

IMPACT CAMPAIGN

Our goal is to encourage businesses and lawmakers to create more family-friendly policies. We also want to build broad awareness about paid leave amongst the general public and working families. Despite quantitative research, Americans are still unclear on whether they have access to paid leave, how public policy might make a difference, and what role they could play in bringing it about.

We feel strongly that the film needs to be released as quickly as possible to work in concert with the 20+ states and hundreds of businesses organizing for paid leave in 2018 and beyond. We have engaged Working Films, a national leader in the use of documentary media for social impact, to execute the Zero Weeks Impact Campaign. Working Films is expanding our strategic partnerships and advising our distribution and impact strategy.



Once the film is released, Working Films will manage regional festival screenings, live screening events, a web-based media campaign, and grassroots viewing parties. Screenings across the nation will point audiences to meaningful ways to act and generate press around the issue. We have designed the impact campaign to be meaningful in any community across the country, however we are placing additional emphasis on screenings and discussions with business leaders, healthcare communities and in states where paid leave campaigns are near the tipping point, as well as places that are still developing, including conservative-leaning states. Additionally, we will engage unique interest groups impacted by the issue of paid leave in the places where they naturally convene: community centers, places of worship, business schools, chambers of commerce, union halls, etc.



Our current impact campaign partners include:

- AARP
- American Academy of Pediatrics
- Caring Across Generations
- Center for American Progress
- Center for Paid Leave Leadership
- Fairygodboss
- Family Values @ Work
- Jobs With Justice
- Main Street Alliance
- Mi Familia Vota
- MomsRising
- National Partnership for Women & Families
- PL+US
- Women Employed
- Women and Girls Foundation
- Zero to Three