



BEYOND
OUR
BLOOD

ARGENTINA

Overall Time:

45-60 minutes

Below is a facilitator guide for **ARGENTINA: Beyond our Blood**. This workshop can be conducted in-person or remote and depending on your participant size, can range from 45 to 60 minutes. This facilitation guide is a template, please adapt and modify as best fits your meeting, community, venue, etc.

If you have questions of how to do that - please reach out to Believe Limited.

Film Background:

Experience Mateo's inspiring journey of resilience and community, echoing his cinematic passion. Amidst his courage, stands his mother, Cecilia, a powerhouse battling Von Willebrand Disease and hemophilia. Together, they challenge the 21-age prophylaxis barrier, driven by unwavering advocacy. Their efforts in 2019 expanded care beyond age 18, a pivotal win in their ongoing battle.

Workshop Objectives:

- To identify and understand the various barriers encountered by individuals with bleeding disorders in accessing care and support, including physical, mental, geographical, and educational barriers.
- Demonstrate how capable and dynamic people with hemophilia can be
- Showcase how people with hemophilia think about their future and discuss their lives
- Create a sense of one, global community by selecting participants from all across the globe

Materials:

- Ability to show short film (See “Screening Toolkit” section),
- board or flip chart,
- writing utensils and/or colored markers,
- paper,
- sticky notes if possible,
- and a positive attitude!

Prep:

- Set up your viewing platform for the short video (on how to do that, please see the Screening Toolkit section)
- Print out worksheet for participants or have loose piece of paper available for reflection;
- Optional: Write out Welcome Activity reflection questions on large sticky paper or notebook paper and place them in different areas of the room;
- Optional: Have Discussion Questions printed for each participant

Workshop Facilitation Guide

I. Introduction:

Estimated time between 2-5 minutes depending on group size and participation level

Workshop Notes to Mention:

- Welcome to our discussion on resilience and opportunity in the face of adversity.
- Today, we'll dive into the inspiring journey despite facing the challenges of a bleeding disorder, and have found solace and passion in unexpected places.
- Through this story, we'll explore the transformative power of perseverance and community support as he navigates life's hurdles with resilience and determination.

Activity

Go around a circle and have everyone introduce themselves and where they are from and the furthest location they have traveled to.

II. Film Intro and Viewing:

Estimated time between 10-15 minutes depending on group size and participation level

Workshop Notes to Mention:

- Despite the challenges of living with a bleeding disorder, we are still capable. We are still dynamic. We still strive to live beyond our blood.
- These stories exist everywhere around the world, but many of those stories go untold. This is Cecilia and Mateo's story.

Activity

Play Film

III. Film Reflection Activity:

Estimated time between 5-15 minutes depending on group size and participation level

Activity: In One Word..

- Have flipboard paper, or a whiteboard and markers handy
- Using the reflection questions (below), prompt participants to stand up and write 1-2 words or a short phrase on what that reflection question means to them.

Reflection Questions:

1. What emotions did the film evoke in you?
2. What obstacles did Cecilia and Mateo face?
3. How did the characters overcome these obstacles?
4. What word best describes your reaction to Cecilia and Mateo's resilience?

Facilitator Notes:

- Comment on participants' word choice.
- What words were similar?
- What words stand alone?
- We took some similar things away from the film, but we all bring unique experiences to the table.

IV. Small Group Discussions:

Estimated time between 15- 45 min depending on group size and participation level

Activity Notes:

- Organize Participants into Groups or Round Tables of 3-4. For fewer than 8 participants, keep them in a larger group.
- Discussion questions can be printed out (worksheet available for download), written on flipchart paper/ whiteboard, or spoken verbally.
- Assign a spokesperson to share each group's insights with the larger group.
- Give each group a large piece of paper and markers.
- Participants can express their ideas either through written plans or creative mediums like drawing or storytelling.
- In their groups, participants brainstorm creative solutions to the challenges discussed.
- Encourage participants to THINK BIG!

Discussion Questions:

1. How does Cecilia's passion for theater intersect with her advocacy work for individuals with bleeding disorders? Can you think of other creative ways to raise awareness for important causes?
2. How important is community support in overcoming challenges associated with bleeding disorders?
3. Discuss the significance of breaking the 21-age prophylaxis barrier in Argentina, as highlighted by Mateo and why it is crucial to address this barrier.
4. How does Cecilia's personal experience with Von Willebrand disease and severe hemophilia A shape her approach to parenting and advocacy? Can you relate to her experiences in your own life or community?
5. Reflect on the impact of Mateo's upbringing, including being exposed to film screenings from a young age, on his career aspirations and his family's shared interests. How can passions, like art, help us overcome our challenges?

Facilitator Notes:

- Allow the groups enough time for discussion
- Encourage participants to draw or write down their ideas on paper, thinking outside the box.
- After the time is up, have each group present their discussion items to the larger group.
- Allow time for discussion and feedback on each group's ideas.
- Conclude by highlighting key takeaways and insights from the activity.

V. Individual Reflection

Activity:

Estimated time between 5-15 minutes depending on group size and participation level

Activity:

- Encourage participants to write down their reflections first and have their cell phones handy.
- Have participants independently reflect on their reaction to the film: What intrigued you? What questions arose? Additionally, consider how this story has reshaped your view of what's possible.

Encourage participants to Share Their Story using the QR code provided

- Take a moment to scan this QR code and share your story globally



VI. Debrief:

Estimated time between 5-15 minutes depending on group size and participation level

Questions:

- Would anyone like to share their reflection on your reaction to the film: What intrigued you? What questions arose? How has this story has reshaped your view of what's possible?
- What strategies do you rely on to maintain mental well-being during challenging periods?
- How can we as a community collaborate to guarantee universal access to hemophilia treatment?

Participant Worksheet

Film Background:

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4. How does Cecilia's personal experience with Von Willebrand disease and severe hemophilia A shape her approach to parenting and advocacy? Can you relate to her experiences in your own life or community?
5. Reflect on the impact of Mateo's upbringing, including being exposed to film screenings from a young age, on his career aspirations and his family's shared interests. How can passions, like art, help us overcome our challenges?

Share Your Story

Take a moment to scan this QR code and share your story globally



Screening Toolkit

Logline:

Explore the inspiring journeys of resilience from around the globe as individuals triumph over bleeding disorders and daunting obstacles. Through these five extraordinary tales, witness the transformative impact of community support, shedding light on the profound influence it holds in navigating the practical and emotional challenges of living with hemophilia. Join us on a compelling journey where collective solidarity triumphs over adversity.

Synopsis:

Embark on enlightening discussions as we explore the indispensable role of communities in bolstering individuals with hemophilia, providing both practical and emotional support. Delve into how this collective solidarity shapes lives and careers, showcasing its transformative impact on overcoming challenges. We'll also uncover the multifaceted barriers hindering access to vital care and support for individuals with bleeding disorders, spanning physical, mental, geographical, and educational realms. Together, let's brainstorm inventive solutions and community-driven initiatives to dismantle these obstacles, fostering enhanced well-being and a brighter quality of life for those affected.

Featured Advocates:

- Abdelrahman Elshebiny - Egypt
- Mohamed Nouredine Al-Sayed - Egypt
- Abdoulaye Ndaiye - Senegal
- Cecilia Miserere - Argentina
- Mateo Palladino Misere - Argentina
- Arseniy Malyk - Germany

Key Creative Members:

- Executive Produced by Patrick James Lynch
- Directed by Ed Ballart
- Produced by Rob Bradford
- Cinematography by Joshua Sterling Bragg and Ed Ballart
- Edited by Japneet Dhaliwal and Alex Watson

How to host a screening:

Video screenings are free to host by any organization, provided there is no charge for admission. We've put together [this screening toolkit](#) to provide you with the technical information and promotional materials needed to host your own screening.

I. Technical Details and Requirements:

- Runtime: ~10 minutes per video
- Aspect Ratio: 16x9
- Resolution: 1080p HD
- File type: .mp4

A. To screen the videos from a computer to a projector/TV monitor.

1. Download the videos [from this folder](#).
 - a. It's highly recommended to download the videos instead of attempting to stream the videos live, to ensure a seamless screening experience.
 - b. The .mp4 files are playable on both Mac and PC computers.
2. Connect the computer via an HDMI connection to the projector or TV monitor.
3. If you prefer to use the speakers on the projector or TV monitor, be sure to select the projector or TV monitor as the audio speaker option in the computer's audio settings.
4. If you prefer to use a larger or house PA speaker system, connect the system to the computer and be sure to select the speaker system as the audio speaker option in the computer's audio settings.

B. To screen the videos at a theater/cinema that requires a DCP drive.

1. Verify with your venue that they are capable of receiving a virtual DCP Drive.
 - a. Please note, If the venue can not receive a virtual DCP and needs to receive a physical DCP drive, Believe must charge a fee for the production and shipment of a physical DCP drive.
2. Reach out to info@believeltd.com to request a virtual DCP and we will provide a link that the venue may use to download the DCP drive virtually.

Social Media Toolkit

Get ready for an unforgettable journey with the Beyond Our Blood short film series! Join us as we travel the globe, from Puerto Rico to Egypt, Senegal to Argentina, and Germany, to witness the incredible resilience of individuals living with bleeding disorders. Experience firsthand the transformative power of community support as we navigate the practical and emotional challenges of hemophilia and other bleeding disorders together. Get inspired by these extraordinary stories of triumph over adversity!

Featured Advocates:

- Abdelrahman Elshebiny - Egypt
- Mohamed Nouredine Al-Sayed - Egypt
- Abdoulaye Ndaiye - Senegal
- Cecilia Miserere - Argentina
 - Facebook: cecilia.miserere
 - Instagram: ceciliamiserere
 - Twitter: @CeciliaMiserere
- Mateo Palladino Miserere - Argentina
- Arseniy Malyk - Germany
- Anthony Llanes Rodriguez - Puerto Rico
 - Facebook: anthony.l.rodriguez.90

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Ways to Engage

1. Follow the featured advocates and Believe Limited across social media for updates on the film.
2. Like, comment, and share content that resonates.
3. Follow hashtags associated with the film: #BeyondOurBlood.
4. Create your own posts (sample copy below) to share information about the film leading up to, as well as after, your screening. Access posters, logos, and still images in the Google Drive folder shared with you.

Sample Social Media Post for Beyond Our Blood short film series:

Twitter:

Explore the inspiring #BeyondOurBlood short film series, showcasing the resilience of individuals with bleeding disorders. Join us in celebrating their triumphs and community support. Download the FREE toolkit for valuable resources and discussion guides. Let's spread hope and solidarity together!

Instagram:

✨ Dive into the powerful stories of resilience in the #BeyondOurBlood short film series! From Argentina to Senegal, witness the triumphs and challenges of individuals with bleeding disorders. Join us in celebrating their strength and community support. ❤️


📖 Unlock FREE resources with our toolkit! Dive deeper into the discussions and empower your community with practical guides.

Click the link in our bio to download the toolkit and share the films with your community today! Let's spread hope and solidarity together. ✨


LinkedIn:

Discover the impactful #BeyondOurBlood short film series on LinkedIn! Explore inspiring stories of resilience and community support, shedding light on the challenges faced by individuals with bleeding disorders. Download our FREE toolkit to access valuable resources and discussion guides. Let's empower communities and spread hope together.

Facebook:

 Discover the inspiring stories of resilience in the #BeyondOurBlood short film series! ✨

Join us as we shine a spotlight on the remarkable journeys of individuals triumphing over the challenges of bleeding disorders. From Argentina to Senegal, these powerful narratives illuminate the transformative power of community support and solidarity.

 Plus, unlock valuable insights and discussion points with our FREE toolkit! Explore practical resources and discussion guides designed to spark meaningful conversations and empower your community.

Ready to make a difference? Download the toolkit and share the films with your community today! Let's spread hope, awareness, and solidarity together. ✨

[Link to download toolkit]

Hashtags

Note: 3-5 for Facebook, LinkedIn, Twitter, and TikTok. Up to 30 for Instagram.

Short Film: #BeyondOurBlood

Production: #believelimited #bloodstreammedia

Bleeding disorders: #Resilience #Hope #Advocacy
#community #germany #argentina #senegal #PuertoRico
#egypt #BleedingDisorders #Hemophilia #CommunitySupport
#InspiringStories #Hope #Resilience #Solidarity
#HealthcareAwareness #ChronicIllness #GlobalHealth
#HealthEquity #PatientAdvocacy #MedicalDocumentary
#Empowerment

Sample Post for Egypt:

Twitter:

Join Abdelrahman and Mohamed on a journey of resilience and perseverance in Egypt. Born with severe hemophilia, they find purpose and support through the Egyptian Society of Hemophilia.

Instagram:

Meet Abdelrahman and Mohamed from Egypt, two individuals born with severe hemophilia. Despite challenges, they find strength and support through the Egyptian Society of Hemophilia. Follow their inspiring journey of resilience.

Facebook:

Discover the inspiring stories of Abdelrahman and Mohamed from Egypt, both born with severe hemophilia. Through the challenges they faced, they found resilience and support from the Egyptian Society of Hemophilia. Join us in celebrating their journey.

Sample Post for Argentina:

Twitter:

Join Mateo and Cecilia from Argentina in their inspiring journey of resilience and advocacy against Von Willebrand Disease and hemophilia. Together, they challenge barriers and expand care beyond age 18.

Instagram:

Meet Mateo and Cecilia from Argentina, a mother-son duo battling Von Willebrand Disease and hemophilia. Their unwavering advocacy expands care beyond age 18, inspiring others with their resilience.

Facebook:

Discover the powerful story of Mateo and Cecilia from Argentina, who challenge barriers and expand access to care for individuals with Von Willebrand Disease and hemophilia. Join us in celebrating their resilience and advocacy.

Sample Post for Senegal:

Twitter:

Discover Abdoulaye's inspiring journey from a humble village to becoming a hemophiliac student advocate in Senegal. His resilience and determination shine through as he navigates challenges and advocates for better healthcare access.

Instagram:

Meet Abdoulaye from Senegal, whose journey from a humble village to becoming a hemophiliac student advocate is nothing short of inspiring. His determination and advocacy highlight the importance of community support.

Facebook:

Join us in celebrating Abdoulaye's inspiring journey from a humble village to becoming a hemophiliac student advocate in Senegal. His resilience and determination in overcoming challenges and advocating for better healthcare access inspire us all.

Sample Post for Puerto Rico:

Twitter:

Meet Anthony, a dedicated Executive Director balancing work for the Puerto Rican Association of Hemophilia with his own battle as a severe hemophilia patient. Join him on his journey of resilience and advocacy.

Instagram:

Step into the whirlwind life of Anthony, a dedicated Executive Director battling severe hemophilia while working tirelessly for the Puerto Rican Association of Hemophilia. His commitment to his community is truly inspiring.

Facebook:

Join us in celebrating Anthony's inspiring journey of resilience and advocacy as he balances his role as an Executive Director with his battle against severe hemophilia. His dedication to his community is unmatched.

Sample Post for Germany:

Twitter:

Join Arseniy, a 13-year-old with severe hemophilia, on an inspiring journey where music, gaming, and resilience intersect. Discover how his family finds hope amidst adversity.

Instagram:

Meet Arseniy, a 13-year-old whose love for guitar and gaming fuels his resilience in the face of severe hemophilia. Follow his journey of hope and adaptation as his family navigates challenges together.

Facebook:

Experience the inspiring story of Arseniy, a 13-year-old with severe hemophilia, whose passion for music and gaming drives his resilience. Witness his family's journey of hope and adaptation in the face of adversity.




Beyond Our Blood is a production of

BelieveLIMITED

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 A member of the Roche group

Genentech
A Member of the Roche Group

