Everything you Need to Host a Salon Event and Become an Agent of Change
The rights we want:
We want to choose our husband
We want to own our land
We want to go to school
We don’t want to be cut anymore
We want also to make decisions
We want respect in politics
To be leaders
We want to be equal
— Rebecca Lolosoli

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Supplemental Materials Available at womenandgirlslead.org or on DVD
• Customizable Flyer
• Customizable Action Handout
• Electronic Image
• Discussion Guides
Welcome!

It means a great deal to us, and to women, girls, and communities everywhere, that you care and are willing to engage in this effort to create a fairer, freer, safer world. As you know, we believe that the oppression of women worldwide is the greatest moral challenge of our time. Together we believe we can turn that oppression into opportunity.

People ask us all the time, “How can I help?” We are journalists, so our way of helping is writing and sharing what we learn about the world through print. What will be your way? Are you a great community organizer? Fundraiser? Speaker? Teacher? Artist? Entrepreneur? There are so many ways to make a difference! It is our sincere hope that you will find ways to make a significant impact that is rewarding both to you and to those we seek to help.

This salon toolkit will give you everything you need to host your own salon event and become an agent of change. It serves as a basic blueprint for action and we hope it will inspire you to:

- **Get connected.** Learn even more about challenges and opportunities facing women and girls worldwide.

- **Spread awareness.** The challenges facing women will never be addressed if they are borne in silence. How can you spread the message in your community and beyond?

- **Take direct action:** Host a salon, mobilize, volunteer, get creative.

We look forward to taking on this challenge alongside you, reading your stories about the successes of your salons, and seeing photos of your commitments to women and girls along the way.

Best of luck and thank you again!

Sincerely Yours,

Nicholas Kristof and Sheryl WuDunn
Women and Girls Lead is a public media initiative to focus, educate, and connect citizens worldwide in support of the most critical issues facing women and girls. Combining independent documentary film, television, new media, and global outreach partnerships, Women and Girls Lead amplifies the voices of women and girls acting as leaders, expands understanding of gender equity, and engages an international network of citizens and organizations to act locally and reach out globally.

**Half the Sky: Turning Oppression into Opportunity for Women Worldwide** is a landmark series on PBS and a pillar of the Women and Girls Lead campaign partnerships and activities. Learn more at womenandgirlslead.org.

**Women and Girls Lead Partners**

Women and Girls Lead and the **Half the Sky: Turning Oppression into Opportunity for Women Worldwide** movement are partnering with dozens of nongovernmental organizations (NGOs) and community organizations to engage citizens worldwide in dialogue and action on the issues covered in the series.

**Half the Sky: Turning Oppression into Opportunity for Women Worldwide** is a four-hour PBS primetime documentary film and national broadcast event inspired by the widely acclaimed book of the same name by Nicholas Kristof and Sheryl WuDunn.

Filmed in 10 countries, the film follows Kristof and celebrity activists America Ferrera, Diane Lane, Eva Mendes, Meg Ryan, Gabrielle Union and Olivia Wilde on a journey to tell the stories of inspiring, courageous individuals. Across the globe oppression is being confronted, and real meaningful solutions are being fashioned through health care, education, and economic empowerment for women and girls.

The linked problems of sex trafficking and forced prostitution, gender-based violence, and maternal mortality—which needlessly claim one woman every two minutes—presents to us the single most vital opportunity of our time: the opportunity to make a change. All over the world women are seizing it.

The movement inspired by **Half the Sky: Turning Oppression into Opportunity for Women Worldwide** brings together video, websites, games, blogs, and other educational tools to not only raise awareness of women’s issues, but to also provide concrete steps to fight these problems and empower women. Change is possible, and you can be part of the solution. Learn more at halftheskymovement.org.

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**Join us on the little screen**

Watch the national broadcast October 1 & 2, 2012 on the PBS series *Independent Lens*. Check your local PBS station for details.

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**Join us on the big screen**

Community Cinema screenings are coming to over one hundred cities nationwide in September, 2012. Visit communitycinema.org to find a screening near you.

**Join us in the classroom**

Order FREE educational curriculum at itvs.org/educators.
Overview

What is a Salon Screening?
A salon screening is an advocacy-oriented film event designed for small groups to watch and discuss *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* in their communities. Women and Girls Lead campaign partner organizations and stations will provide you with a 40-minute DVD featuring segments from the series, discussion guides for each of the six themes to help you facilitate conversation, and action items to empower your viewers to join the movement.

A salon screening could be anywhere from 10 to 30 people gathered in a home, community center, faith-based organization, business, or nonprofit. It could be a stand-alone salon or part of a larger conference. Unlike larger screenings that might be held in a theater or auditorium and may screen an hour to two hours of the series, a salon screening is an intimate affair that focuses on viewer dialogue and coordinating action.

Why Host a Salon Screening?
As a salon host, you are a vital part of the movement. You are an ambassador—connecting people in your local community to the global issues presented in the film. You are a convener—providing concerned citizens with a platform to come together and transform themselves into engaged and activated advocates for human rights locally and globally. Most importantly, you are an agent of change. Like the advocates featured in the film, you have made a commitment to ignite the change needed to put an end to the oppression of women and girls worldwide. To get started with your salon screening, review this toolkit and start planning your event.

Frequently Asked Questions

1) How do I receive a DVD?
Women and Girls Lead has distributed a limited quantity of DVDs to participating partner organizations and PBS stations. Pick one up at a Community Cinema live event near you (communitycinema.org).

2) Can Nicholas, Sheryl, a celebrity, or agent of change from the series come to my salon?
Due to very high-demand, we cannot accommodate speaker requests for people profiled in the film.

3) Can I screen a longer segment at my salon?
We can only provide a 40-minute reel for salon screenings at this time. If you would like to watch a full episode of *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*, we recommend finding a Community Cinema screening in your area by visiting communitycinema.org. You can also host a home viewing party to watch the PBS broadcast on October 1 and 2, 2012. In-depth discussion guides for each thematic area are available at womenandgirlslead.org or on your salon DVD.

4) Where can I send feedback, photos, and stories about my salon?
Email them to renee_gasch@itvs.org or include them in the enclosed report and mail it to Women and Girls Lead c/o ITVS, 651 Brannan Street, Suite 410, San Francisco CA 94107. We encourage you to post photos and stories on your social media page and tag them Half the Sky.

5) How will you use pictures or video from my salon?
Your report materials, such as sign-up sheets, photos, video, attendance numbers, and quotes are very important to the movement. We’ll include your event highlights in our impact report to Nicholas Kristof and Sheryl WuDunn and on our social media pages as a way to motivate others to join the movement. Permission requests are included in the report and on the sign-up sheets included in this toolkit.

6) How do I include my own action items in my salon handouts?
Find a customizable action handout at womenandgirlslead.org or on your salon DVD.

If you have additional questions, email renee_gasch@itvs.org.
Salon Screening Checklist

One month before the salon

☐ Pick a date, time and venue
☐ Obtain your DVD from a participating partner or at a Community Cinema live event (communitycinema.org)
☐ Start compiling your invitation list

**TIP** Women and girls’ human rights are not just women’s issues. Be sure your invite list includes male advocates.

**TIP** Build your knowledge by reading the book *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*.

**TIP** Host a salon with your co-workers over lunch or with your book club members.

Two weeks before the salon

☐ Create and distribute your flyers
☐ Create and send your email invitation
☐ Create a Facebook invite

**TIP** Use your Facebook event invitation as a hub for salon updates, directions, resources, and photos and video from your screening.

One week before the salon

☐ Test your equipment
☐ Watch the 40-minute reel (twice!) to familiarize yourself with the stories and the issues

☐ Review the in-depth discussion guides at womenandgirlslead.org

Two days before the salon

☐ Send reminders to everyone you invited
☐ Print and/or copy materials for your salon: scripts, sign-up sheet, commitment cards, and handouts
☐ Arrange any refreshments or snacks for your guests
☐ Get your camera and video equipment ready to document your salon

**TIP** Organizations: Use the customizable action flyer included on DVD to create your own branded set of action items.

Day of the salon

**Before the screening**

☐ Re-test your equipment on the morning of the salon
☐ Ask guests to sign in when they arrive
☐ Read the welcome script (see page 9)
☐ Take pictures and video

**TIP** Documenting your salon is important to the movement. Photos and video encourage others to participate.

**After the screening**

☐ Lead the post-screening activity
☐ Ask people to commit to taking action by posting a picture online with their commitment card

Day after the salon

☐ Complete the report in this toolkit or online at itvs.org/women-and-girls-lead/half-the-sky

☐ Share photos and video of your salon online: be sure to tag them Half the Sky

☐ Mail you sign-up sheets to Women and Girls Lead c/o ITVS, 651 Brannan Street, Suite 410, San Francisco CA 94107, email to renee_gasch@itvs.org, or fax to 415-356-8391.
**Promote your Salon**

**Create a Facebook Invitation**
Facebook is a great way to invite people to your salon screening because you can easily connect to the *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* and Women and Girls Lead Facebook pages. You can also upload photos and video from your salon to encourage others to join the movement. Use the electronic image included on your salon DVD or at womenandgirlslead.org to create your Facebook invitation.

**Create a Flyer**
Download a customizable flyer from the folder included on your salon DVD or at womenandgirlslead.org. Be sure to add the date, time, address of your salon, and contact information where your guests can RSVP. Mail the flyer to your guests, hand them out in person, or post them in strategic places to spread the word.

**Create an Email Invitation**
Create an email invitation using tools like Eventbrite (eventbrite.com), Paperless Post (paperlesspost.com), or Evite (evite.com). Include the electronic image found on your salon DVD or at womenandgirlslead.org. Be sure to link to the *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* trailer so that guests can preview the series: youtube.com/user/HalfSkyMovement. Consider including a link to where people can find the book and encourage them to read it prior to the salon (find a link to order the book on Amazon.com on halftheskymovement.org).

**Create a Social Media Buzz**
Build interest in your salon by engaging your guests through social networking tools. Share viral videos, blog entries, memes, and other posts from the movement’s social media pages. Follow Women and Girls Lead on Facebook (facebook.com/womenandgirlslead) or on Twitter @WomenGirlsLead. Here is a sample tweet to get you started.

Twitter

The central moral challenge of our time. Will you act? http://bit.ly/MmJLta. #halftthesky @Half @WomenGirlsLead
**Half the Sky: Turning Oppression into Opportunity for Women Worldwide**

**Salon Screening Sign-up Sheet**

Return to Women and Girls Lead c/o ITVS, 651 Brannan Street, Suite 410, San Francisco CA 94107, email to renee_gasch@itvs.org, or fax to 415-356-8391.

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Date

Host

City

State

Do you give Independent Television Service (ITVS) permission to use any photos and video of you at the salon that you submit to us for ITVS promotional materials?

SIGN HERE
Sample Scripts

Pre-screening Welcome Script

Welcome to this salon screening of *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. I'm your host ________________. I invited you here today because I believe that the oppression of women and girls worldwide is the defining issue of our time. Like the creators of Half the Sky, I also believe that we're at a tipping point—a point where we can transform oppression into opportunity. All over the world, women and girls are seizing this opportunity. And we can help them.

<Optional: If your guests aren't very familiar with the project, include more background information from page 4.>

You are about to watch a 40-minute snapshot of the film, which airs on the PBS series *Independent Lens* October 1st and 2nd. After the screening, we'll break up into small groups to discuss the issues in the film and to create a concrete plan for action. My hope today is that you will be inspired to join the movement and become an agent of change.

This is no typical screening—I'm not going to ask you to remain quiet and turn off your cellphones. Rather, we want you to take them out and use your voice to shine a light on the issues presented in the film. Tweet facts and quotes using the hashtag #halftthesky or text HALF to 31-31-31 to stay connected after the screening. Now, I present to you: *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*.

Post-screening Activity Script

That was just a sliver of what the *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* movement has to offer. In addition to the two-night broadcast, there will be Community Cinema screenings in over one hundred cities, educational curricula for high school and college students, and social media and mobile games. The goal of the movement is to harness the power of media to create an actionable blueprint for transformation.

That's where we come in. This film not only shows us the oppression women and girls face worldwide, it also shows us what it means to be an agent of change. My question for the group is: Which agents of change in the film inspired you? How did they use their unique skills to be part of the solution?

<Allow for 5–10 minutes of group discussion.>

Now ask yourself two questions: First, which issue presented in the film really resonated with you? It may be tough to pick just one, but try. Second, what unique skills do you have to contribute to the movement? We all have the capacity to be agents of change for local and global issues.

Take a short break, and when we return, organize yourselves into small groups based on these 5 issue areas: 1) Education 2) Maternal Mortality 3) Economic Empowerment 4) Gender-based Violence and 5) Sex Trafficking or Forced Prostitution (combined).

<Help guests organize themselves by designating an area of the room for each of the 5 issues where people can meet.>

Your challenge as a group is to come up with a blueprint for action—things that you can personally commit to that will support the movement. I'll come around with cards for you to write down your commitments. See you after a short break.

<Pass out the handouts and commitment cards to each small group. After 30 minutes, ask people to post a picture with their commitment card to their social media page and tag Half the Sky.>
Maternal Mortality

Maternal mortality has been identified as a global crisis and the greatest health inequity of the 21st century. Ninety-nine percent of these deaths occur in developing countries, with more than half in sub-Saharan Africa and almost one-third in southern Asia. Underlying the medical causes of maternal mortality is a complex web of social, political, and economic forces that undermine women’s access to essential maternal health care and reproductive health information. A high maternal mortality rate indicates not only that a country’s health care system is inadequate, but also that women’s fundamental rights to life and health are being violated.

Fast Facts

- One woman dies every two minutes from pregnancy-related causes.
- Ninety-nine percent of all maternal mortality occur in the developing world.
- The U.S. rate of maternal mortality is higher than those of 40 other countries, despite spending more per capita on maternal care than any other country.
- More than 1 million children a year are left motherless due to maternal mortality.
- Approximately 135 million girls living today have undergone female genital mutilation, greatly increasing their risk of maternal mortality.

Discussion Questions

1. What information about maternal mortality resonated with you during the screening?
2. What can you as an individual do to improve maternal health in your community and abroad?
3. What can you do as a group to make a difference?

For additional questions, see the Maternal Mortality Discussion Guide (pbs.org/independentlens/half-the-sky)

Suggested Action

1. Visit halfteskmovement.org for a full list of recommended actions
2. Be the journalist—use the “Fast Facts” to write an op-ed, blog, or social media post
3. Learn how you can support the Edna Adan Maternity Hospital (ednahospital.org)
4. Join the CARE Action Network (can.care.org), a Women of Vision chapter (womenofvision.org), or an American Jewish World Service Global Circle (gc.ajws.org)
5. Volunteer at a maternal health center in your community

Additional Resources

1. Maternal Mortality Feature (halfteskmovement.org)
3. The Centre for Development and Population Activities (CEDPA) (cedpa.org)
4. The Fistula Foundation (fistulafoundation.org) and the Global Fistula Care Map (globalfistulamap.org)

Make a Commitment to Take Action

1. Take a photo with your commitment
2. Post to your social media page
3. Tag Half the Sky
Education

**Access to education** is recognized as a basic human right as well as a significant factor in breaking the cycle of poverty and improving quality of life for children, communities, and countries. Despite this, millions of girls and women are denied the opportunity to attend school and pursue education and training outside the home. Opening classroom doors to girls worldwide not only brings the immediate benefit of individual empowerment, but is also seen as the best investment in a country's development. Girls' education has been shown to help reduce child and maternal mortality rates, contribute to local and national economic growth, and improve the health and well-being of individual women and their families.

**Fast Facts**
- Two-thirds of the 781 million illiterate adults in the developing world are women.
- Nearly one out of every five girls who enrolls in primary school does not complete her primary education in the developing world.
- Roughly 75 percent of unenrolled girls are from ethnic minorities or very poor families, despite being only 20 percent of the population.
- A child born to a literate woman is 50 percent more likely to survive past the age of 5.
- Each additional year in school raises a woman’s earnings by 20 percent.

**Discussion Questions**
1. What information about education resonated with you during the screening?
2. What can you as an individual do to improve women’s and girls’ education in your community and abroad?
3. What can you do as a group to make a difference?

For additional questions, see the Education Discussion Guide (pbs.org/independentlens/half-the-sky)

**Suggested Action**
1. Visit halftheskymovement.org for a full list of recommended actions
2. Be the journalist—use the “Fast Facts” to write an op-ed, blog, or social media post
3. Learn more about how you can support Room to Read’s work (roomtoread.org)
4. Mentor a girl through Girl Scouts of the USA (girlscouts.org) or Girls Inc. (girlsinc.org)
5. Take the monthly actions suggested by Girl Up (girlup.org) or sign up for Plan International’s “Learn Without Fear” campaign updates (plan-international.org)

**Additional Resources**
1. Education Feature (halftheskymovement.org)
2. “Girls Just Want to Go to School” by Nicholas Kristof in the New York Times, Nov. 9, 2011
3. Six Short Weeks, a documentary film by Room to Read (roomtoread.org/sixshortweeks)
4. The United Nations Girls’ Education Initiative’s “Resources” page (ungei.org/resources)

**Make a Commitment to Take Action**
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**Agent of Change**

Bich Vu Thi is a program officer for Room to Read’s Girls’ Education program in Vietnam. Room to Read is a nongovernmental organization that partners with communities across Asia and Africa to improve educational opportunities for children. In particular, Room to Read focuses on literacy and gender equality in education, providing girls from poor villages with everything they need to succeed, such as tuition, uniforms, and homework coaching.

**Text HALF to 31-31-31 to stay connected with the movement.**
Gender-based Violence

**Gender-based violence** is a global crisis that cuts across race, class, country, and culture, touching the lives of women and girls in every community. According to the United Nations (UN), approximately one out of every three women worldwide has been beaten, coerced into sex, or otherwise abused in her lifetime. Gender-based violence is not the result of random, individual acts. It is deeply rooted in the unequal power relations between men and women as well as in cultural and social norms that encourage discrimination against women and the violation of their human rights.

**Fast Facts**

- One in five women will be a victim of rape or attempted rape in her lifetime.
- Women are more likely to be beaten, raped, or killed by a current or former partner than by any other person.
- In the United States, a woman is abused every 15 seconds and is raped every 90 seconds.
- One hundred and two countries have no specific legal provisions against domestic violence, and in at least fifty-three countries, marital rape is not a prosecutable offence.
- A UN report estimates that 90 percent of girls and women over the age of 3 were sexually abused in parts of Liberia during the civil war there.
- Sixty million girls are “missing” due to the selective abortion of female fetuses and the mistreatment and neglect of female children.

**Discussion Questions**

1. What information about gender-based violence resonated with you during the screening?
2. What can you do individually to decrease gender-based violence in your community and abroad?
3. What can you do as a group to make a difference?

For additional questions, see the Gender-based Violence Discussion Guide (pbs.org/independentlens/half-the-sky)

**Suggested Action**

1. Visit halftheskymovement.org for a full list of recommended actions
2. Be the journalist—use the “Fast Facts” to write an op-ed, blog, or social media post
3. Learn how you can support the International Rescue Committee’s (IRC’s) Rainbo Centers in Sierra Leone (rescue.org)
4. Sign up for the Futures Without Violence Action eList (futureswithoutviolence.org)
5. Join your local chapter of the U.S. National Committee for UN Women (unwomen-usnc.org)

**Additional Resources**

1. Gender-based Violence Feature (halftheskymovement.org)
2. “In This Rape Center, the Patient Was 3” by Nicholas Kristof in the New York Times, Oct. 8, 2011
3. The United Nations Population Fund’s (UNFPA’s) “Gender Equality” page (unfpa.org/gender/violence.htm)
4. The World Health Organization’s (WHO’s) “Violence Against Women” page (who.int/topics/gender_based_violence)
5. The violence prevention curriculum for men and boys created by Man Up Campaign US (manupcampaign.org)

**Make a Commitment to Take Action**

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Text HALF to 31-31-31 to stay connected with the movement.

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**Agent of Change**

After fleeing Sierra Leone during the country’s civil war, **Amie Kandeh** returned in 2002 to help rebuild the country. One of the country’s leading voices on women’s issues, Kandeh started the Rainbo Centers, three of West Africa’s first sexual-assault referral centers, and helped draft and pass numerous laws to improve the rights of women in Sierra Leone.
Economic Empowerment

Economic empowerment of women plays a vital role in the economic prosperity of families, communities, and countries. Yet in every part of the world, women are far more likely to live in poverty than men. Limited access to land and property, housing, credit, technology and markets undermines women’s livelihoods and restricts their ability to benefit from the economic growth they help generate. Enhancing women’s economic opportunities plays a critical role in poverty reduction reduces gender-based violence, and increases women and girls’ access to education, their civic participation, and the quality of life for future generations.

Fast Facts

- Around 70 percent of the world’s poor are women and girls.
- Women earn less than 10 percent of the world’s wages but do more than two-thirds of the world’s work.
- Women reinvest 90 percent of their income in their families.
- In sub-Saharan Africa, women own less than 2 percent of the land, but produce 90 percent of the food.
- If women’s paid employment rates increased to the level of men’s, the U.S. gross domestic product (GDP) would rise nine percent.

Discussion Questions

1. What information about economic empowerment resonated with you during the screening?
2. What can you do individually to increase economic empowerment in your community and abroad?
3. What can you do as a group to make a difference?

For additional questions, see the Economic Empowerment Discussion Guide (pbs.org/independentlens/half-the-sky)

Suggested Action

1. Visit halftheskymovement.org for a full list of recommended actions
2. Be the journalist—use the "Fast Facts" to write an op-ed, blog, or social media post
3. Learn how you can support the women of the village of Umoja (umojawomen.net)
4. Host an event for Women’s World Banking (swwb.org) or Women for Women International (womenforwomen.org)
5. Learn more about microfinance organizations such as Kiva (kiva.org), GlobalGiving (globalgiving.org) or World Vision’s Micro program (worldvisionmicro.org)

Additional Resources

1. Economic Empowerment Feature (halftheskymovement.org)
4. The Heifer Resource Library (heifer.org/getinvolved/heifer-resource-library)

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Agent of Change

Jane Ngoiri is a single mom, who grew up in the slums of Nairobi, Kenya. When her husband took a second wife, she and her two children were pushed out of their home. To survive, she became a commercial sex worker, where she contracted HIV. In 1999, Ngoiri learned sewing skills and received a small loan from Jamii Bora, an antipoverty organization. She created a successful business turning secondhand clothes into children’s dresses and used the profits to buy a small home and keep her children in school.
Sex Trafficking & Forced Prostitution

Sex trafficking and forced prostitution are still thriving industries despite the official abolition of slavery worldwide at the 1926 Slavery Convention. Women and children are disproportionately victimized by the commercial sex trade and the global slave trade and constitute the vast majority of the estimated two million people sold into sex slavery around the world every year. Gender-based discrimination, poverty, and lack of economic opportunity make women and children especially vulnerable to traffickers.

Fast Facts
- There are 27 million slaves alive today—more than at any point in history—and 56 percent are women.
- One million children are sold into sex slavery every year.
- The typical age of entry into prostitution is 13 or 14 years old.
- In Cambodia, 1 in 40 girls are sold into sexual slavery.
- Estimates for children in prostitution range from three hundred thousand to as high as 1.2 million.
- Approximately 51 million girls have been married before the age of consent.

Discussion Questions
1. What information about sex trafficking and forced prostitution resonated with you during the screening?
2. What can you do individually to end sexual exploitation in your community and abroad?
3. What can you do as a group to make a difference?

For additional questions:
Intergenerational Prostitution and Sex Trafficking Discussion Guide (pbs.org/independentlens/half-the-sky)

Suggested Action
1. Visit halftheskymovement.org for a full list of recommended actions
2. Be the journalist—use the “Fast Facts” to write an op-ed, blog, or social media post
3. Join the PROJECT FUTURES Global campaign, administered by the Somaly Mam Foundation (projectfutures.somaly.org)
4. Learn about the IRC’s antitrafficking response network based in Seattle (rescue.org)
5. Take regular action posted by Girls Educational and Mentoring Services (GEMS) at (gems-girls.org) and Polaris Project (polarisproject.org)

Additional Resources
1. Sex trafficking Feature and Forced Prostitution Feature (halftheskymovement.org)
3. AFESIP Cambodia (afesip.org), New Light (newlightindia.org), and Apne Aap (apneaap.org)
4. The UN Global Initiative to Fight Human Trafficking HUB (ungift.org/knowledgehub)

Make a Commitment to Take Action
1. Take a photo with your commitment
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3. Tag Half the Sky

Agent of Change

Somaly Mam was a child sex slave in Cambodia. Today, she is a renowned leader at the forefront of the antitrafficking struggle. Through two nonprofit foundations, AFESIP Cambodia and The Somaly Mam Foundation, she has rescued more than four thousand children who were victims of human trafficking.

Urmia Basu used her savings to found New Light, which provides shelter to women and children, particularly girls, at high risk in a red-light area of Kolkata, India. After her second husband expressed discomfort with her work, she divorced him to focus on her goal of providing girls opportunities beyond the red-light district.
Global Action Handout

Five Things You Can Do in 10 Minutes

1. Follow the movement on Twitter, Facebook, Tumblr, Pinterest, Google+, and YouTube and sign up at halftheskymovement.org for email updates. Other great email lists to join: Women’s eNews (womensenews.org), World Pulse (worldpulse.com), and The Women’s International Perspective (thewip.net).

2. Start reading the book by Nicholas Kristof and Sheryl WuDunn if you haven’t already. The book includes great stories, insights, and actions. Check your library, bookstore, or halftheskymovement.org to get your copy.

3. Sponsor a woman or girl through organizations like Plan International (plan-international.org), World Vision (worldvision.org), American Jewish World Service (ajws.org), and Women for Women International (womenforwomen.org).

4. Explore microfinance. Organizations like Women’s World Banking (swwb.org), Kiva (kiva.org), GlobalGiving (globalgiving.org), and World Vision Micro (worldvisionmicro.org) can provide you with ways you can transform the lives of women entrepreneurs, their families, and communities in the developing world through microlending.

5. Join the CARE Action Network (can.care.org), ONE (one.org) or World Vision’s “Strong Women, Strong World” initiative (strongwomenstrongworld.org) to assist you in speaking out, educating policy makers, and underscoring that the public wants action against poverty and injustice. Citizen advocacy is essential in creating change.

More Ways You Can Help Women Turn Oppression into Opportunity

• Host your own salon screening to inspire your friends, co-workers, and community. Learn how to order a salon DVD at halftheskymovement.org.
• Invite friends to a viewing party during the PBS broadcast on October 1 and 2, 2012. Visit your local PBS station for broadcast information.
• Volunteer globally or locally. There are over 30 organizations working with the movement, all of which can use your help in their ongoing activities in support of women and girls worldwide. Visit halftheskymovement.org/partners for more information.
• Support or host an event. Anything from a cocktail party to a walkathon will build support for an organization serving women and girls worldwide.
• Be a journalist. Use what you’ve learned from the screening to write an op-ed, start a blog, or create a social media buzz among your friends and in your community.
• Share the curriculum based on the Half the Sky: Turning Oppression into Opportunity for Women Worldwide film with a teacher. It includes comprehensive lesson plans aligned to national education standards and designed for high school and college-aged students. Visit itvs.org/educators to order free DVDs and download lesson plans.
• Brainstorm your own solutions! Get creative. For inspiration from others who have used their talents to help women and girls worldwide, go to halftheskymovement.org/blog.
My Commitment
Tell us How it Went

Thank you for hosting a salon screening! Your work is vital to the movement and we want to showcase it and show the world that this movement is a growing force for positive change. We'll include your salon successes in our report to Nicholas Kristof, Sheryl WuDunn and the women and girls featured in *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. You can also find this report online at itvs.org/women-and-girls-lead/half-the-sky.

Return to Women and Girls Lead c/o ITVS, 651 Brannan Street, Suite 410, San Francisco CA 94107 or email to renee_gasch@itvs.org, or fax to 415-356-8391.

<table>
<thead>
<tr>
<th>Host Name</th>
<th>Host Email</th>
</tr>
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<tbody>
<tr>
<td>Salon City</td>
<td>State</td>
</tr>
<tr>
<td>Salon Date</td>
<td>Number in attendance</td>
</tr>
<tr>
<td>Salon City</td>
<td>State</td>
</tr>
</tbody>
</table>

List any local organizations or speakers represented at your salon

Briefly describe your salon. Where did you host it? Who attended?

Share your major successes from the salon. Describe the discussion and tell us how you plan to take action as a group?

Did you use the commitment cards? Yes No How many commitments were made?

List some of the commitments made:

Did you take photos and video at your salon? Yes No

Sign your name to give Independent Television Service (ITVS) permission to use any photos and video of you at the salon that you submit to us for ITVS promotional materials.

Where did you upload your photos or videos online? (help us find them by tagging with Half the Sky)
HALF THE SKY MOVEMENT, LLC
Mikaela Beardsley
Executive Producer

SHOW OF FORCE
Joshua Bennett
Producer
Liriel Higa
Social Media Producer
Eugenie Rosenthal
Chief Consultant

FENTON
Heidi Overbeck
Outreach Strategist

SHOW OF FORCE
Dedicated to creating feature documentaries and television series events of the highest
caliber, Show of Force is known for dynamic, character-driven storytelling that consis-
tently engages, entertains, and inspires. Show of Force is a media production company
represented by CAA (Creative Artists Agency), with 20 years of combined experience
and excellence between partners Maro Chermayeff and Jeff Dupre. They have produced
over 20 hours of television and media content per year with a staff of excellent young
producers and are the recipients of numerous awards and accolades for their work on
both U.S. and international media broadcasts. Show of Force is the production company
overseeing the multiple platforms of the Half the Sky: Turning Oppression into
Opportunity for Women Worldwide movement. To learn more, visit showofforce.com.

ITVS
Independent Television Service (ITVS) funds, presents, and promotes award-winning
independently produced documentaries and dramas on public television and cable,
innovative new media projects on the Web, and the Emmy® Award-winning series
Independent Lens on PBS. ITVS receives core funding from the Corporation for Public
Broadcasting, a private corporation funded by the American people. Women and Girls
Lead is a strategic public media initiative to support and sustain a growing international
movement to empower women and girls, their communities, and future generations.
To learn more, visit itvs.org.

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MEDIA ENGAGEMENT

Corporation
for Public
Broadcasting

MacArthur
Foundation

Ford Foundation

Wyncote
Foundation

Eileen
Fisher