

IMPACT REPORT

PEACE
IS LOUD



ON THE DIVIDE

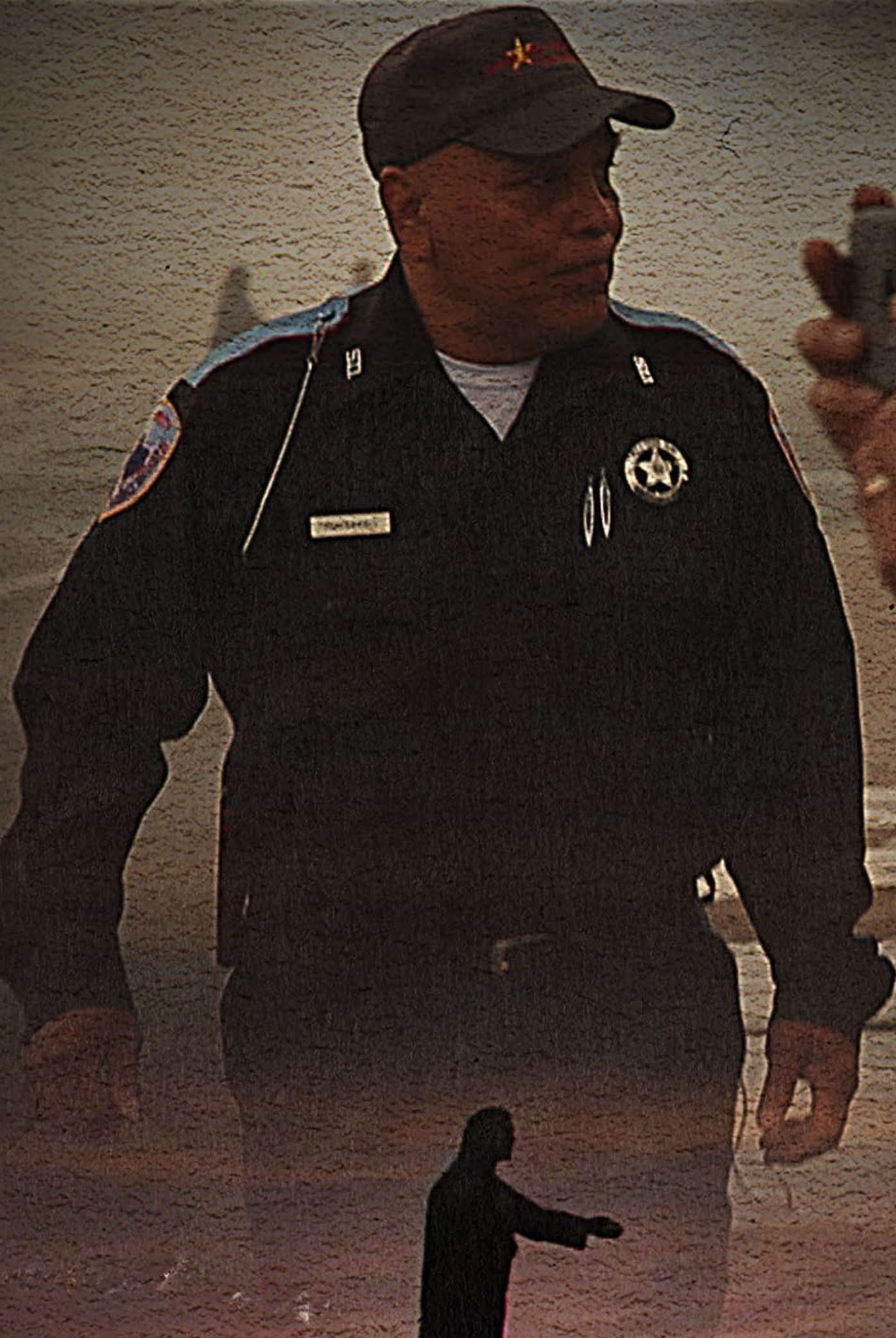


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IMPACT CAMPAIGN AT-A-GLANCE

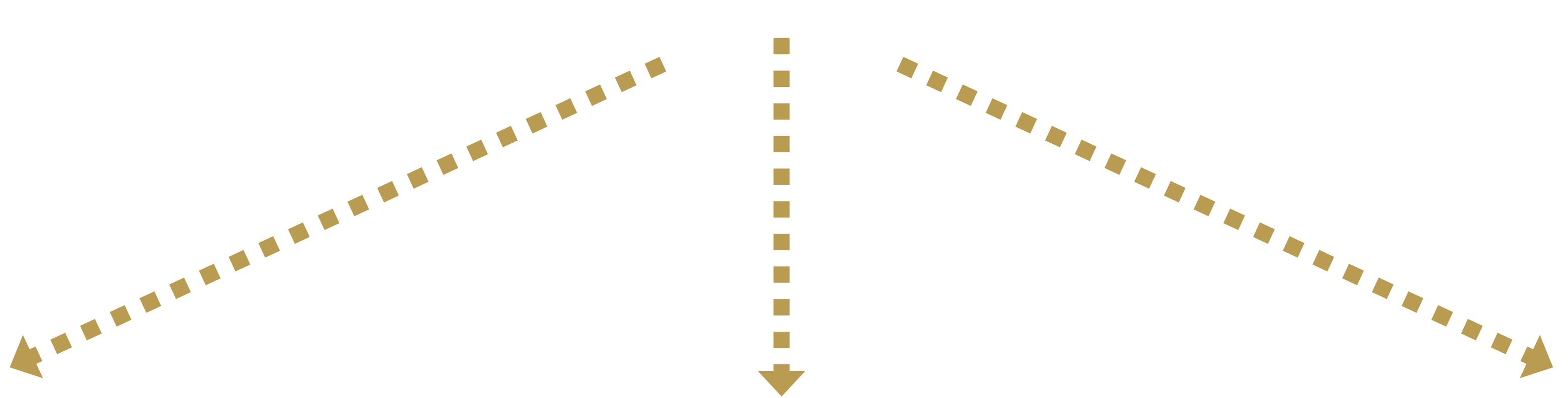
On the Divide is a unique film that is specially positioned to support abortion advocacy. By embracing complexity and humanity, the film notably serves those most affected by abortion restrictions in an area that has become a battleground for reproductive justice, Texas, at a time when threats to abortion rights have dangerously escalated.

Peace is Loud's campaign used *On the Divide* as a tool to build capacity for reproductive justice grassroots partners; initiate dialogue to destigmatize abortion among communities of faith; and grow support for the film's protagonists, the campaign's partners, and the pro-choice movement at large. The work was undertaken during the watershed moment when the Supreme Court overturned the *Roe v. Wade* ruling and eliminated the constitutional right to abortion in the United States. While this extraordinary context created new challenges for the campaign, it also allowed the campaign to directly support the crucial work happening on the ground.

Campaign Goal

Women and birthing people, in particular those who are Latinx, BIPOC, and Immigrants, have access to abortion

Strategies

- 
- 1 **Build power** among Latinx, BIPOC, and Immigrant women and birthing people in Texas and other key states to strengthen their abortion advocacy, utilizing the film as a hub to build community.
 - 2 **Increase the sustainability** of grassroots groups advancing reproductive justice and abortion access in South Texas, utilizing the film as a capacity-building tool.
 - 3 **Shift the dominant narrative** to a nuanced dialogue on choice that recognizes people's dignified and self-affirmed identities, utilizing the film as an entry point to conversations.

Campaign Highlights

- 1 **Embarked on a deep partnership with South Texans for Reproductive Justice**, the grassroots group featured in the film, and helped build their capacity via distributing direct funds, securing pro-bono legal support, advising on digital safety, and co-hosting a special event in McAllen, TX
- 2 **Engaged 16 reproductive justice and/or abortion access grassroots organizations** as partners who integrated the film into their work
- 3 **Hosted 40 community screenings** in key states with faith and reproductive justice communities to spark nuanced dialogues on identity and choice
- 4 **Redistributed 70% of the campaign budget** directly to film protagonists, partners, and screening hosts to support the work on the ground
- 5 **Created an original resource, a healing guide**, to support nuanced dialogues and bring communities together

SYNOPSIS

On the Divide follows the story of three Latinx people living in McAllen, Texas who, despite their views, are connected by the most unexpected of places: the last abortion clinic on the U.S./Mexico border. As threats to the clinic and their personal safety mount, three protagonists are forced to make decisions they never could have imagined.

Timeline

JUNE 2021	<i>On the Divide</i> premieres at Tribeca Film Festival in NYC
JULY - NOVEMBER 2021	Peace is Loud embarks on impact strategy development, engaging with local organizers and allies, and the film's protagonists
SEPTEMBER 2021	SB8 legislation passes in Texas, banning abortions after six weeks and authorizing private citizens to sue anyone who "aids or abets" an abortion after six weeks
JANUARY 2022	Peace is Loud impact campaign implementation begins
MARCH 2022	Community Screenings with faith audiences begin
APRIL 16, 2022	Peace is Loud and South Texans for Reproductive Justice co-host special screening in McAllen, TX
APRIL 18, 2022	<i>On the Divide</i> premieres on PBS
MAY 6, 2022	Roe v. Wade SCOTUS opinion leaks, and impact campaign is extended
JUNE 24, 2022	SCOTUS overturns Roe v. Wade
JULY 18, 2022	Free community screenings initiative ends
AUGUST 2022	Impact campaign wraps

CAMPAIGN STRATEGIC VISION

Campaign Context

When approaching the campaign strategy, Peace is Loud centered the main problem at stake: **People do not have access to abortion.** Even in areas where abortion is legal, the barriers to access abortion are systemic nationwide. In order to increase abortion access, it became imperative to prioritize those most affected—those seeking abortion care and those leading the movements to protect their rights.

Historically, White women have been centered in abortion advocacy work, and (as the film does) it is time to re-center Latinx, BIPOC, and Immigrant women and birthing people. These communities are heavily targeted by far right-wing Catholic anti-choice advocacy groups and stigmatized by their machine, all in an effort to sustain white supremacy. With this in mind, the campaign sought to bolster power building among these communities, supporting spaces for their stories to be shared and their voices lifted.

When the campaign first began its strategy development process, abortion was already **under threat nationwide**, and the campaign observed Texas as a signaling microcosm for the larger reproductive justice landscape. Especially in the wake of **SB8 passing in Texas**, the state became a volatile battleground for abortion access. By centering the impact campaign's efforts primarily in Texas and funneling support to the area, the campaign would help create ripple effects to other regions and open opportunities in the long run for *On the Divide* to be used nationwide.



During the course of the campaign, abortion access underwent key watershed moments. From the very beginning, the campaign's community of filmmakers, organizers, and allies all awaited the key Supreme Court of the United States (SCOTUS) ruling in [Dobbs v. Jackson Women's Health Organization \(JWHO\)](#), which was expected to take place in June. On May 4, a SCOTUS [draft opinion was leaked](#), showing the Court's intention to overturn abortion rights. Just a few weeks later, [the opinion was cemented](#), ending the constitutional right to abortion in the United States, and almost immediately barring or rolling back abortion rights in nearly half the states. It became imperative for the campaign to actively listen to the needs of those fighting for abortion on the ground, and to be in tune with the radically shifting landscape.

The campaign always understood that structural and policy changes are crucial for expanding and/or protecting abortion access, but now—more than ever—any changes will not be sustainable until there is a culture in place that will protect and ensure accountability and enforcement of said legislation. Still looking at Texas as not only the epicenter of the documentary, but also as a signaling state for the entire issue in the country, the campaign sought to reach local Christian communities in Texas, in an effort to help shift the narrative among stakeholding communities. In addition, as news of dangerous legislations unfolded in other key states (such as Louisiana, Oklahoma, Arkansas, and Kentucky), the campaign opened its outreach to those states as well.

Finally, because the movements protecting abortion access and rights should be led by those most affected by the issue, there is a disproportionate amount of labor and strain on those communities. The campaign centered much of its efforts in positioning the film as a tool to remove barriers and burdens for its main campaign partner, [South Texans for Reproductive Justice](#) (STRJ, the grassroots group featured in the film), while offering additional support to other groups in the region. STRJ has always been a grassroots volunteer-run organization, whose members have put their own funds, time, and even bodies on the line. It was Peace is Loud's priority to create more capacity for STRJ, especially given the radically changing environment the organization is operating in. In order to live in a world where their labor is no longer needed, the pro-abortion movement must be sustainable now.

Campaign Strategy

The campaign envisioned:

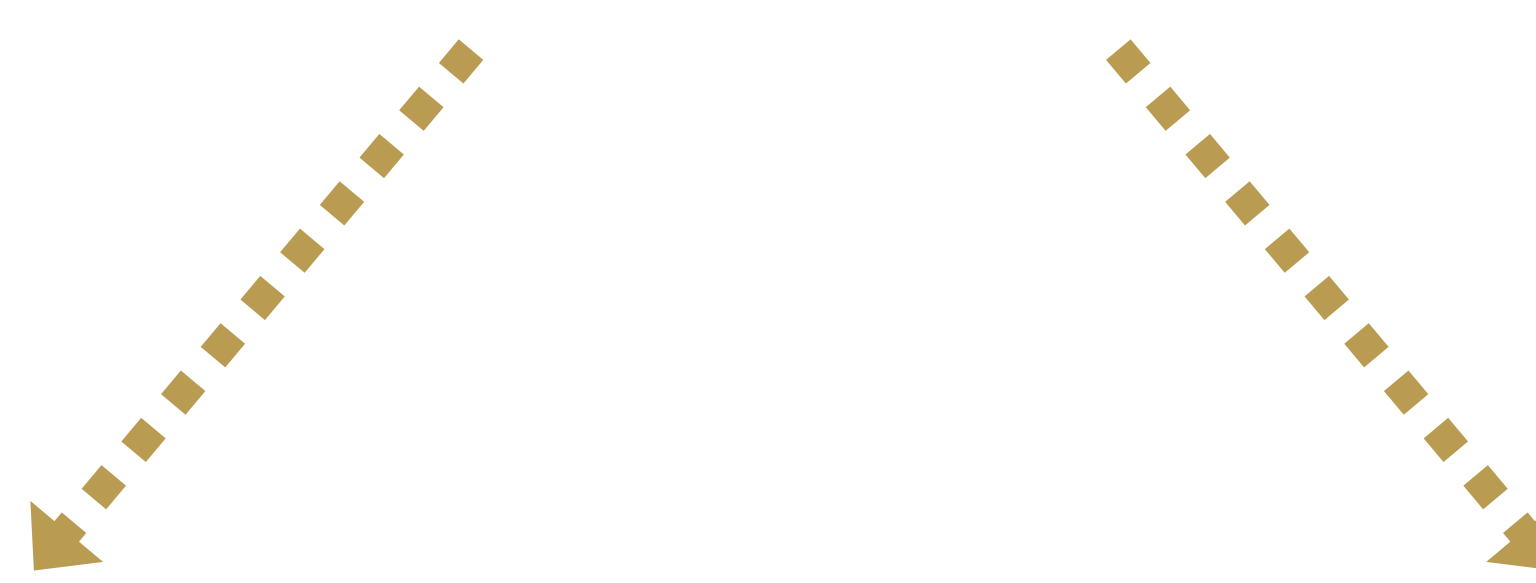
- *Abortion care that is legal, accessible, and free for all.*
- *A culture that embraces dynamism of identity, that does not weaponize aspects of identities for harmful political ideology, and that supports abortion access and healthcare for all.*

With this in mind, Peace is Loud identified the goals, strategies, and tactics for the campaign:

Campaign Goal

Women and birthing people, in particular those who are Latinx, BIPOC, and Immigrants, have access to abortion

Audience



Primary audiences:

- Women and birthing people, in particular those who are Latinx, BIPOC, and/or Immigrant in Texas, who are most affected by the restrictions on abortion access and threats to reproductive rights
- Women and birthing people, in particular those who are Latinx, BIPOC, and/or Immigrant, who are leaders of reproductive justice and abortion access movements in Texas

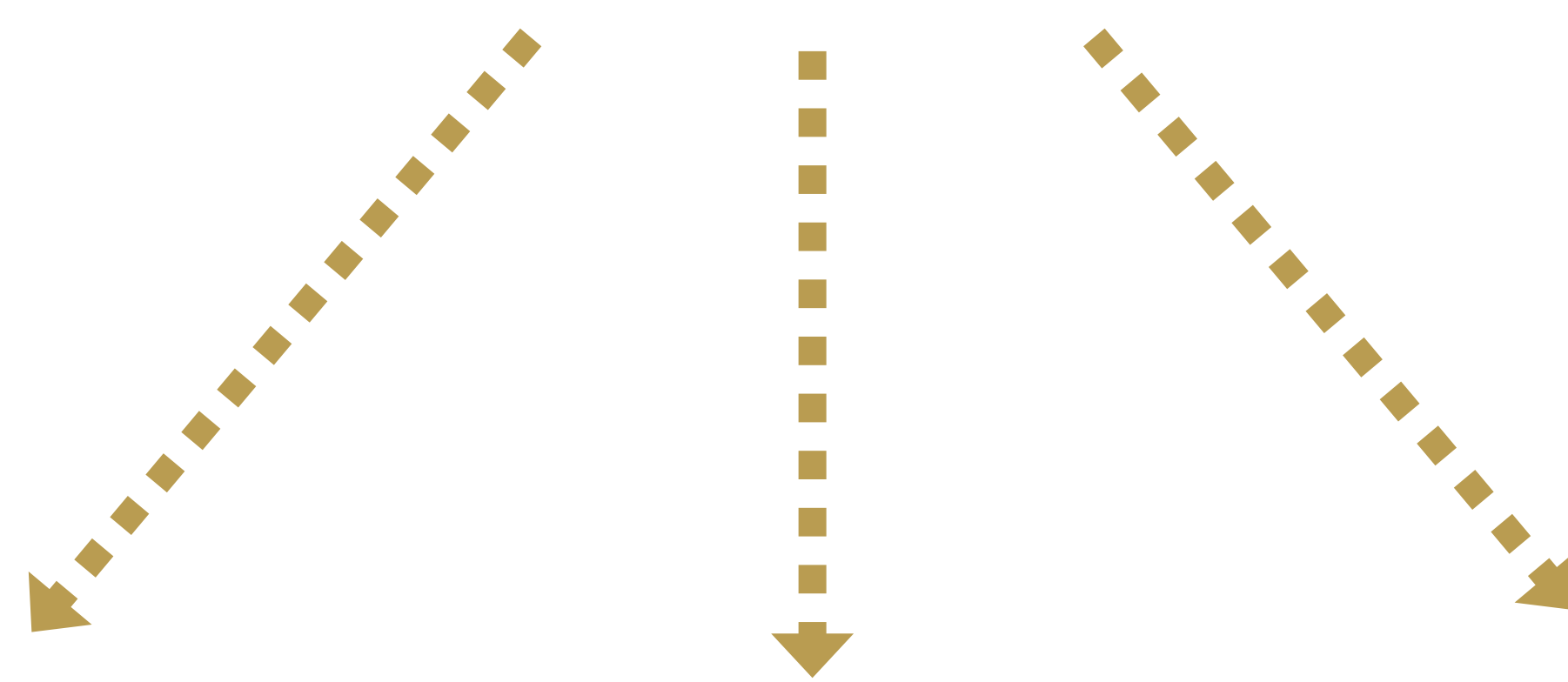
Secondary audiences:

The Communities holding those affected, including:

- Their families
- Catholic communities
- Organizations supporting abortion access in Texas and nationwide
- Progressive Christian stakeholders in Texas

Strategies

- 1 **Increase the sustainability** of women-led grassroots groups advancing reproductive justice and abortion access in South Texas and other key states, utilizing the film as a capacity-building tool.
- 2 **Build power** among Latinx women, Immigrant women, and Women of Color in Texas and other key states to strengthen their abortion advocacy, utilizing the film as a community-building hub.
- 3 **Shift the dominant narrative** to a nuanced dialogue on choice that recognizes people's dignified and self-affirmed identities, utilizing the film as an entry point to conversations.



Tactics

- 1 **Engage in a deep, capacity-building partnership** with South Texans for Reproductive Justice, the group featured in *On the Divide*.
- 2 **Offer the film and accompanying resources** to reproductive justice and abortion advocacy partners.
- 3 **Conduct targeted grassroots distribution of *On the Divide*** and its original accompanying resource to Catholic communities.
- 4 **Create an original resource, a *Healing Guide***, to accompany the film in collaboration with campaign partners.

IMPACT & OUTCOMES

Core Partnerships

The campaign's core partnerships included working with three groups—South Texans for Reproductive Justice, the Latina Institute, and Catholics for Choice. Each partnership used *On the Divide* in tailored ways that best supported their work, and each partner received a stipend for their time and labor on the campaign.



South Texans for Reproductive Justice (STRJ)

South Texans for Reproductive Justice, or STRJ, are the grassroots group featured in the film, particularly highlighted in the story of the clinic escort Denisse. They are doing vital work in South Texas but face numerous barriers, from a lack of funding to legal concerns in the wake of the SB8 legislation, which allows private citizens to sue anyone who "aids and abets" abortion, to the overturn of *Roe v Wade*.

After listening to STRJ's most urgent needs, our campaign supported them in the following ways:

- 1 We secured pro-bono legal counsel specialized in reproductive justice to support their work. This felt particularly urgent because being featured in the film shines a spotlight on their work that could put them in jeopardy post-SB8. STRJ has since said that this counsel now allows them "to continue a path forward with certainty in this post-Roe era".
- 2 We created a primer on how to use *On the Divide* as a tool to galvanize support, offering advice on how to speak about their role in the film and sharing the film with supporters.
- 3 We produced a digital safety guide to help them protect themselves online, in response to the new attention the film draws to their work.

4 We collaborated on a special hometown screening and event in McAllen, Texas, where the film takes place, to celebrate STRJ and their work, and grow their volunteer base and support in the local community. STRJ later shared, "The special event connected new supporters to our



organization and strengthened collaborative efforts between local coalition partners. We were also able to raise funds to support our free emergency contraception program." The evening brought together over 60 local organizers and allies in celebration of the film, and also of each other. Attendees remarked how touching it was to be able to come together in this way, especially against the backdrop of the COVID-19 pandemic and the growing threats on abortion rights. Because of the growing threats against abortion advocates, our team and STRJ discussed suitable safety guidelines for the event. Understanding that any sort of formal police or security presence could be harmful, we reached out to campaign partner ACLU, who instead supplied legal observers to help ensure everyone's safety. After the success of this event, STRJ plans to continue to host reproductive justice-themed movie nights, to raise awareness, recruit volunteers, and fundraise.

5 The campaign compensated STRJ for their time and intellectual and emotional labor on the campaign, increasing the funds for their work at a time they're needed most. STRJ shared that these funds will help cover the cost of shipping their free emergency contraception distributions, demand for which has skyrocketed since the passing of SB8.

6 The campaign supported STRJ in their **fundraising efforts** to purchase the Whole Women's Health building—the clinic featured in *On the Divide*—which has closed in the wake of Roe being overturned. They wished to use the space as a community hub, to educate the community about the crisis pregnancy centers nearby, continue their reproductive justice work, and have a base of operations for their free emergency contraception program. The Clinic has sadly since been **purchased by an anti-abortion group**, but STRJ remains committed to their mission and will continue to look for a new location.



The campaign also collaborated with our national partners, Catholics for Choice and the National Latina Institute for Reproductive Justice, on a variety of initiatives:

- 1 We co-created our *On the Divide* Healing Guide, which was shared with every screening host and partner. The campaign paid the authoring partners stipends for their contributions, and Catholics for Choice actually regranted their stipend to the New Mexico Religious Coalition for Reproductive Choice, who are helping to fund abortions for people traveling out of state in the wake of SB8.
- 2 The campaign connected the film's protagonists, who struggle to reconcile their faith and pro-choice beliefs, to Catholics for Choice, for supportive and healing conversations with compassionate people organizing for change, which we hope is the beginning of impactful relationships.
- 3 After Roe was overturned, Catholics for Choice fielded emergency calls from their partners and allies asking how to support grassroots groups. In turn, Catholics for Choice asked Peace is Loud for help. The campaign directed them to our partners and the action steps in *On the Divide's* Healing Guide, which they then passed onto their networks.
- 4 The Peace is Loud team participated in "Cafecitos," or virtual spaces hosted by the Latina Institute in both English and Spanish on Twitter. These spaces brought together activists from STRJ, Latina Institute, and Catholics for Choice, the filmmakers, and Peace is Loud to discuss faith, abortion access, and the harm caused by fake abortion clinics.



Grassroots Partnerships

In addition to our three core campaign partners, the campaign collaborated with 16 groups who used *On the Divide* as a tool to advance their reproductive justice work. The campaign provided a \$500 stipend to each organization, covering the cost of labor, childcare, PPE, or other expenses involved in this work. As a result, these partnerships have a multiplier effect—they not only utilize the power of storytelling to build new power and grow their support, but they also increase each group's own funding, enhancing their capacity through microgrants for these truly grassroots groups.

We deliberately chose partners in areas facing the most immediate threats to abortion access, including Texas, Kentucky, Mississippi, Kansas, Oklahoma, Louisiana, and Tennessee, and groups led by Black women, Latinx women, Women of Color, and Immigrants, since they are especially targeted by right-wing and white supremacist movements. When possible, we helped pair grassroots groups with faith communities to further the themes of the film, that one can be pro-choice because of their faith, not in spite of it.



**Note that each group is a 501(c)3 and did not use our funding to engage in political or legislative activity.*





Campaign highlights included:

- *The campaign engaged 16 partners representing 13 states where abortion is under growing threat*, such as Alabama, Florida, Georgia, Kansas, Kentucky, Mississippi, Oklahoma, South Carolina, Tennessee, Texas, and Virginia.
- *We observed a 40% conversion rate from cold outreach, which is high for impact campaigns*, speaking to the need and enthusiasm for a powerful tool such as *On the Divide*.

What our partners said:

"The documentary is an excellent tool that we will use to support the movement of our Poderosas program. It palpably shows the reality of the lives of our communities and the desire for women to be respected when they decide to have children or not... I am grateful for this sort of documentary, which supports the agency of everyone in Texas."

- **Lucy Ceballos Felix**,
Associate Director of
Texas Field & Advocacy at
Latina Institute

"[*On the Divide*] is very powerful and speaks to the issue from a nuanced perspective that is missed in much of the narrative. It's important to highlight the gray areas, which is where most people in this bell curve dwell. I can see how a rich conversation will come from this film."

- **Justine Dowden**,
Co-Chair of BK Forge

"I watched the film and am in awe. It is such a beautiful and impactful piece and I am so grateful to you for doing this work and sharing it with us. This will definitely be a productive tool for our work."

- **Marlee Breakstone**,
Domestic Program
Associate at Catholics
for Choice

Partners who responded to our survey on average agreed or strongly agreed with the following statements:

- The film was very effective at helping achieve their goals
- They plan on integrating the film into their organization's ongoing work
- The partnership microgrants of \$500 were very helpful
- *On the Divide* helps grow support and abortion access in their community and cultivate a nuanced dialogue around choice and identity.

Ways our partners put the film to work:

- **TEA Fund (TX)** partnered with a church to screen the film and make care packages for local clinic workers.
- **Kentucky Health Justice Network's (KY)** abortion support program hosted a screening to strengthen relationships between their volunteers and local clinic escorts.
- **AVOW (TX)** and **Texas Abortion Action Network Academy (ACLU) (TX)** hosted a joint event for 100 of their Texas Abortion Access Network Academy graduates to celebrate their work, educate the next generation of activists, and reclaim the narrative around abortion. It also supported their organizational goals to collaborate with other organizers and integrate media into curriculum geared towards young organizers.
- **Texas Youth Advocate Alliance (TX)** screened the film as a community building event to educate audiences about their abortion access work in Brownsville, TX.
- **Trust Women (OK, KS)** used the film to educate the public about Kansas's ballot initiative to curb abortions rights—which was voted down in August, in a stunning victory.
- **We Engage (MS)** used the film to train new escorts and defenders, and will host a virtual screening for supporters to raise awareness and build support.
- **SisterReach (TN)** used the film as a tool to reinvigorate their staff's commitment to reproductive justice.
- **BK Forge (NY)** hosted a special screening and event for volunteers and new supporters, to foster deeper dialogue about the dangers of Crisis Pregnancy Centers.
- **Texas Rising/Texas Freedom Network (TX)** hosted a screening for local universities, to build relationships with school communities and find new volunteers.
- **Catholics for Choice** featured On the Divide in their Conscience magazine, centering the film as a powerful reflection tool in these unprecedented times

FUNDS & MATERIAL SUPPORT

In addition to all the capacity-building work that the campaign embarked on with STRJ and our other partners, **the campaign overall redistributed a total of \$21,250** to our 19 partners and 3 film protagonists. This was done in recognition of the physical and emotional labor that being featured in the film would naturally generate, and to defray costs of screening the film or integrating it into their organization's work, as well as other campaign-related labor.

This accounts for 70% of our total campaign budget and reflects our commitment to redistribute material resources to those on the ground while simultaneously using *On the Divide* to advance reproductive justice work in new ways.

SCREENINGS

The campaign embarked on a robust outreach campaign for our community screenings work, **targeting over 700 contacts, and confirming 40 community screenings**. The initiative's target audiences focused on Christian audiences, especially congregations, churches, and organizations that were progressive Catholic, Episcopalian, Methodist, and Lutheran, as those denominations would likely be more welcoming of the film. Further, while the initiative primarily targeted Texas, it also prioritized Alabama, Louisiana, Arkansas, Kentucky, and Tennessee.

The campaign connected with key stakeholders at the crossroads of reproductive justice and faith, such as [Reverend Amelia Fulbright](#) from Texas, who were able to offer insight as well as promote the film to their circles.

After the official campaign screening window closed, we connected additional interested hosts to the filmmakers directly to continue their planning. We estimate that more groups have since screened the film through these efforts.

Of the screenings that the campaign facilitated, many screening hosts used their events to support our reproductive justice partners, in addition to other organizations such as Yes, Afiya Center, Jane's Due Process, Planned Parenthood, and Northwest Abortion Access Fund. Event hosts shared that audiences took action by sharing resources about harmful fake abortion clinics with their networks, researching their representatives' positions on abortion, and even launching a reproductive justice book club. Event discussions included making plans to increase access to healthcare, highlighting the need to center BIPOC voices within the movement, and providing support for undocumented people who may be prevented from accessing their reproductive rights.

Overall, the campaign achieved its community screening goal of using the film to initiate dialogue, spur action, and build capacity with new support, funding, and volunteers for reproductive justice groups.

Highlights included:

- 1 Reverend Amelia Fulbright, Founding Minister and Executive Director of Labyrinth Progressive Student Ministry, said of the film, "As a Christian pastor, I was so impressed with how *On the Divide* depicts the relationship between abortion and faith—with clarity, nuance, and gentleness. It seamlessly ties together many of the issues that intersect with reproductive dignity—trauma, poverty, domestic violence, addiction—and tells the true stories of saints struggling for reproductive justice in the borderlands. It's a beautifully compelling film."
- 2 A church in College Station, TX wishes to use *On the Divide* to build programming and curriculum to become a [Reproductive Freedom Congregation](#).
- 3 After a church screening, a minister gave an extended sermon about reproductive rights, which was followed by an impromptu discussion with congregants.
- 4 What our hosts said:
 - "I am glad this was offered to us through Peace Is Loud. I wasn't aware of its existence. I can definitely see us doing something in the future."
 - "The film is an amazing tool for education and to inspire action. The guided discussion went really well and I was glad to have access to materials to help with the discussion portion."
 - "It was an amazing film, and I know it's making some real impact in the world."
- 5 Over 70% of hosts reported the film was effective or very effective at helping them achieve their goals, such as building community, centering Latinx voices in the reproductive justice movement, or raising awareness about the more nuanced nature of the abortion debate.
- 6 80% of hosts reported they will continue the conversation with their communities after their event.
- 7 75% of audience respondents reported that they learned something new from the film.

8 Hosts who responded to our survey, on average agreed or strongly agreed with the following statements:

- Screening *On The Divide* helps to grow support for reproductive justice and abortion access in my community.
- Screening *On The Divide* supports a nuanced dialogue on choice and how one can hold faith and be pro-choice.
- Screening *On The Divide* was an effective entry point to the conversation on abortion and reproductive healthcare needs.
- After watching *On The Divide*, audience members were interested in getting involved in movements pertaining to reproductive justice, abortion rights, and/or women's rights.

9 After watching the film, audiences shared the types of activities they were most motivated to participate in:

- **Research the issue: 63%**
- **Discuss issue with friends, family, community: 81%**
- **Write letters/sign petitions on the issues highlighted in the film: 72%**
- **Donate money to organizations working on the issues highlighted in the film: 81%**



ON THE DIVIDE HEALING GUIDE

Peace is Loud produced an original resource to accompany the film, a Healing Guide in [English](#) and [Spanish](#), co-authored by campaign partners Catholics for Choice and the Latina Institute for Reproductive Justice. The resource sought to center dynamic frameworks on identity, faith, and choice; to offer an entryway to nuanced dialogues; and to offer audiences tangible ways to support the reproductive justice groups on the ground. The guide also offered context and history about the issue of abortion rights, including from a Catholic perspective, as well as discussion questions, action prompts, and healing resources.

- The guide was distributed to all campaign partners and screenings hosts, reaching hundreds at the intersection of reproductive justice, abortion rights, and faith communities. Additionally, Catholics for Choice and Latina Institute distributed the resource directly through their outreach channels and programs.
- Partners excitedly welcomed the resource and integrated it into their initiatives. As one partner shared with the campaign, "[The Healing Guides] are so beautiful!...We look forward to using this healing guide as a way that we can start having conversations with some of our community members around abortion access in TX. Thank you again for sending these materials along to us!"
- Of the campaign's community screenings hosts, 85% of our survey respondents found the provided resources, including the Healing Guide, helpful or very helpful in achieving their event goals.

As the film was nationally broadcast on the PBS program POV, key portions of the guide were also featured in [POV's discussion guide](#).

Peace is Loud also repurposed the guide into [digital content](#) on Peace is Loud's social media to reach and galvanize new audiences.

“

END ABORTION STIGMA NOW!

You must make people feel their own worth and combat all the negative beliefs about our bodies, our sexualities, and our gender roles, and only then can you combat the stigma around abortion and reproductive health.

Lucy Ceballos Felix, Latina Institute

”

What can we do to make clear that people of faith support abortion access because of their religious and moral values, not in spite of them?

[@peaceisloud](#)

[www.peaceisloud.org](#)

CAMPAIGN LESSONS & LOOKING AHEAD

Lessons Learned

On the Divide is an impactful film that was well-received by the abortion access and reproductive justice movements during an extraordinarily difficult time for the cause.

The film was overall met with enthusiasm, and the campaign successfully accomplished its goal of supporting abortion access through offering direct aid to the movement on the ground and opportunities for a nuanced dialogue. In an effort to continue growing the impact of our campaigns, Peace is Loud team observed important learnings:

- 1 Campaign partners and allies shared positive feedback and gratitude for the microgrants and stipends. From conversations in our strategy development process, the campaign agreed with organizers that funds are needed in order to remove participation barriers as well as to compensate people for their physical, intellectual, and emotional labor. While we wish to have been able to support them with even more funds, we were heartened to hear that the microgrants were well-received and very useful for the work on the ground.
- 2 The community screenings campaign was smaller in scope than previous campaigns for a few reasons. The campaign acknowledged that our largest target audience—Catholic communities, especially in conservative states—might be hard to reach, and that building trust with potential hosts could take time, and there would likely be some resistance to our outreach. That said, our team saw immense value in bringing this film and conversation, about the nuance of being pro-choice even when faithful, to communities where it would be most relevant and potentially change an anti-choice culture. The campaign was heartened by some of the responses that accompanied the declines, with pastors and congregation leaders calling the film "powerful" or regretfully admitting their inability to display the film in an official capacity or even going as far as to thank our campaign for the outreach. We believe that while the outreach did not result in more confirmed community screenings, the film may still create a rippling effect for the conversation in these more conservative spaces, the most intended audiences. For future campaigns engaging with nuanced films of this sort, we hope to budget more time in order to create deeper relationships with target audiences.

- 3 The community screenings initiative was further affected by logistical barriers and pivots. While *Peace is Loud* had planned educational outreach as a substantial component of the initiative, it was later confirmed that educational rights to the film were not available to our campaign, thus eliminating that core outreach avenue altogether. In addition, screening hosts had to use the broadcast distributor's screening platform, which required multiple steps. Hosts let the campaign know that they found the system difficult to use—we expect many of them accessed the film from the more accessible public streaming link instead, and this data could not be captured by the distributor.
- 4 The film screening window was quite short, despite an extension after *Roe v. Wade* was overturned—hosts and partners only had three months to access the film. Many hosts let the campaign know that they could not plan an event before the deadline. The screening window itself was bracketed by Easter and the summer season, two difficult times of the year to engage religious groups and congregations. Additionally, some potential campaign partners, who were already under strain, were not able to confirm their participation in the campaign due to the film's short availability.

Looking ahead, *Peace is Loud* looks forward to integrating some of the campaign learnings into our future work, in an effort to support social movements in the most sustainable ways:

- 1 *Peace is Loud* believes that the screenings outreach alone, to over 700 communities of faith in the American south, regardless of the final tally of events, supports the overall cultural shift that needs to occur in this country. We hope to invest in more robust tools to evaluate cultural shifts in future work.
- 2 A wide-reaching screenings campaign will require an accessible screening platform and a longer screening window.
- 3 Impact campaigns should not integrate educational screenings into their plans unless a signed agreement with the filmmakers guarantees the right to do so.
- 4 A question *Peace is Loud* will continue to center in our campaign work is how to build sustainability and care for those most affected by the issues represented in a film. Impact campaigns can interact with stressful contexts, so we believe that building relationships and trust as early as possible in the course of a campaign can help integrate protagonists' needs into all aspects of the work. We look forward to exploring these practices more through *Peace is Loud*'s forthcoming Equity, Safety, and Representation initiative.

CREDITS

Impact Campaign Credits

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 Co-Executive Directors - Rebecca Tye and Camaro West
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INMAAT FOUNDATION
 PERSPECTIVE FUND

APPENDIX

- [Healing Guide English version](#)
- [Healing Guide Spanish version](#)
- [Digital Safety Primer for STRJ](#)

ON THE
DIVIDE

Images courtesy of *On the Divide*, LLC

