



**a multi-media campaign to keep communities and workers safe
from toxics chemicals and pollutants**

hosting a toxies viewing party

Woohoo! Thank you for hosting a Toxies Viewing Party! You're now part of a movement to educate others about toxics we encounter in our everyday lives, and most importantly, sharing information about what we can do to reduce chemical exposure and create a healthier environment for us and future generations. Hosting a Toxies Viewing Party is a fun and easy way to empower others with information and provide steps to protect your health and the health of your community.

about us and the toxies

"The Toxies" is a multi-media campaign to keep communities and workers safe from toxic chemicals and pollutants. The campaign, produced by the statewide coalition Californians for a Healthy and Green Economy (CHANGE) and led by Physicians for Social Responsibility-Los Angeles (PSR-LA), works with groups across the country to bring toxic chemicals to life with a Hollywood spin.

The Toxies educates the public on the hazards of specific chemicals and demonstrates how we can pull together as neighborhoods, workers, businesses and consumers to eliminate them from our lives.

While the Toxies characters may seem glamorous, these toxic chemicals are dangerous, ubiquitous, and have nefarious careers. The more we know about them, the more we can adopt programs that push them into immediate retirement and inspire green innovation to protect our health and environment for future generations.

the toxies viewing party kit

The Toxies Viewing Party Kit has educational tools and solutions on how to live healthier and create a safer, less toxic environment.

Included you'll find:

1. Steps for planning and hosting your viewing party.
2. Adaptable, electronic and printable invitations.
3. Printable recommended resources and actions.





1. steps for hosting a viewing party

planning timeline

3 weeks prior to event:

- Where? -- make sure you have the electronic equipment to pop in the DVD or play YouTube videos
- When? Send out invitations, including information about a potluck if you decide to go this route
- Like! Make sure you're a fan of The Toxies on Facebook (facebook.com/TheToxies) and Twitter @thetoxies and post a flier or poster promoting your event, either/both online and in a community location

2 weeks prior to event:

- Follow up on RSVPs, send out email reminders, and make phone calls
- Make sure you have secured any additional seating accommodations
- Post an update about the event on your favorite social media site

1 week prior to event:

- Send out a final reminder, make sure people know to arrive before the time you are planning on watching the videos
- Plan for refreshments

Day of event:

- Tidy up your event location
- Make sure all electronics are ready to go
- Make sure you have enough copies of printed materials and name tags/pen ready
- Greet everyone, introduce The Toxies, and explain what you hope to gain from the event



get familiar

- Take a look at the Toxies website and keep an eye open the products they can be found in during your daily routine. Toxies learning resources are available here: <http://www.toxies.com/learning-resources/>. All of last year's bad actors and their bios are on the Toxies website: <http://www.toxies.com/2012-video-and-photos/>
- Follow The Toxies on Facebook (facebook.com/TheToxies) and Twitter @thetoxies
- Learn more about current environmental health issues from groups working on the Toxies:
 - [Black Women for Wellness](#)
 - [Breast Cancer Fund](#)
 - [Californians for Pesticide Reform](#)
 - [Californians for a Healthy & Green Economy](#)
 - [Center for Environmental Health](#)
 - [CLEAN Carwash Campaign](#)
 - [Clean Water Action](#)
 - [Esperanza Community Housing Corporation](#)
 - [IDEPSCA](#)
 - [Physicians for Social Responsibility-Los Angeles](#)
 - [Sierra Club](#)
 - [SoCalCOSH](#)
 - [Worksafe](#)



- As you educate yourself on toxics, keep your guests' interests in mind...you know what the hot topics are in your area and what information might appeal to them.
- Make note of ways you can make a difference by contacting local and state government officials. Take a look at the Take Action pages linked from the Toxies website and Toxies Host Committee organizations.

pick a place

Incorporate your Toxies Viewing Party into an already planned gathering you may be having at home or get creative about when and where you host your event. Park and recreation centers, libraries, churches, schools, gyms, or other community spaces.

contact an expert

Approach experts in your community to see if they'd be willing to be a guest speaker at your event. A few ideas of guest speakers:

- Owner/manager of a local store providing toxic free products
- Pediatrician/Doctor
- College professors
- Community health activists



partytime

Here are some ideas of how to structure your Toxies Viewing Party. Remember to visit www.toxies.com for more information and resources you may want to incorporate into your event.

1. Introduce The Toxies and refer to organizations that make up the Toxies Host Committee. Explain that there is no good system to protect us from toxic chemicals and their presence in our lives.
2. Pass out the Toxies Resources and Actions handouts! Make your voices heard where decisions on toxics are being made. Be sure to make time to play the Toxies Trivia game.
3. Encourage your guests to share updates with their friends using social Media sites like Facebook and Twitter.

share your party experience!

Take pictures! We'd like to see the success of each event and share photos with others. The best pictures will be uploaded to our Facebook page (www.facebook.com/TheToxies).

Remember, your Toxies Viewing Party does not have to attract a large crowd to be effective. Sometimes a smaller group allows for more interaction and discussion about the things you can do to make our world a safer and healthier place. If hosting a Toxies Viewing Party inspires one person to make a change for the better in their community, it's a success! Please contact us at info@toxies.com with any questions from your guests or requests for information.



2. invitations

Paperless invitations: If you know everyone's email address, use an online invitation service like www.evite.com or www.facebook.com to invite all of your guests. It's an environmentally friendly way to quickly get the word out and track RSVPs. We also have small customizable paper invites available on our website.

Invite your Facebook friends; let them know that you are having a viewing party by taking advantage of Facebook's Events page. "Like" The Toxies at www.facebook.com/TheToxies.

Invite others in your community: If you're hosting it in your community and would like it to be open to anyone, download the flyer from www.toxies.com and customize it with your event details. Post flyers at community centers, coffee shops, and other public spaces that allow community bulletins!

3. videos online

English

You can find all the videos in English here: <http://www.toxies.com/exposed>

Spanish

And in Spanish here: <http://www.toxies.com/exposed-espanol>