



get together.



watch the film.



talk about it.



take action.

THE MOST SHOCKING FILM ABOUT AMERICAN MOTHERHOOD THAT YOU'LL EVER SEE

DARK SIDE OF THE FULL MOON



**"CHILLING
AND BRILLIANT."**
— CHOICE! Film Festival

FURA FILMS PRESENTS A MESSY HAIR MERMAID PICTURE "DARK SIDE OF THE FULL MOON" WRITTEN AND DIRECTED BY MAUREEN FURA

PRODUCED BY JENNIFER SILLIMAN, CAMILLE GOLDBERG AND RACHAEL WAX TABER EXECUTIVE PRODUCERS RYAN FURA AND SHOSHANA BENNETT

MUSIC BY JONATHAN ZALBEN EDITED BY RACHAEL WAX TABER WWW.DARKSIDEOFTHEFULLMOON.COM #STANDWITHMOMS

SCREENING GUIDE

This film contains intense content which may be a trigger for those currently suffering or still recovering from a maternal mental health disorder. Viewer discretion is advised.

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About the Film

Dark Side of the Full Moon delves into the unseen world of maternal mental health. It uncovers the disconnect within the medical community to effectively screen, refer, and treat the 1.3 million U.S. mothers affected each year, giving a face and voice to the countless women who have suffered in silence.

Together, Maureen and Jennifer began a life changing journey, documenting their common story with women from around the country— Maureen looking to the past, asking why this happened, and Jennifer looking to the future, wanting to find a system that protects mothers.

The film highlights inconsistencies of care, questioning the system and doctors as well as ourselves, asking who should be held accountable for the staggering number of women still suffering in silence and facing barriers to treatment.

The Stories



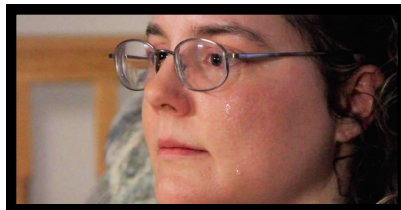
Jennifer, Florida



Laura, North Carolina



Mary Rose, California



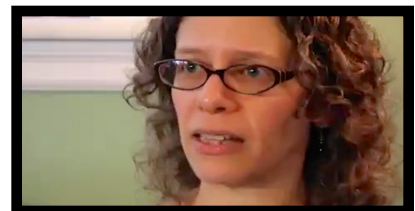
Leslie, Michigan



Danni, Washington D.C.



Leslie, North Carolina



Deb, Massachusetts

The Perfect Team—a storyteller, a hero, a



Maureen Fura, Director/Writer

When Maureen discovered she was pregnant she knew something was wrong. At her first OB appointment she told the doctor she didn't feel like herself, that she was sad. Her OB told her she should be happy she's having a baby. It took Maureen six months and countless visits to 29 different medical professionals to get the help she needed. Outraged and confused, Maureen has wanted to tell this story for more than four years. Maureen finally found the missing piece—Jennifer.



Jennifer Silliman, Producer

Jennifer hid her intrusive thoughts from her family and friends for six months before she broke down in the bathroom with her husband and three month old baby girl. Her husband's first response was, "Do you want me to hide the knives?" Shocked that the hospital let her leave after giving birth without asking if she was having any crazy thoughts, Jennifer has been devoting her energy into protecting women from facing this battle alone. She is a Regional Coordinator for Postpartum Support International as well as the creator and facilitator of momTomoms support groups

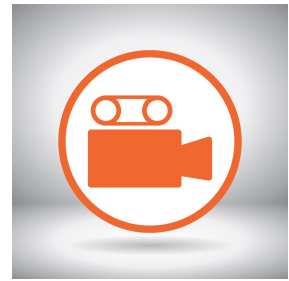


Dr. Shoshana Bennett, Executive Producer

Emerging from her own nightmare with postpartum depression thirty years ago, Dr. Shoshana Bennett started a crusade that has taken her into the lives of thousands of women across North America and around the world... help. Author, Dr. Shosh knows that positive thought, hope and the ability to apply sound physical and mental knowledge are powerful things... and she helps her clients do that every day.

Screening Logistics

We are encouraging all types of screenings of this film, from living rooms to theaters. Whether large or small, here are some things you need to consider when planning your screening.



LICENSES

In order to host a public screening of *Dark Side of the Full Moon*, you need to pay for the screening rights. We have partnered with tugg.com to help you. For more information please visit www.DarkSideoftheFullMoon.com/screenings

HOW TO USE THIS FILM

This film can be used in many different settings. We are encouraging formal-type screenings (professional conferences, theaters, medical schools) and informal viewing parties in living rooms. The film is 75 minutes, so it's important to allocate enough time for discussion afterwards. Formal settings may want to assemble a panel of maternal mental health providers or stakeholders in the community to participate in the event and answer questions from the audience.

VENUES

Many local schools, faith-based institutions, local universities, community centers and libraries may have space you can use. Some movie theaters, specifically smaller community theaters, are open to hosting community screenings. Smaller screenings can be hosted in living rooms or private medical practices. Depending upon the venue, you will need to make sure it's equipped with a DVD-player, projector, and sound system.

DATE AND TIME

Your venue contact will likely give you dates and times. A weeknight is typically favorable for professionals. If hosting a screening in your home or workplace, pick a time that works best for your audience.

Planning the Event: Who will be in your audience?

Here are some tips for outreach as well as materials to have on hand during your event.



get together.

OUTREACH

- **Local Organizations:** Consider partnering with local mental health/maternal mental health advocacy groups, as well as any organization involved in the birthing community. This will strengthen your outreach capabilities and create a more powerful community screening.
- **Social media:** Use every social media outlet available to you. Create a Facebook event and use Twitter to spread the word. Keep the event public so your friends can invite their friends.
- **Press Release:** Create a press release to notify your local news outlets and community calendars to spread the word and build your audience.
- **Signage:** Customize a flyer to hang around your venue. Downloadable poster can be found on our website www.DarkSideoftheFullMoon.com.
- **Send a Reminder:** Make sure to send a reminder email/message to all of your guests before the event.
- **Links:** Make sure that all of your correspondences include links to the DARK SIDE OF THE FULL MOON website (DarkSideoftheFullMoon.com), Facebook page (facebook.com/DarkSideoftheFullMoon) and Twitter (@PPDDocumentary) and use #STANDWITHMOMS! Let's get it trending! Agenda: Make the most of your allotted time. Introduce the film and explain why you are bringing it to your community. Follow the film with a short discussion, or recruit a speaker or panel of experts to host a Q&A. This guide provides questions to get the discussion started (Page 9 and 10).

PLANNING FOR EVENT DAY

IMPORTANT: Be sure to leave enough time to test the technology. (DVD player, projector, sound system, microphone, etc.) If using a DVD, it's suggested to test it and watch the entire film from it several days prior to your event.

- **Who Attended?** We encourage you to use our sign-up sheet (Page 13) and collect your guests' information so they can get involved with maternal mental health awareness. We ask that you email your headcount and sign-up sheet to motherhoodmovie1@yahoo.com along with any other feedback/comments and pictures from your event. We may include them on our website and social media pages.
- **Refreshments and Tissues:** If you have a budget, consider having food and snacks. If you've partnered with an organization, local grocery stores may be happy to donate refreshments. If hosting a home screening, encourage guests to bring a little something, including a box of tissues.

Discussion Questions

After watching the film, use these questions to talk about some of the issues the film raises about mental health complications around pregnancy and childbirth.



THE PROBLEMS:

- **MOMS NOT ASKING FOR HELP**
 - Why do you think it's easier to reach out for help with other health issues?
 - To what extent do you feel there is a stigma with mothers who are struggling with their mental health? Do you think it's getting easier for mothers to come forward?
- **UNTRAINED MEDICAL COMMUNITY**
 - The film mentioned pregnant women in need of medication being caught between their obstetrician and psychiatrists. How might we bridge this gap?
 - Maternal mental health is rarely covered in medical schools. How do we convince educational institutions that this should be a priority?
- **SCREENING IS OPTIONAL**
 - The American College of Obstetricians (ACOG) "suggests" that obstetricians screen their pregnant and postpartum patients. Do you think screening should be optional or should it be the expected protocol in doctors' offices around the country? Why?
 - Has anyone in this room been screened by a healthcare professional? If so, can you talk about that experience? Did you lie about your symptoms or were you truthful in your answers? If you needed or had needed help, was it available?
 - You heard in the film that healthcare professionals sometimes choose not to screen because they don't have good referrals. Do you feel this reason is justified? How might we change the referral system?

THE SOLUTIONS:

- **EXPANDING SERVICES**

- The stories depicted in the film illustrate the lack of appropriate services in many parts of the country for women experiencing a maternal mental health complication. How might we increase the services to these women?
- Which services would be the most useful and how might this be achieved? Should these services be in-person, virtual or both?

- **SOCIAL SUPPORT**

- They say it takes a village to raise a child, but new mothers in the 21st century don't have that kind of community or support networks, especially here in the United States. What has changed from our mother's generation and how can we build a strong system of support for new mothers?
- Supporting new moms from the beginning can help avoid or at least help lessen the symptoms of a maternal mental health complication. For instance, Postpartum Education for Parents (PEP) in Santa Barbara, reaches out to every single new mother throughout the community, offering classes and several levels of phone support. These are parents supporting parents. If a strong support system existed in your area, how would that have helped you and your family?

- **EDUCATING HOSPITALS AND LAWYERS**

- In the film we heard about women's battles stemming from the legal system not understanding maternal mental health complications. There are now lawyers and expert witnesses who are offering to train others how to defend mothers in court. What can and should be done to spread the word about these trainings?
- Like we saw in Mary Rose's story healthcare professionals in hospitals don't always know when a mother needs to be held there for her safety and/or her baby's safety. In-service trainings for personnel are increasingly being provided in the best hospitals around the country in order to prevent unnecessary trauma. Whose responsibility is it to ensure that hospital personnel receive the trainings? Should the trainings be required or left up to the judgement of the management within the hospital?

The Facts

Worldwide up to 20% of women will suffer from a maternal mental health complication (perinatal mood or anxiety disorder). One in 1000 will suffer from postpartum psychosis. Source: www.postpartum.net

1.3 million women are suffering from a maternal mental health complication in the United States alone. Source: Statistic is based off 20% of the total number of pregnancies in the United States annually.

Maternal mental illness is one of the most common complications of childbirth. Source: www.postpartum.net

The United States is still the only developed country that doesn't guarantee paid maternity leave. Source: www.theguardian.com

There is almost no training (maybe one lecture) in maternal mental health for obstetricians during their 4 years of residency. Source: Dr. Jacqui Kates, Obstetrician

There is help available and resources are increasing- especially through technology, such as Skype for suffering mothers around the world.

If you or someone you love is (or may be) suffering from a maternal mental illness, contact a healthcare provider you trust, including any professional viewed in this film and Postpartum Support International.



take action.

Just watched the film. Fired up? Let's make it count right now!

LIKE

Like us at [Facebook.com/DarkSideoftheFullMoon](https://www.facebook.com/DarkSideoftheFullMoon)

FOLLOW

Follow us on Twitter @**PPDDocumentary**

SHARE

Share a photo from your screening on Facebook with **#StandWithMoms** and tell us what you discussed.

HOST

Host your own screening.
Sign-up at [DarkSideoftheFullMoon.com/host-a-screening](https://www.DarkSideoftheFullMoon.com/host-a-screening)

CLIMB

Climb Out of the Darkness on June 18, 2016 during the world's largest event for maternal mental health. Visit [PostpartumProgress.org](https://www.PostpartumProgress.org) for more information.

CONNECT

Connect to our complete Social Action Kit.
[DarkSideoftheFullMoon.com/take-action](https://www.DarkSideoftheFullMoon.com/take-action)

Be a Part of the Solution: What's Your Role?

Dark Side of the Full Moon is more than just a film. It's about empowering individuals to be a voice for the voiceless and encouraging healthcare professionals to address maternal mental health with their pregnant and postpartum patients.



FOR GENERAL AUDIENCES

HOST YOUR OWN SCREENING EVENT

Sharing this film is the most important step you can take to keep this conversation from going quiet. We encourage you to host your own screening event.

BECOME A WARRIOR MOM AMBASSADOR

Help mothers and families in your community by becoming a Postpartum Progress Warrior Mom Ambassador. Visit <http://postpartumprogress.org/become-a-warrior-mom-ambassador/>

ENDORSE

Let hospitals and insurers in your community know that maternal mental matters to you through your endorsement created by the 2020mom Project.

FOR MEDICAL STUDENTS

CHANGE THE CURRICULUM

Speak up! Demand comprehensive maternal mental health education. Healthcare professionals need to discuss mental health with their patients and effectively address maternal mental health issues that arise. Encourage your program/residency director to include the film as part of your curriculum.

FOR HEALTHCARE PROFESSIONALS:

PRIVATE PRACTICE, HOSPITALS, BIRTHING COMMUNITY, CHILDBIRTH EDUCATORS

TRAIN YOURSELF AND YOUR STAFF

Everyone in your medical practice should have maternal mental health training , be aware of the symptoms of a maternal mental health disorder and sensitive to the mothers that present them.

TALK ABOUT IT!

We must talk about more than just the Baby Blues and PPD. ALL maternal health conditions need to be discussed along with their Risk Factors, Symptoms, and Treatment Options. This is especially important in childbirth and parent education classes.

UTILIZE SCREENING AND OTHER ASSESSMENT TOOLS

Research shows that 50% of maternal mental health cases are missed by simply using clinic judgement alone. The Postpartum Stress Center did a great job putting together screening and assessment tools you can start utilizing in your practice and most importantly how they should be administered. www.PostpartumStress.com

HAVE A PROTOCOL AND KNOW YOUR RESOURCES

Protocols should be in place to handle crisis situations, as well as a list of resources/referrals that can be given to a mother/ family when needed. Know who is in your mental health community, know your crisis intervention hotlines, and online resources available. Online resources include:

Postpartum Progress: www.PostpartumProgress.org

Postpartum Support International: www.Postpartum.net and PSI Warmline 1-800-944-4PPD

The Postpartum Stress Center: www.PostpartumStress.com

National Suicide Prevention Lifeline: www.suicidepreventionlifeline.org or 1-800-273-8255

DISPLAY EDUCATIONAL MATERIAL

This is the easiest thing you can do right now to change your practice. 2020mom Project has put together wonderful posters, educational brochures, and awareness cards to distribute to all of your pregnant and postpartum families.

DEVELOP A MOTHER/BABY PROGRAM

Mother/Baby programs allow mothers to bring their babies into treatment with them. This encourages mothers who may not otherwise seek treatment due to separation anxiety, childcare, and infant feeding issues.

DARK SIDE OF THE FULL MOON SIGN-UP SHEET

JOIN THE MOVEMENT

CONTACT US:
MotherhoodMovie1@yahoo.com

WATCH THE TRAILER:
<http://youtu.be/DyYXhgEhcXg>

JOIN THE CONVERSATION:
[facebook.com/DarkSideoftheFullMoon](https://www.facebook.com/DarkSideoftheFullMoon)

TAKE ACTION:
DarkSideoftheFullMoon.com/Take-Action

TWEET US:
[@PPDDocumentary](https://twitter.com/PPDDocumentary)

A SPECIAL THANKS TO OUR SOCIAL ACTION KIT TEAM

DANIELLE STEER
MICHELLE CARREGA
STEPHANIE COTTA