completed the follow-up survey were asked to rate how much they thought about the film and the screening event in the following weeks on a scale from 1.0 (*not at all*) to 5.0 (*a lot*) each. Though they shared a range of responses in each case, they generally felt that they thought about both the film and the event *a moderate amount* (median rating 3.0 each).

When invited to elaborate on what they thought about from the film and/or the rest of the event, of those who shared a response, about three-quarters (74%) described thinking about or taking steps toward healthy eating, as shown in the chart below. About a tenth each described thinking about the event (11%), the Western diet and American culture (11%), something they planned to follow up on after the event (11%), and/or the film (11%). Less than a tenth each shared a miscellaneous response (4%) or said they hadn't thought about anything (4%).

**What attendees thought about in the weeks
after the screening events (n=27)**



Examples of their responses are shared below.

Healthy eating (74%)

- *How my food choices affect my health, my family's health, my community and my environment.*
- *Still mulling over in my mind what I can do to help further educate people on this important topic*
- *I definitely have researched more local resources to buy and spread the word about best food choices. I have also been at local farmer's markets...*
- *The important health benefits to folks from eating healthy locally grown food.*
- *Gives me pause to go after better choices in restaurants and food shopping.*
- *When choosing what to eat, I have continued to think about the guidelines presented in the film. I occasionally reference the film when my kids ask for junk food too.*
- *Food quality, where food is grown, by whom. Also cooking and eating vegetables and meat, keeping it healthy.*

The event (11%)

- *I think the panel that was part of the film also had an obvious bias, all small time, inexperienced "farmers/producers" I wonder why some of our local, long-time, multi-generational farm managers were not invited to be part of the panel. Their depth of knowledge and experience far exceeds the Johnny-come-latelies on the panel.*
- *As for the event, I think about the connections I've made. Particularly with the gentleman who has a no-spray you-pick strawberry patch! Hoping to see him this weekend with my family :)*
- *Pleased to see how many community-minded events occur around here, relating to various causes in the service of the public good.*

The Western diet/American culture (11%)

- *Americans' relationship with food.*
- *I talk about the social engineering piece pretty frequently. It's so interesting that we, as a culture, are willing to be controlled by corporations, but not by government.*
- *Thinking broadly about the food system in the US...*

Plan to follow up (11%)

- *I have also spoken with other individuals at our local food policy council meeting.*
- *Have one of [Michael Pollan's] books on order from the library.*
- *I have also been...attending local conferences to continue educating myself and friends in regards to our daily decisions. I discussed attending the Fort Collins farm to table dining experience with some friends and we are planning a trip together to experience all that deliciousness!!*

The film (11%)

- *After rereading the book and considering the NSF as the sponsor of the film, I feel some important points of the book were unfortunately left out of the film and that the film had some bias favorable to government organizations that is contradictory to the book.*
- *I enjoyed how well balanced and simply presented it was. It is also the only presentation I have seen that even acknowledges at all how expensive and unavailable good food is for many and what might be done.*
- *I've recommended the film to some family members.*

Miscellaneous (4%)

- *It was very interesting to me.*

Nothing (4%)

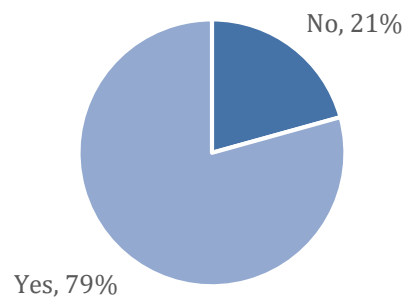
- *Nothing at all really.*

3.3 Whether seeing the film changed how attendees thought or felt about food in the weeks after viewing

Attendees who completed the follow-up survey were asked if their experience viewing *In Defense of Food* caused them to think or feel about food in a new or different way. The chart below presents the percentage of attendees saying *Yes* and *No* to this question.

The majority of attendees (79%) felt that the film did cause them to think or feel differently because they thought it had or would encourage healthy eating (69%) and/or they wanted to share the film's content with others (7%). One attendee selected *Yes* but did not elaborate (3%). A fifth (21%) said the film did not change the way they thought or felt about food, with everyone in this group explaining that they were already knowledgeable about the information in the film.

If attendees thought or felt differently about food in the weeks after viewing the film (n=29)



Examples of their responses in each case are shared below:

Yes, I think or feel differently about food after viewing (79%)

The film had or would encourage healthy eating (69%)

- *I should eat less processed food.*
- *Yes, it made me make better food choices.*
- *It just makes me more aware of my choices, where I buy my food, the prices and quality of the products plus living by example by sharing my lifestyle choices with others. Most are amazed by them and ask "so what DO you eat?"*
- *Trying to look at labels, feel like the labels shouldn't be miss leading*
- *It has helped me be more thoughtful about my food choices. I find myself thinking, "Eat Food, Not Too Much, Mostly Plants".*
- *I had read the book before, but after seeing the movie I have become more mindful of how I feel after eating different types of food.*
- *I already think about food all the time, being an organic farmer, but I knew I needed to have a better relationship with food that I eat. I needed to savor food more, not eat so much, and put even more emphasis on vegetables.*
- *I initially clicked no... really only because I've read all of his books, and seen all of his movies, so I'm already particularly active in the movement. I quote the book frequently. I really enjoyed hearing the other viewers hear some of those ideas for the first time. "Food like substances" which I've been quoting for years, got a big laugh from the audience which was really fun. Though now I'm realizing, that the last statement of the film "everything in moderation, including moderation" has been particularly moving for me. It's easy to live within the good food bubble, and it's easy to beat yourself up if you order pizza. It helped me remember that I'm not a bad person, or mother, if I stray from my mission every once in a while.*

Want to share the film's content with others (7%)

- Talk to others more about the issue
- It made me more concerned that the general public has NO real idea of how much our professional farmers work to provide safe, wholesome food. Social media has turned the consumer into sheep that automatically equate big = bad, with little realization of all the thought that goes into food production today.

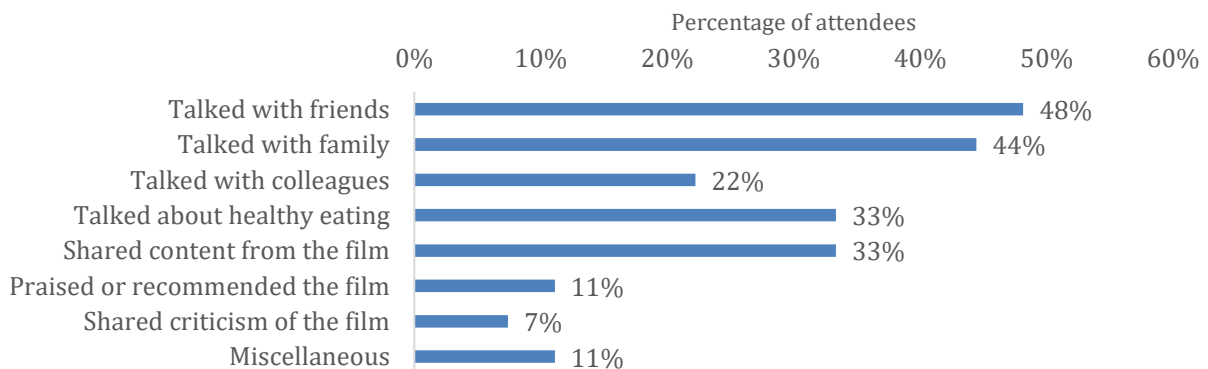
No, I do not think or feel differently about food after viewing (21%)

- I already was on board
- I was already informed.
- Because I was already aware of everything discussed in the film and generally live my life in a way that is in accordance with what was discussed.
- I already agreed with the basic principle, eat food. Having been brought up on garden food, local butchering, canning & preserving, I have never been a big fan of most processed food (I do like a few junk things, but they are a treat). I saw a documentary on GMOs a while back (PBS?) which really impressed me as I had never heard of it at the time.
- Despite the expense for us, on social security, we go without in other ways to spend money on good food in hopes we will avoid spending it on medical care. Good food has been a priority for us.

3.4 Whether attendees talked to anyone about the film in the weeks after viewing, and what they talked about

All but one of the attendees who completed the follow-up survey (97%) explained that they talked to others about the film. As shown in the chart below, among those who provided additional information, attendees described talking with friends (48%), family (44%), and colleagues (22%). In groups of varying sizes, they described talking about healthy eating (33%), sharing content from the film (33%), sharing praise for or recommending the film (11%), sharing criticisms of the film (7%), or sharing something miscellaneous (11%).

Who attendees talked to and what they talked about when discussing the film in the weeks after viewing (n=27)



Examples of their responses in each case are shared below and on the next page:

Talked with friends (48%)

- Friends. Some who feel that they do not want to change
- Like-minded friends
- I spoke to a friend in exercise class about it. I also spoke to the instructor in spin class about it.

Talked with family (44%)

- *Have discussed with friends, colleagues, family*
- *Friends and family. How well balanced the presentation was.*
- *Talked with my spouse, who watched the film with me. We primarily discussed our personal food choices.*

Talked with colleagues (22%)

- *Have discussed with friends, colleagues, family*
- *I have discussed the film with friends and colleagues alike in regards to the film's content.*
- *At work, recommended they see it*

Talked about healthy eating (33%)

- *A friend I told him how a lot of the food we consume is not very nutritional.*
- *Talked about what constitutes healthy food*
- *Talked with my spouse, who watched the film with me. We primarily discussed our personal food choices.*
- *I told my parents about the event and tried to encourage them to switch to brown rice because we eat a lot of white rice.*

Shared content from the film (33%)

- *I educated them on the knowledge I attained from the film, as well as encouraging them to think about the food their eating.*
- *I have discussed the film with friends and colleagues alike in regards to the film's content. I feel that if it's made into a film, that it's not just my supposed bandwagon jargon they feel I have jumped on. There are serious issues arising in society and it's going to take all of us to help wake up, smell the fresh produce and make better choices before the government takes away ALL of our freedoms.*
- *I talked about food that your grandmother would recognize, the program (NY?) where students grow their own food and learn culinary skills, the Kellogg brothers, seventh day Adventists, processed foods dominance in the American culture and the cost of eating well, especially for those with lower income or no close quality markets*

Praised or recommended the film (11%)

- *At work, recommended they see it*
- *Friends and family. How well balanced the presentation was.*
- *Yes - I have recommended that people check out the film*

Shared criticism of the film (7%)

- *I talked to my husband, and also to friends, about the film. Mostly we discussed that there was no mention of pesticides in the film.*
- *immediately after the film I talked to my boyfriend who was at the show with me and my cousin who was on the post film panel. We mostly discussed how we hadn't really learned anything new and how the film didn't go in to depth on anything. Barely skimmed the surface and how it seems to contradict itself in certain areas.*

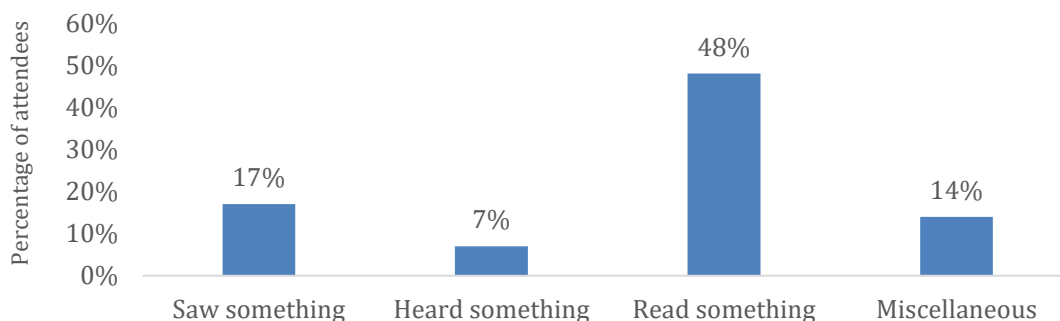
Miscellaneous (11%)

- *I also spoke with fellow food policy council members about collaborations in the future.*
- *Social Engineering! Over and over! Genius!*
- *It made me more concerned that the general public has NO real idea of how much our professional farmers work to provide safe, wholesome food. Social media has turned the consumer into sheep that automatically equate big = bad, with little realization of all the thought that goes into food production today*

3.5 Whether attendees encountered any media that brought the film to mind in the weeks after viewing

Attendees who completed the follow-up survey were asked if they had been reminded of *In Defense of Food* as a result of something they saw, heard, or read about through another media experience in the weeks since viewing. As shown in the chart below, about one-sixth (17%) indicated that they had seen something on television or in a movie that made them think of the film, while less than a tenth (7%) heard something on a podcast or the radio that reminded them of the film. The largest group, nearly half (48%), indicated that they had read something in a magazine, newspaper, or online that reminded them of the film. More than one-tenth (14%) of attendees shared miscellaneous things that reminded them of the film.

Attendees who saw, heard, or read something that reminded them of *In Defense of Food* in the weeks after viewing (n=29)



Examples of attendees' responses in each area are shared below:

Saw something on television/in a movie/on a video (17%)

- *Yes, on the television there are many new inventions on food, it makes me think of all the preservatives and additives that aren't good for us.*
- *The CBS morning program discussed yet another study about food (I think it was sodium) and heart disease. I thought about how the film's overall common sense approach would be more helpful to more people than reporting these individual studies that just confuse people.*
- *I have seen a few shows that has reminded me of the movie because it discussed our nations core values on food.*
- *Food advertising on television reminded me of the film and the discussion of how marketing and business influence our food choices.*

Heard something on the radio or a podcast (7%)

- *I'm sure I have, but cannot recall the specifics.*
- *Was on a podcast myself and discussed some of the ill-informed, misperceptions that people have about commercial agriculture today.*

Read something in a magazine, newspaper, or online (48%)

- *I read a book about processed food and how it is not very good for the human body.*
- *I read a handful of holistic health books, blogs, and magazines. I can't pinpoint one exact thought that matched the film yet I have definitely recommended others to watch it!*

- *I read local food publications (e.g., "Edible" series magazines) that highlight our local food scene; they helped me recognize the accessibility of more plant-focused, healthy diets, and knowing the source of my food. I'm fortunate to live where these options are quite easy to access.*
- *Yes, forgot the source (newspaper or magazine) about the governments involvement with big food giants and subsidiaries. Also, how Vermont has positioned itself as different from them.*
- *Read magazines, newspapers, online articles all the time on healthy food, ecological farming and gardening, supporting local growers, etc.*
- *I read constantly about diet and nutrition, so I have read quite a bit relating to nutrition. I just read from a blogger who said it is important to turn off the TV or computer or other devices while eating, to linger over the food and not put food in your mouth if you already have some there, and to chew your food!!*
- *Many publications I receive are more into the "slow food movement", locavore issues and the impact of corporations on how we can take power back in what we eat by using the power we have as consumers.*
- *Food magazine had a few articles that talked about quality food*
- *Only healthy recipes*
- *Read a cookbook that had me thinking.*

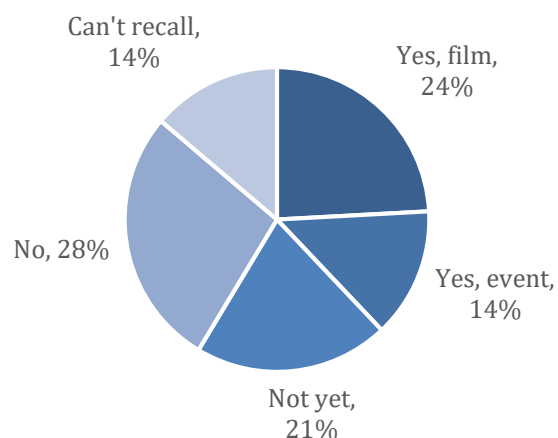
Miscellaneous (14%)

- *Since conference wasn't an option, I'll write about that here. I went to the National Farm to Cafeteria conference in Madison last week. The opening keynote, Ricardo Salvador, spoke about how our food system isn't "broken," instead, the social injustices were part of the design of the system. It's not that we need to fix a broken system, instead we need to rebuild a functioning system. I have been relating that to the social engineering piece from the film regularly.*
- *The use of the word "natural" on grocery items - I no longer trust or even regard it as being a thing.*
- *I saw something in Blue Zones which reminded me of the film. It talked about eating mostly plants...*
- *Just saw a live performance by Contra-Tiempo. Although the dance troupe's focus was the importance of water, it brought to mind the points made in the film.*

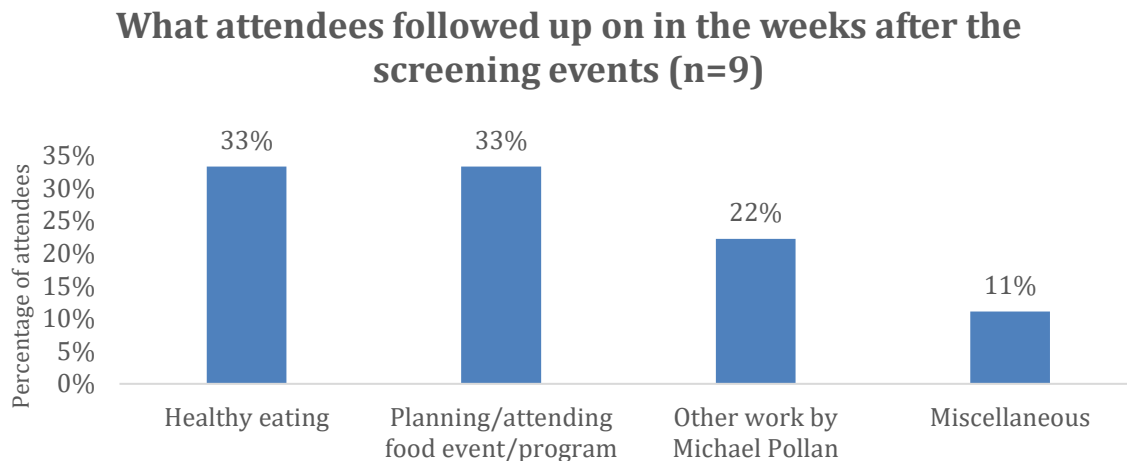
3.6 Whether attendees followed up on topics from the film or screening events in the following weeks

As shown in the chart to the right, a quarter (24%) of attendees who completed the follow-up survey indicated that they had followed up on topics from the film, while more than a tenth (14%) followed up on topics from the event. A fifth (21%) said they hadn't followed up on anything from the film or event yet, and more than a quarter (28%) explained that they hadn't followed up on anything and didn't plan to do so. More than a tenth (14%) could not recall.

If attendees followed up on topics from the film or screening events in the following weeks (n=29)



Of the 9 attendees who provided more information about what they followed up from the film or event, a third each commented on looking for information about healthy eating (33%) and/or planning or attending a local food event or program (33%), as shown in the chart below. Just over one-fifth (22%) mentioned that they learned more about Michael Pollan's work, and a tenth (11%) shared miscellaneous comments.



Examples of attendees' comments about post-viewing follow-up are shared below.

Looked for information about healthy eating (33%)

- *The types of breads, and which ones are healthier.*
- *Eaten less meat*
- *Trying to find food information on baking with whole grain flour, books & magazines in library.*

Looked into planning or attending a local food event or program (33%)

- *I looked into the dates and pricing for the farm to table meal experience up in Fort Collins.*
- *supported implementing a CSA program at our hospital (we have 4000 employees and over 100 shares were sold!)*
- *Slow Food TN Valley is now collaborating with the Knox County Health Department who was at the event. I have also followed up with the event host about partnerships in the future.*

Learned more about Michael Pollan's work (22%)

- *Looked for more materials by Michael Pollan online.*
- *I looked up the author's work, *The Omnivore's Dilemma*.*

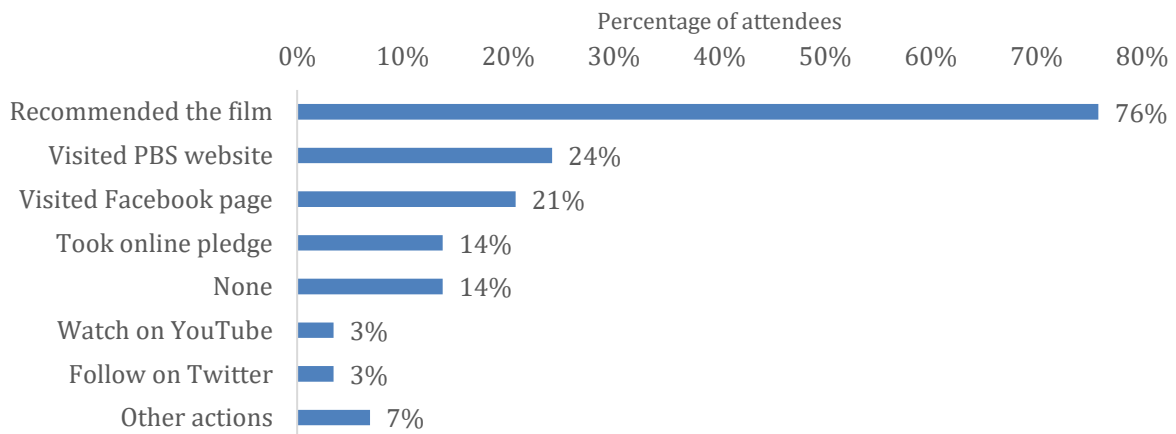
Miscellaneous (11%)

- *Talked to friends*

3.7 Whether attendees took action in the weeks after the screening events

After attending the screening events, the largest group (76%) of attendees who completed the follow-up survey indicated that they had recommended the film to others, as shown in the chart below. Less than a quarter each visited the PBS website (24%) and/or the film's Facebook page (21%), and more than a tenth (14%) took the online pledge to change their eating habits. More than a tenth (14%) explained that they hadn't taken any actions, and less than a tenth each followed the film on Twitter (3%), watched *In Defense of Food* videos on YouTube (3%), or took another type of action (7%), with one declining to elaborate and the other saying s/he had "*participated in a league of women voters forum on impacts of climate change on agriculture and food.*"

Actions taken by attendees in the weeks after the screening events (n=29)



Summary of findings

This evaluation considers event coordinator and attendee engagement with and reflections on a sample of the *In Defense of Food* community screening events. The evaluation gathered feedback from a total of 9 event coordinators (commenting on a total of 12 events) and 93 event attendees, 29 of whom then went on to provide feedback about the longer term impact of the screening events.

Question 1: What feedback did event coordinators share about the screening events?

1.1 Where screening events were held: The screening events were held in nine different states, including: Arizona, California, Georgia, Massachusetts, Michigan, New Mexico, New York, Tennessee, and Washington. Three events were held in Michigan, two in Massachusetts, and one in each of the remaining states listed above.

1.2 Types of screening events held and versions shown: About two-thirds of event coordinators planned community screenings, a quarter planned professional development events, and less than a tenth planned educational events. All but one of the event coordinators screened the 78-minute community version, and one screened the 2-hour version.

1.3 Types of venues where screening events were held: Event coordinators indicated that their screening events took place in college venues, theaters, libraries, and miscellaneous locations, including a bar, a barn, a church, and an office.

1.4 Whether screening events were coordinated with partner organizations: The majority of event coordinators described planning their screening events with a partner or partners.

1.5 Audience size and main audience types: The estimated audience at the 12 events totaled 402, or approximately 34 attendees per screening, with responses ranging from a high of 98 to a low of 1. Audiences were generally comprised of educational attendees, community members, staff from coordinating and partner organizations, and/or attendees with a professional interest in food, such as chefs and farmers.

1.6 Whether screening events reached underserved audiences: Just over half of the event coordinators who shared a response indicated that their screenings reached underserved audiences, at least to some extent, while more than a quarter thought their events *may have* reached underserved audiences. About a fifth thought they hadn't reached underserved audiences.

1.7 How event coordinators learned about the screening opportunity: When asked how they heard about the screening opportunity, more than two-thirds of event coordinators who shared a response pointed to correspondence from Kikim Media, while about a third described seeing the film on PBS and a fifth shared miscellaneous avenues through which they heard about the film's availability for community events.

1.8 How event coordinators used and valued the *In Defense of Food* screening toolkit:

Just under half of the event coordinators reported using the screening toolkit, with those who used the resource generally finding it *very-to-extremely valuable*. Those who used the toolkit reported that it was helpful in terms of organizing the event and coming up with post-screening questions. Those who did not use the toolkit shared various reasons, including lack of knowledge, busy schedules, and technical difficulties.

When asked what they found most valuable about the screening toolkit, event coordinators who used the resource pointed to information about the film/resources/campaign, suggestions for finding partners, and the discussion ideas and instructions. When asked what they found least valuable about the screening toolkit, all of the event coordinators who used the toolkit praised the resource.

1.9 How event coordinators used and valued the *In Defense of Food* discussion guide:

Just under half of the event coordinators described using the discussion guide, with those who reported using the resource generally finding it *extremely valuable*. Those who used the guide reported that it was “*an awesome piece*” that was particularly helpful in terms of coming up with “*critical thinking questions to ask our audience.*” Those who didn’t use the guide shared various reasons, including lack of knowledge or need for the guide, competing priorities, and technical difficulties.

When asked what they found most valuable about the discussion guide, event coordinators who used the resource generally pointed to the sample discussion questions and the organization of the guide. When asked what they found least valuable about the discussion guide, a few of the event coordinators who used the guide praised the resource, while a few others explained that they had difficulty incorporating the suggested discussion activities.

1.10 Whether event coordinators facilitated a discussion session and what was

discussed: Just over half of the event coordinators facilitated a discussion session after their screening, during which they discussed the content of the film, next steps, and professional development, among other topics. When these event coordinators were asked what they thought attendees learned or gained from the discussion sessions, they generally pointed to increased knowledge of and interest in eating healthier food, knowledge about local resources, and community contacts. Finally, the two-fifths of event coordinators who did not facilitate a discussion as part of their events explained that they had issues with time, turnout, and the comfort of their audience.

1.11 Whether screening events featured other supplemental activities: A third of the event coordinators described that their screenings featured cooking/snacks/a meal, and another third hosted a panel discussion. About a sixth had a guest speaker, and a third had none of these supplemental elements.

Those whose events featured cooking, snacks, or a meal were asked if they had used any recipes from the film’s website or Facebook page. All of the event coordinators whose events featured food said *No*.

1.12 Whether event coordinators encouraged attendees to take action: Half of the event coordinators encouraged their audience members to take action after the event. As a group,

they invited attendees to learn more about *In Defense of Food* and the event's hosts, use the film's resources in the classroom, and think about food in a new way, among other encouragements. The other half of event coordinators did not encourage their audience members to take action after the event. When asked why not, the group pointed to timing or turnout, said they hadn't thought of it, or explained that their event was attended by an already informed audience.

1.13 Whether event coordinators followed up after the screening events: After their screening events, the largest groups of event coordinators indicated that they contacted Kikim Media, recommended the film, recommended others host an event, and posted about the event on social media. Smaller groups sent a follow-up or thank you to their guests, met informally with partners to debrief, or created and sent a survey about the event to their guests.

Those who had not yet completed each of these follow-up actions generally indicated that they were most likely to recommend the film to others, recommend that others host an event, and contact Kikim Media. They also indicated that they were less likely to post about the event on social media, debrief with partners, send a follow-up or thank you, and create and send a survey to attendees.

1.14 Highlights of the screening events: When asked about the highlight of their event, more than half of the event coordinators pointed to an aspect of the discussion or networking. Less than one-fifth each mentioned the film/the film's message or the event turnout, and a quarter shared miscellaneous feedback.

1.15 Challenges of the screening events: When asked if they encountered any challenges in planning or implementing their screening events, more than half of the event coordinators pointed to an aspect of event planning, including finding a date, time, venue, and experiencing technical issues. Nearly half cited low attendance/publicity challenges, and a fifth said they hadn't experienced any challenges.

1.16 Event coordinators' goals for the screening events and if their expectations were met: When asked why they had coordinated a screening of *In Defense of Food*, the largest groups of event coordinators pointed to a desire to share the film's message about healthy eating and/or promote their own organization and mission. One each indicated that they had organized their screening event for professional development purposes or to share the film's resources with local educators.

The majority of event coordinators felt that their screening event met or exceeded their expectations, while less than one-fifth said this was not the case. However, more than half of respondents who said *Yes* or *No* commented on the issue of low turnout.

1.17 Additional feedback about the screening events: When invited to share any final thoughts about their experience, more than half of those who shared a response thanked the project team or shared positive feedback, while just under half shared constructive comments for future events.

Question 2: What feedback did attendees share about the screening events?

2.1 How attendees learned about the screening events: Just under a third of attendees explained that they heard about the event they attended from a flyer, email, or newsletter. About a quarter each pointed to a class or teacher and/or a friend. Less than a fifth each mentioned Facebook, newspapers, and/or a colleague. Less than a tenth each heard about it from family, a personal contact/connection to the event, or miscellaneous sources.

2.2 Why attendees went to the screening events: Of attendees who went to a community screening (that is, not including attendees who were required to go to a screening for an educational event), three-quarters described being interested in or wanting to learn more about the topic of the film. A quarter noted that they attended because they liked Michael Pollan, and less than a fifth each said that they were involved in or knew people involved in the event and/or mentioned wanting to support their local community or be with friends and family.

2.3 Whether attendees were interested in and knowledgeable about nutrition science before the screening events: Nearly half of attendees thought they knew *a moderate amount* about nutrition science prior to the screening events, while more than a quarter knew *a lot*. A fifth thought they knew *a little* about nutrition science, and a handful of attendees knew nothing about the topic.

At the same time, the majority of event attendees indicated that they were *very interested* in nutrition science prior to the event. Just over a quarter expressed *moderate* interest, a tenth expressed *a little* interest, and none of the event attendees noted that they had *no interest* in nutrition science prior to the screening events.

2.4 Whether attendees visited the film's website or social media pages before the screening events: Prior to their screening event, a handful each visited the film's website on PBS.org, the film's Facebook page, the film's YouTube page, or engaged with other social media related to *In Defense of Food*. Some of the attendees explained that they engaged with *In Defense of Food* in other ways prior to the event, with less than a tenth each mentioning that they read or re-read Michael Pollan's book of the same name, that they watched another film featuring Michael Pollan, or that they discussed the film with friends.

2.5 Whether the screening events meet attendees' expectations: Nine-tenths of the attendees who provided a response indicated that the event met or exceeded their expectations. A few felt that the event wasn't as good as they expected, and about a tenth shared miscellaneous comments.

2.6 Attendees' ratings of the screening events as a whole: Overall, attendees indicated that they liked the screening events.

2.7 What attendees liked most about the screening events: Two-fifths of attendees most liked the opportunity to learn or gain information. A quarter most liked the panel or discussion, and a fifth shared general praise for the film. More than one-tenth each explained that they liked sharing the experience with others and/or something about the event logistics,

such as the location or the snacks. Smaller groups liked hearing from Michael Pollan or the other experts, said there was nothing they liked, or shared miscellaneous comments.

2.8 What attendees did not like about the screening events: When asked what they didn't like about the screening event they attended, no one aspect stood out to the majority of attendees. Of those who shared a response, the largest group, nearly half, explained that they liked everything or wrote in "N/A." More than a tenth each disliked something about their fellow audience members, the film, or the event location, planning, or logistics. Less than one-tenth each disliked something about the accompanying panel or discussion, didn't like having to take notes for their class, or shared miscellaneous comments.

2.9 How attendees rated the organization and logistics of the screening events: In general the attendees *strongly agreed* that the event they attended was a good use of their time. They *agreed-to-strongly agreed* that it was well run and organized and *agreed* that watching the film in a community setting was a valuable experience. Overall, they also *disagreed* that they would rather have watched the film in their own homes.

2.10 Whether attendees thought the film, discussion sessions, and panels/guest speakers were valuable to the overall events: Attendees generally found the film *extremely valuable* and, among attendees whose events included these elements, thought the post-screening discussion and panel/guest speaker(s) were both *valuable* to the overall event.

2.11 Extent to which attendees found the film appealing and engaging: Attendees generally liked the film, found the storytelling engaging, thought the content was interesting, found the film clear/easy to follow, thought the tone was hopeful, and found that the film increased their interest in and knowledge of nutrition science.

2.12 How much attendees thought they learned from the film: Attendees generally thought they learned a fair amount from the film.

2.13 Whether attendees thought they were likely to follow up on anything as a result of going to the screening events: Attendees were asked to rate the likelihood that they would follow up on the film, follow up online, and take action after their screening event. More information about each area is below.

➤ **Follow up on the film:** Attendees generally indicated that they would *definitely* recommend the film to others and talk about the film with others. Overall, they also thought they would *probably* learn more about the issues in the film after the event.

➤ **Follow up online:** Attendees generally indicated that they *may or may not* do each of the following online activities related to the film/events: take the *In Defense of Food* online pledge (detailed in the introduction to this evaluation); visit the film's website on PBS.org; visit the film's Facebook page; and view any *In Defense of Food* videos on YouTube. Overall, they indicated that they *probably would not* follow *In Defense of Food* on Twitter.

➤ **Take action:** Finally, attendees were asked about the likelihood that they would take various actions as a result of attending the screening events. Though some number of attendees indicated that they already regularly did each action, those who were new to

each action generally indicated that they would *definitely* eat more real food and increase the amount of plant foods in their diets. In general, they also thought they would *probably* do each of the following: eat less processed food; reduce portion sizes; look for tactics used in food advertising/marketing; and analyze the accuracy of information presented in the food advertising/marketing. Finally, in general, attendees thought they *may or may not* read something by Michael Pollan and take action in their community in some way (for example, by raising funds to plant a school garden, creating a pop-up farmers' market in a food desert, or joining an existing initiative).

Question 3: What was the extended impact of the screening events on attendees?

3.1 Types of screening events attended: Among attendees who completed the follow-up survey, nearly nine-tenths who answered the question indicated that they attended a community screening. About a tenth attended an educational screening.

3.2 How much attendees thought about the film and screening events in the following weeks, and what they thought about: Attendees who completed the follow-up survey generally felt that they thought about both the film and the event *a moderate amount*. When invited to elaborate on what they thought about from the film and/or the rest of the event, of those who shared a response, about three-quarters described thinking about or taking steps toward healthy eating. About a tenth each described thinking about the event, the Western diet and American culture, something they planned to follow up on after the event, and/or the film. Less than a tenth each shared a miscellaneous response or said they hadn't thought about anything.

3.3 Whether seeing the film changed how attendees thought or felt about food in the weeks after viewing: Attendees who completed the follow-up survey were asked if their experience viewing *In Defense of Food* caused them to think or feel about food in a new or different way. About four-fifths of attendees felt that the film did cause them to think or feel differently because they thought it had or would encourage healthy eating and/or they wanted to share the film's content with others. A fifth said the film did not change the way they thought or felt about food, with everyone in this group explaining that they were already knowledgeable about the information in the film.

3.4 Whether attendees talked to anyone about the film in the weeks after viewing, and what they talked about: All but one of the attendees who completed the follow-up survey explained that they talked to others about the film. Attendees described talking with friends, family, and colleagues, and they explained that they talked about healthy eating, shared content from the film, praised or recommended the film, shared criticisms of the film, or shared something miscellaneous.

3.5 Whether attendees encountered any media that brought the film to mind in the weeks after viewing: The largest group of attendees who completed the follow-up survey, nearly half, indicated that they had read something in a magazine, newspaper, or online that reminded them of the film. About one-sixth indicated that they had seen something on television or in a movie that made them think of the film, while less than a tenth heard

something on a podcast or the radio that reminded them of the film. More than one-tenth of attendees shared miscellaneous things that reminded them of the film.

3.6 Whether attendees followed up on topics from the film or screening events in the following weeks: A quarter of attendees who completed the follow-up survey indicated that they had followed up on topics from the film, while more than a tenth followed up on topics from the event. A fifth said they hadn't followed up on anything from the film or event *yet*, and more than a quarter explained that they hadn't followed up on anything and didn't plan to do so. More than a tenth could not recall.

Among attendees who provided more information about what they followed up from the film or event, a third each commented on looking for information about healthy eating and/or planning or attending a local food event or program. Just over one-fifth mentioned that they learned more about Michael Pollan's work, and a tenth shared miscellaneous comments.

3.7 Whether attendees took action in the weeks after the screening events: About three-quarters of attendees who completed the follow-up survey indicated that they had recommended the film to others. Less than a quarter each visited the PBS website and/or the film's Facebook page, and more than a tenth took the online pledge to change their eating habits. More than a tenth explained that they hadn't taken any actions, and less than a tenth each followed the film on Twitter, watched *In Defense of Food* videos on YouTube, or took another type of action.

Final remarks

Together, the findings in Study 2 indicate that the community screening events generally met or exceeded event coordinators' and attendees' expectations. In interpreting the event coordinators' and attendees' responses, it is important to note that feedback from these small evaluation samples do not necessarily reflect the experience of event coordinators and attendees as a whole.

With that being said, event coordinators who participated in the evaluation were generally pleased with *In Defense of Food* and its message, and attendees who participated in the evaluation found the film appealing and engaging. Additionally, attendees and event coordinators thought the screenings would influence attendees' post-viewing actions, and in a follow-up survey, most attendees noted this was the case. Below, we share comments and suggestions related to event coordinators' and attendees' experiences with the screening events and resources.

➡ When asked how they heard about the *In Defense of Food* screening opportunity, more than two-thirds (70%) of event coordinators who shared a response pointed to correspondence from Kikim Media, with most in this group noting that the correspondence was initiated by Kikim (as in "*Kikim Media reached out to us to see if we would be interested in hosting a screening.*") and one explaining that their organization reached out first (as in, "*We contacted Kikim Media to ask if we could get a screening copy and they responded*"). These kinds of comments speak to the importance of Kikim's

outreach efforts in bringing the film to screening audiences around the U.S., both in terms of initiating contact and maintaining correspondence with potential event coordinators.

- Nearly half (45%) of the event coordinators cited attendance or publicity as the main challenge of their events, and when they were asked if the screening events met their expectations, more than half (58%) of the event coordinators who said *Yes* or *No* indicated that turnout was lower than anticipated, as in: *“The movie was phenomenal but the screening was so lowly attended that it didn’t meet my expectations.”* Furthermore, throughout their surveys, the issue of attendance was mentioned by some of the attendees, as in, *“Wish there were more folks in attendance”* and *“Small attendance from the local community.”*

At the same time, attendees generally *agreed* that watching the film in a community setting was a valuable experience, and *disagreed* that they would have rather watched the film in their own homes. Additionally, when asked what they liked most about the events, one-sixth (16%) of attendees described sharing the experience with others, further emphasizing the value of having relatively large, engaged audiences at the screenings. (For example, *“The community setting did make the viewing better”* and *“I could have watched this in the comfort of my own home, but the community experience made the panel discussion afterward deeper and richer.”*)

Kikim Media devoted substantial time and resources to outreach and event planning before, during, and after the evaluation period. However, if the situation had allowed, it is possible that some event coordinators would have benefitted from even more support in helping them attract larger audiences. As one event coordinator explained, *“A little more follow up contact from Kikim Media probably would have pushed us to do more advance PR on the film”* – a suggestion that, if acted on in the future (and/or on other projects), may be appreciated by some event coordinators – particularly those with less experience planning events – and beneficial to the screening events.

Possible forms of support could include additional event planning, publicity, and encouraging event coordinators to add supplemental elements to attract a wider audience. (For example, as one event coordinator noted about his or her event, *“A community member connected me with a Chicago chef who co-owns a farm in our region. She drove up and spoke after the screening. I think both audience familiarity with Michael Pollan and this chef are responsible for the good turnout.”*)

- Another area where Kikim Media might provide additional support and suggestions for implementation is the organization of post-screening discussion sessions. Though just over half (58%) of the event coordinators described including this element in their events, this was one of the most-liked elements among attendees, with the second largest group (24%) mentioning an appreciation for their event’s panel or discussion session. Additionally, when asked about the highlight of their event, more than half (58%) of the event coordinators pointed to discussion/networking, with some commenting on the value of using discussions to create or strengthen a community with a *“common vision.”*

Although the discussion guide produced by Kikim Media was found to be *extremely valuable* among event coordinators, it was only used by about two-fifths (42%) of those

surveyed, indicating that there were a fair number of event coordinators who planned discussion sessions without using the guide, as well as event coordinators who did not plan discussion sessions. Those who didn't use the discussion guide shared various explanations, including lack of knowledge about the guide, competing priorities, and technical difficulties, among other responses. Given the discussion guide's popularity among those who used it, the outreach team (or other teams, on future projects) may want to make additional efforts to promote the guide and, indirectly, encourage the inclusion of post-screening discussion sessions.

- Kikim Media identified multiple ways viewers could take inspiration from the film – by changing their diets, sharing the film and its message with others, and sharing the film's educational resources. These three actions were outlined on the film's PBS website, which featured a series of links visitors could click on for more information. The first two topics are considered below, while the third is discussed in Study 3.
 - **Changing their diets:** Immediately after viewing the film, attendees generally thought they would *definitely* eat more real food and increase the proportion of plants in their diets and that they would *probably* eat less processed food, reduce portion sizes, look for tactics used in food advertising/marketing, and analyze the accuracy of information presented in the food advertising/marketing. Additionally, a few weeks after viewing, the majority (79%) of attendees who completed the follow-up survey indicated that the film caused them to think or feel differently about food, with most attendees in this group noting that *In Defense of Food* had or would encourage healthy eating.
 - **Sharing the film and its message with others:** Immediately after viewing the film, attendees generally thought they would *definitely* recommend the film to others and talk about the film with others. When completing the follow-up survey a few weeks after their screening events, three-quarters (76%) of follow-up attendees indicated that they had recommended the film to others, while almost everyone (97%) explained that they had talked with others about the film, with most in this group sharing positive feedback. Attendees' apparently high interest in telling others about the film and its message highlights the film's strong word-of-mouth campaign and the potential longevity of the *In Defense of Food* outreach campaign.
 - **Changing their diets and sharing the film and its message with others:** Sometimes the goals of the film overlapped for attendees. For example, in the weeks after viewing, the largest group of attendees (74%) explained that they thought about healthy eating after their screening event, both for themselves and for others. As noted by two attendees, "*When choosing what to eat, I have continued to think about the guidelines presented in the film. I occasionally reference the film when my kids ask for junk food too*" and "*Still mulling over in my mind what I can do to help further educate people on this important topic.*"
- The largest group of attendees (76%) went to a screening because they were interested in or wanted to learn more about the subject of the film. At the same time, the majority (77%) felt they knew *a lot* or *a moderate amount* about nutrition science prior to the screening events, and nearly two-thirds (63%) indicated that they were *very interested* in nutrition science prior to the screening. Although attendee interest in the subject of the

film is not surprising, as noted by one event coordinator, *“the target audience has to be invested in the cause if they will voluntarily attend the session. For this reason, the screenings may not reach its intended audience, instead reinforcing the beliefs of those who already share these ideas.”*

Similarly, throughout their surveys, some of the event coordinators and attendees expressed concern that their screening events were *“preaching to the choir.”* Additionally, among attendees, more than half each said they already eat real food (59%) and avoid processed food (54%). However, smaller groups of attendees indicated that they analyzed the accuracy of information in food advertising/marketing (41%), ate a plant-based diet (37%), looked for food advertising/marketing tactics (34%), and controlled portion sizes (23%) prior to watching the film, indicating that there are other messages in *In Defense of Food* that may resonate with viewers who are knowledgeable about healthy eating. For example, throughout their surveys, some attendees who were familiar with the film’s message explained that they still learned from or were motivated by the screening, as shown in the examples below:

- *I am already eating a vegan diet, so I don't need to take the pledge [to change the way I eat]. It definitely shifted my views of processed food and the food industry.*
 - *I already think about food all the time, being an organic farmer, but I knew I needed to have a better relationship with food that I eat. I needed to savor food more, not eat so much, and put even more emphasis on vegetables.*
 - *I initially clicked no [to indicate that the film didn't change how I think or feel about food in the weeks after viewing]...really only because I've read all of his books, and seen all of his movies, so I'm already particularly active in the movement. I quote the book frequently. I really enjoyed hearing the other viewers hear some of those ideas for the first time. "Food like substances" which I've been quoting for years, got a big laugh from the audience which was really fun. Though now I'm realizing, that the last statement of the film "everything in moderation, including moderation" has been particularly moving for me. It's easy to live within the good food bubble, and it's easy to beat yourself up if you order pizza. It helped me remember that I'm not a bad person, or mother, if I stray from my mission every once in a while.*
- ➡ Finally, it’s worth noting that one quarter (25%) of the event coordinators surveyed indicated that they had planned professional development screenings within their organizations, primarily for employees. As this was an unexpected but fairly popular type of screening that occurred after the PBS broadcast, outreach teams working on similar projects in the future might consider incorporating professional development audience into their efforts. This would help increase total audience size while being cost-effective, as these businesses or organizations would likely be able to provide a screening fee.