



# GATEWAY

A STORY OF HOW SURGERY AND OPIOIDS  
TRANSFORMED THE LIVES OF THREE FAMILIES

CHOICES *Matter*  CADCA

[GatewayFilm.com](http://GatewayFilm.com)

## CADCA COALITION RESOURCE KIT



In October 2019, *Choices Matter* released GATEWAY, a film about three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery. The documentary provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

CADCA is proud to support *Choices Matter* on the distribution of this documentary and has partnered on a national Public Service Announcement (PSA) that is being distributed to broadcast stations across the country. The PSA will help drive audiences to the film and encourage consumers to learn more about non-opioid options to manage pain after surgery. Through our partnership, we have a unique opportunity to incorporate this special film into our local Coalition events in 2020 as we reinforce our mission to prevent substance use and misuse before it starts.

To help make this as easy as possible, we have created this GATEWAY screening resource kit that includes tips, tools and materials to be used by our community coalitions to help organize and host local screening events. Specifically, this guide includes a quick reference table of contents, examples of materials, and links to digital downloads of materials, which can be found at [www.cadca.org/resources](http://www.cadca.org/resources).

We are excited to provide the GATEWAY film and this resource guide to you as we believe this film can help elevate engagement for your local market events in 2020. Conversation is a linchpin for change. We hope this film will drive a dialogue in your community about the non-opioid options available to manage pain after surgery and empower them to be advocates for their own health.

Should you have any questions or need additional support implementing a local event or using these materials, please send a request to [communications@cadca.org](mailto:communications@cadca.org) and someone will get back to you promptly.

Thank you.

A handwritten signature in black ink that reads "Arthur T. Dean".

**Major General, U.S. Army, Retired**  
**Chairman and CEO**

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### Note:

All GATEWAY materials within this guide are available for download at [www.cadca.org/resources](http://www.cadca.org/resources).



# GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A LOCAL EVENT

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## GATEWAY Film Overview

GATEWAY presents the story of three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery. The documentary is presented by *Choices Matter* – a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.

The deeply-moving, 40-minute film is thoughtfully told through the eyes and hearts of everyday American families who were introduced to opioids after surgery and go on to battle with addiction – either personally or as a caregiver to a loved one. The result is a humanizing and eye-opening look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood. To learn more, visit [GatewayFilm.com](http://GatewayFilm.com).

## Using GATEWAY to Engage Your Community

CADCA is proud to support *Choices Matter* on the promotion and syndication of this documentary. We believe this documentary can provide a unique and timely opportunity to bring together your community and educate viewers about how non-opioid options to treat postsurgical pain can play a key role in combating the opioid epidemic by preventing opioid addiction before it begins. The following pages outline suggestions, tips and materials to help you plan out and manage a screening event in your area.



# GATEWAY OVERVIEW AND TOOLS FOR ORGANIZING A LOCAL EVENT

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## Tips on Planning and Managing a Screening Event

Following are some tips and suggestions when planning and managing a screening event in your area:



### Timing

For planning purposes, the documentary is 40-minutes long. When considering welcoming remarks and a possible Q&A session, you should allow about 90 minutes for the documentary screening portion of your event.



### Secure a Venue

The screening can work anywhere movies can be shown. For example, you can ask a local movie theatre to donate space for your event, or you can reach out to your local community center, library, school, church or other venues where meetings might be held.



### Develop an Invite List

Create a list of people you want to invite to the screening, including other local Coalition members, advocacy partners and non-profit organizations, local politicians, counselors, medical experts, and media.



### Engage the Media and Community

To help publicize the screening event in your market, please see a suggested customizable flyer (page 9), template media alert (page 10) and social media tip sheet (page 11).



### Coordinate Refreshments

In line with a movie-like event, you might consider offering refreshments like popcorn, pretzels, or candy that can be sold as part of a local fundraiser or distributed for free.



### Assign a Moderator/Facilitator

We have developed suggested remarks for a moderator to introduce the film (page 6) as well as a Q&A guide to facilitate follow-up questions and dialogue after the film. Moderators could be local advocates, politicians, members of the Coalition, etc.



### Event Sign In Sheet

Track all attendees for future outreach, by having attendees sign in at the event. A sample sign in sheet is available here: [www.cadca.org/resources](http://www.cadca.org/resources).

# SCREENING CONTENT AND MATERIALS

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## Talking Points, Event Script, and Q&A

Following are suggested talking points and remarks to introduce the film as well as a suggested question and answer document:

### Core Talking Points

- Last fall, *Choices Matter* released *GATEWAY*, a film about three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery.
- *Choices Matter* is a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.
- This documentary provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.
- CADCA is proud to support *Choices Matter* on the distribution of this documentary and has partnered with them on a national Public Service Announcement (PSA) that is being distributed to broadcast stations across the country to help drive audiences to the film and encourage them to learn more about non-opioid options to manage pain after surgery.
- We hope this film will educate viewers on non-opioid options available to manage pain after surgery and empower them to be advocates for their own health.
- For more information about the film, the PSA, or to find other materials related to *GATEWAY* and non-opioid options to manage pain after surgery, visit [GatewayFilm.com](http://GatewayFilm.com).

## Reminder:

All of these materials (pages 5-14) can be found and downloaded at [www.cadca.org/resources](http://www.cadca.org/resources).

# SCREENING CONTENT AND MATERIALS

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## Suggested Film Introduction/Moderator Remarks (Approx 5-10 Minutes)

Good evening, I'm [INSERT NAME AND POSITION WITHIN CADCA]

Last fall, *GATEWAY*, a film about three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery, was released by *Choices Matter*.

*Choices Matter* is a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.

This documentary provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

I'm honored to introduce this special screening of *GATEWAY* and for each of you to see this honest and emotional documentary that shines a light on how surgery and opioids transformed the lives of three unsuspecting families. Our hope is that this documentary helps change that conversation going forward.

Data continues to illustrate how opioid overprescribing after surgery is contributing to our overall national opioid epidemic—and I'll give you a few staggering examples.

- Three million Americans per year who are first exposed to opioids to treat surgical pain go on to become persistent users, meaning they continue to use opioids 3 to 6 months after surgery.
- And it's easy to see why. On average, patients receive more than 80 opioid pills following surgery, whether they need them or not. It's simply unacceptable and frightening when you consider how close to home this may happen.

Importantly, patients don't have to live in pain or delay surgery based on the fear that they may become addicted to opioids. Reality is, many patients may not realize that there are safe and effective non-opioid options available to manage pain following surgery. Educating patients, caregivers, and health care professionals about non-opioid options is something I am incredibly passionate about.

CADCA is proud to support *Choices Matter* on the distribution of this documentary and has partnered with them on a national Public Service Announcement (PSA) that is being distributed to broadcast stations across the country to help drive audiences to the film and encourage them to learn more about non-opioid options to manage pain after surgery.

Before we start the screening, I'd like to cover off on a few housekeeping items:

- We welcome you to use your social media channels to share your thoughts on the film and any pictures from this evening. Please be sure to use the hashtag [#gatewayfilm](#).
- We ask that you please silence your phones before the movie starts to avoid disrupting others.
- Kindly remain seated after the premiere as we'll have an opportunity for Q&A with [\[INSERT ANY LOCAL EXPERTS WHO MAY BE AVAILABLE TO ANSWER Qs\]](#)
- For more information about the film, the PSA, or to find other materials related to *GATEWAY* and non-opioid options, visit [GatewayFilm.com](#).

[IF APPROPRIATE] Please settle in with your popcorn and snacks and enjoy *GATEWAY*!

Thank you all for being here this evening for this special event.

# SCREENING CONTENT AND MATERIALS

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## Potential Questions

### What is GATEWAY?

- GATEWAY is a film about three families that were changed forever by an opioid addiction that began with a prescription to manage pain after surgery.
- It provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

### What differentiates GATEWAY from other opioid documentaries?

- GATEWAY focuses on an often-overlooked contributor to the nation's opioid epidemic – the surgical setting – and helps raise awareness about the safe and effective non-opioid options available that can reduce or eliminate the need for opioids and their associated risks.
- Research shows that despite national efforts to end the country's opioid epidemic, patients continue to receive large quantities of opioids for postsurgical pain, placing them at risk for potentially severe downstream consequences, including addiction or dependence.

### Why is this film important?

- A 2017 report found that nearly 1-in-10 patients prescribed opioids to manage pain after surgery went on to persistent use of the medications, meaning they were still taking opioids 3 to 6 months after their procedure – that's alarming.
- There are safe, effective, non-opioid options available that can reduce or eliminate the need for opioids and their associated risks including addiction and dependence.
- Conversation is a linchpin for change. We hope this film will educate viewers on non-opioid options available to manage pain after surgery, and empower them to be advocates for their own health.

### How is GATEWAY being promoted?

- The full 40-minute documentary is available at [GatewayFilm.com](http://GatewayFilm.com).
- A national Public Service Announcement (PSA) was also launched in partnership with CADCA to encourage people to watch GATEWAY and learn more about the non-opioid options available to manage pain after surgery.
- The film is also being submitted to various film festivals and promoted through local screening events.



# SCREENING CONTENT AND MATERIALS

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## Potential Questions

### Was there a premiere for GATEWAY?

- GATEWAY was premiered at Helen Mills Theater in New York City on October 16, 2019.

### Who funded GATEWAY?

- GATEWAY was funded by Pacira BioSciences, Inc. as part of their unbranded, national education campaign *Choices Matter*, which aims to empower patients to discuss their non-opioid options for managing postsurgical pain before surgery.

### What is *Choices Matter*?

- *Choices Matter* is an unbranded, national education campaign that aims to empower patients to discuss their non-opioid options for managing postsurgical pain before surgery. To learn more about *Choices Matter* visit [PlanAgainstPain.com](http://PlanAgainstPain.com).

### Who directed GATEWAY?

- GATEWAY was directed by Dana Richie of Backlot Productions.

### Where can people go for more information about the documentary?

- For more information about the film, the PSA, or to find other materials related to GATEWAY and non-opioid options, visit [GatewayFilm.com](http://GatewayFilm.com).

# SCREENING CONTENT AND MATERIALS

## Customizable GATEWAY Flyer

WINNER 2019  
**Festigious**  
INTERNATIONAL FILM FESTIVAL  
*Los Angeles*

WINNER  
AWARD OF MERIT  
SPECIAL MENTION  
**BEST SHORTS**  
COMPETITION

WINNER  
Best Documentary Feature  
Los Angeles  
Movie Awards  
2020

OFFICIAL  
SELECTION  
**GARDEN STATE**  
FILM FESTIVAL  
2020

JOIN US FOR A SPECIAL SCREENING OF

# GATEWAY

A STORY OF HOW SURGERY AND OPIOIDS  
TRANSFORMED THE LIVES OF THREE FAMILIES

**Date:** Month, Day, 2020  
**Time:** TBD  
**Location:** TBD

To RSVP or for more information, please  
contact **[NAME]** at **[EMAIL ADDRESS]** or  
**[PHONE NUMBER]**.

CHOICES *Matter* ★ CADCA

GatewayFilm.com

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## Template Media Alert

### Local CADCA Coalition to Host Screening of GATEWAY, a Documentary on Opioids and Surgery, at LOCATION

On DATE, [Insert Coalition Name] will host a screening of GATEWAY, a new, award-winning documentary about three families inadvertently impacted by opioid addiction that began with a prescription to manage pain after surgery. The film provides an intimate look into the struggles that can be caused by legal opioid prescriptions when the dangers of these medications are not properly understood.

The 40-minute film features a woman who faced addiction following a C-section, a high school athlete who struggled with opioids after suffering sports injuries that led to surgeries, a young woman who has battled addiction for over a decade, and a clinician who has made it his mission to reduce opioid prescribing after surgery.

GATEWAY was created by *Choices Matter* – a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing pain after surgery.

**ADD RELEVANT INFO ON LOCAL CADCA COALITION, SPEAKERS/PANELISTS, etc.**

To RSVP or for more information, please contact NAME at EMAIL ADDRESS or PHONE NUMBER.

To learn more about GATEWAY, including resources about non-opioid options to manage pain after surgery, visit [www.GatewayFilm.com](http://www.GatewayFilm.com).

WHAT: GATEWAY Documentary Screening

WHEN: DATE  
TIME

WHERE: LOCATION

# SCREENING CONTENT AND MATERIALS

## Social Media Tip Sheet

### Help Us Spread the Word

Tips for Sharing GATEWAY on Social Media



#### Include a visual

Posts with an image, video or GIF receive greater engagement. Visit [GatewayFilm.com](http://GatewayFilm.com) to find images and videos that can be used in your posts.



#### Use relevant hashtags

Hashtags help you expand your reach and tap into relevant conversations; limit hashtags to 1-2 per tweet. Our official hashtag is #gatewayfilm.



#### Tag relevant accounts

Look to see if a person, outlet or organization you're tweeting to or about has an account and tag them (@XYZ) so they can see and engage with your content.

**Quick tip:** If you include a link in the copy, the post will automatically populate with the video thumbnail or website image for easy viewing

### Sample Posts

A new documentary, GATEWAY, provides an emotional look at how surgery and opioids transformed the lives of three families. Watch the film at [www.gatewayfilm.com](http://www.gatewayfilm.com) to learn about the importance of non-opioid options for managing pain after surgery. #gatewayfilm

Jen never expected the C-section she had to welcome her daughter into the world would be her #gateway to opioid addiction. Watch GATEWAY, a new documentary, at [www.gatewayfilm.com](http://www.gatewayfilm.com) to hear her full story.

After suffering sports-related injuries in high school, Cameron was prescribed #opioids to manage pain. His mom, Jennifer, didn't know he would become addicted. Hear their story in the new documentary, GATEWAY [www.gatewayfilm.com](http://www.gatewayfilm.com) #gatewayfilm

The film GATEWAY aims to shed a light on the need for non-opioid options to manage pain after surgery. Watch [www.gatewayfilm.com](http://www.gatewayfilm.com) to hear how surgery and opioids transformed the lives of three families. #gatewayfilm

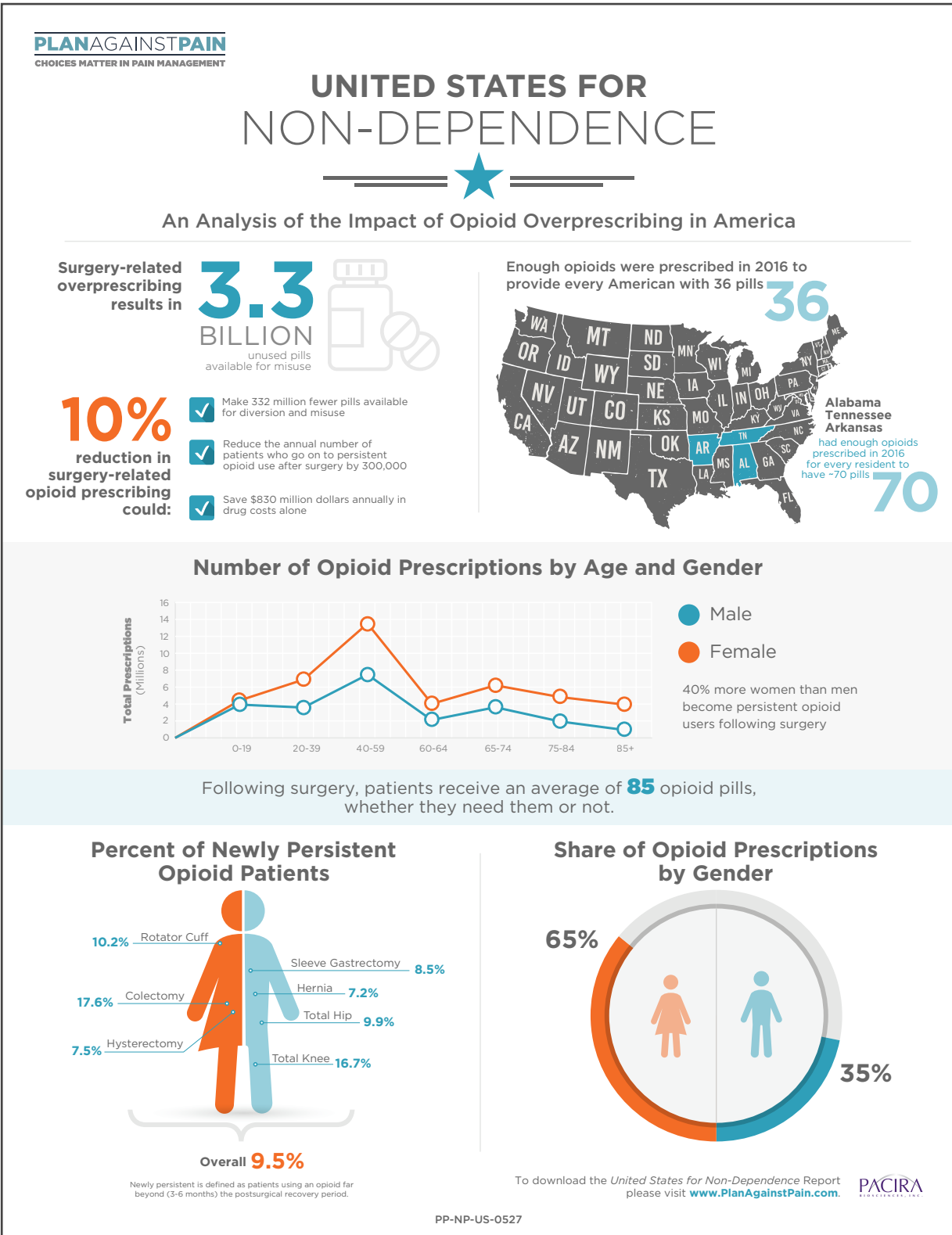
Dr. Chudacoff, an OB/GYN, turned a "personal devastation into a public awareness." Hear his story and why he's on a mission to provide opioid-free C-sections to patients in the new film, GATEWAY. [www.gatewayfilm.com](http://www.gatewayfilm.com) #gatewayfilm

Surgery is often a gateway to #opioid addiction. A new documentary explores the stories of people whose lives were forever changed because of a prescription to manage pain after surgery. Learn more at [www.gatewayfilm.com](http://www.gatewayfilm.com) #gatewayfilm

Opioid overprescribing can lead to addiction, especially after surgery. GATEWAY, a new documentary from #ChoicesMatter, explores the inadvertent way in which surgery led several individuals down a dangerous path. Watch the film at [www.gatewayfilm.com](http://www.gatewayfilm.com) #gatewayfilm

# SCREENING CONTENT AND MATERIALS

## Infographic - Opioid Epidemic & Surgical Gateway





# SCREENING CONTENT AND MATERIALS

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## Background on Documentary Participants



**Jennifer Wysong** fell into addiction after receiving an opioid prescription to manage pain after her C-section. Although her path to recovery was riddled with setbacks, she has celebrated 3+ years of sobriety and is now a peer support counselor at the same treatment facility that supported her journey to sobriety.



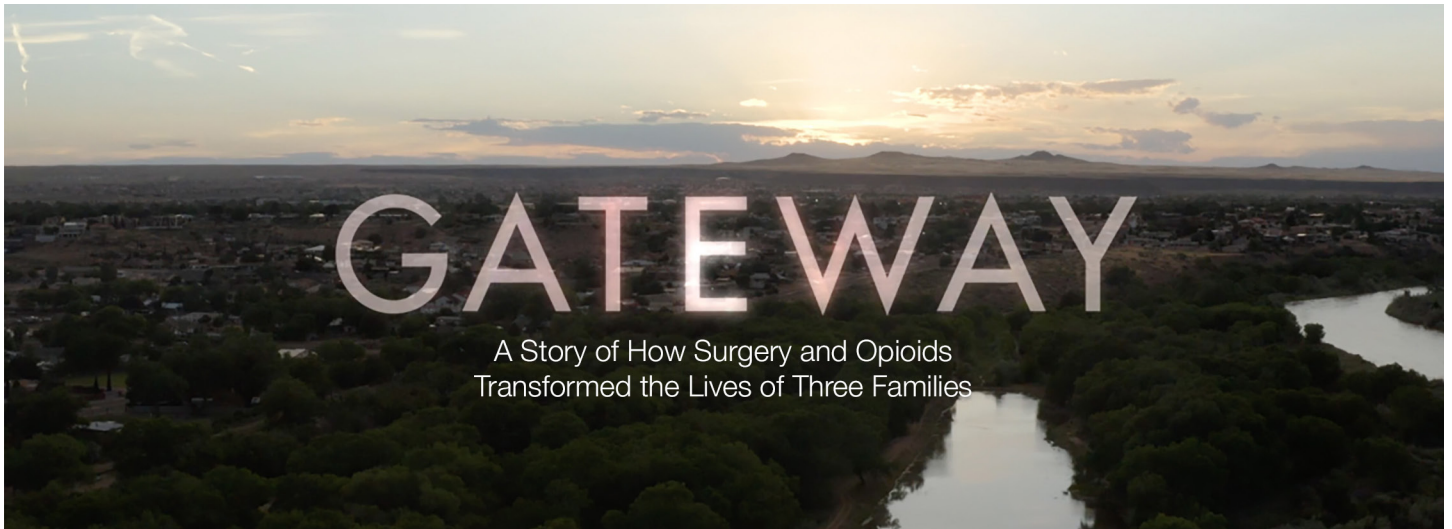
**Jennifer Weiss-Burke** lost her son, Cameron, to a heroin overdose when he was only 18 years old. Cameron's addiction began after he was prescribed opioids to treat pain from several sports-related injuries and surgeries in high school. Since losing Cameron, Jennifer began a mission to build something that she wishes would've existed for her son – a recovery center for adolescents battling addiction.



**Dr. Richard Chudacoff** is an OB/GYN at the forefront of addressing the opioid epidemic by providing his C-section patients with an opioid-free surgical experience. Fueled by a personal connection to the opioid epidemic, Dr. Chudacoff is an advocate for utilizing non-opioid options to manage pain after surgery.

# DOCUMENTARY AND OTHER VIDEO ASSETS

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## Full 40-Minute Documentary

You can download the GATEWAY documentary by going to [www.cadca.org/resources](http://www.cadca.org/resources).

## Public Service Announcement (PSA)

You can download the 60-, 30-, and 15-second PSA by going to [www.cadca.org/resources](http://www.cadca.org/resources).

## Spotlight Videos on GATEWAY

You can download individual spotlight videos for each of the documentary storytellers by going to [www.cadca.org/resources](http://www.cadca.org/resources).

## Trailer for GATEWAY

You can download, view or share the trailer for GATEWAY by going to [www.cadca.org/resources](http://www.cadca.org/resources).

### For Questions or More Information, Please Contact:



**Relja Ugrinic**  
Director, Communications  
and Marketing



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