

# **Bol Screening**

## **Watch. Speak. Act.**

To spark dialogue and action for family planning and gender equality in Pakistan.

**WELCOME TO A SCREENING OF THE GROUNDBREAKING FILM *BOL* (SPEAK UP).**

**Released in cinemas across Pakistan in 2011, and viewed by millions of Pakistanis on television ever since, *Bol* is a call to action over two causes that lie at the heart of Pakistan's future: family planning and gender equality. For a country of 207,774,520 people, family planning promises to mitigate the impact of population dynamics on Pakistan's natural resources and state stability. It will also reduce poverty in the country by contributing to economic growth at the family, community and national levels. Similarly, better gender equality will ensure more women in Pakistan have fair opportunities for education, employment and full participation in society.**

**Directed by Sohaib Mansoor, *Bol* was developed Johns Hopkins University Center for Communication Programs (CCP) and JSI Research & Training Institute, Inc. as part of their United States Agency for International Development (USAID)-funded Pakistan Initiative for Mothers and Newborns (PAIMAN). As the first entertainment-education film released in Pakistan, *Bol* specifically seeks to raise awareness around the high mortality of mothers and newborns. More than anyone else in the country, the lack of family planning and gender inequality most profoundly affect women and children in Pakistan. Women are deprived of the necessary time needed to recover between pregnancies and increases the chances of high-risk pregnancies. Many women and newborns die as a result of these high-risk pregnancies.**

# Act: Living Bol

After attending the screening event, you can take action in a number of ways. Here are three suggested steps.

# 1 >

## Share

Download the **BOL Screening Toolkit** and use it to:

- Watch Bol with friends and family and discuss how you can make a difference together; or
- Organize more screenings of Bol, in your community, local university, or organisation.

Post your experiences or comments on social media to promote family planning and gender equality. Be part of any relevant discussions on social media.

Share interesting articles on family planning and gender equality to friends and family, co-workers, and community members.

# 2 >>

## Create

Write letters to editors or Op-Eds on family planning or gender equality. Use your direct experiences and observations while raising issues or highlighting stories of inspiration.

Help others write or broadcast news on family planning and gender equality, by contacting the local media regarding stories in your community or calling into talk radio shows when the topic of discussion relates to family planning or gender equality.

# 3 >>>

## Influence

Make phone calls, write letters or send emails to your local government official about any pending or potential legislations or projects that will impact family planning or gender equality in your union council, district or province.

Establish a voluntary community or forum focusing on family planning or gender equality to form a collective voice to influence local governing bodies and to partner on local activities with local and international organisations and campaigns for family planning and gender equality.