

doc**impact**hi5

2019

HI5 IMPACT CASE STUDY:

PLEASE REMEMBER ME

**Galvanizing support in China
for the dignity and care that
people with Alzheimer's and
Dementia deserve**

Film Still *Please Remember Me*



THE FILM

***Please Remember Me* by Zhao Qing is a story about memory, love, and dignity.**

The film tells the story of an old Shanghainese couple - 88-year-old Feng and 87-year-old Lou, the filmmaker Zhao Qing's great uncle and great aunt. She follows them, the eldest couple in her family, for three years in order to tell the sensitive and intimate story of their companionship over almost half a century. The film takes us through the early days when they faced wars and political turmoil, to the years when Feng and Lou came together and built a family, to the moment when Lou was diagnosed with Alzheimer's disease.

The film sensitively portrays the ways Lou forgets what she was saying just minutes before and highlights her growing dependence on Feng. He is the only person she remembers and trusts - but as her condition worsens day by day,

and as Feng approaches his 90th year, he has a decision to make. Should he send Lou to an Alzheimer's hospital by herself, or move into a retirement center together that may never feel like home? Who is going to take care of her if he dies? The film joins him on his journey to explore the limited options he has and the difficult decisions he must make.

***Please Remember Me* is an epic love story that transcends romantic love. It explores the couple's inseparable intimacy and bond as they continue to try and cope with every challenge they face together with dignity and elegance.**

WHO SAW IT?

International:

100 COUNTRIES

451 IMPACT SCREENINGS

IN 100 CITIES IN CHINA:

331

THEATRICAL SCREENINGS

70

COMMUNITY SCREENINGS

50

OUTREACH SCREENINGS IN HOSPITALS, NURSING HOMES, PHARMACIES, AND OTHER SPACES



Free content available on:

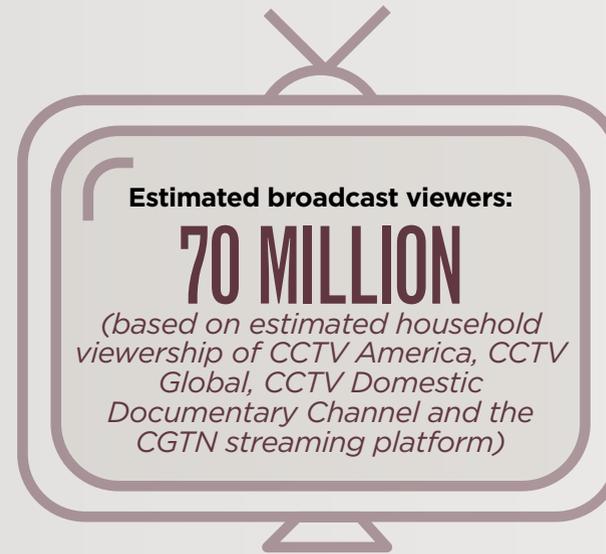
- Tencent (4 million views)
- Youku (1 million views)
- YouTube (2k views)

46k people attended community and theatrical screenings

In China: theaters in 100 cities for 3 months (beginning Nov 2017)

Box office total: 500,000 RMB (\$70,000 USD approx.)

Online: 3 million views (2.8 million viewers in China within the first two weeks of its online launch)



Estimated broadcast viewers:

70 MILLION

(based on estimated household viewership of CCTV America, CCTV Global, CCTV Domestic Documentary Channel and the CGTN streaming platform)

CCTV America and CCTV Global covers 50 million households CGTN, its corresponding streaming platform, reaches another 10 million viewers CCTV Documentary Channel (7.26 million Chinese viewers)



SOCIAL MEDIA:



- Nearly 100 WeChat accounts with over 50,000 followers promoted the film during its theatrical release
- These articles were forwarded over 200,000 times

AWARDS:



BEST DOCUMENTARY CHINESE DIALECT FILM FESTIVAL, 2016



SPECIAL JURY AWARD LIGHTHOUSE INT. FILM FESTIVAL 2016



GZDOC 2016: Best Feature Documentary of the Year, Best Chinese Documentary for International Market, Best Director's Award



BEST DOCUMENTARY NOMINATION FOR CHINESE ACADEMY OF DOCUMENTARY, 2017



BEST DOCUMENTARY CHINESE VISUAL FESTIVAL, UK 2018

12 FESTIVALS, INCLUDING:

IDFA 2015, GZ Doc 2016, Hong Kong International Film Festival 2016, CAAMFest 2016, Doc NYC 2016, Lighthouse Int. Film Festival 2016

Press hits:

"ARTICLES ABOUT THE FILM AND THE CAMPAIGN ON SOCIAL MEDIA WERE READ OVER 200,000 TIMES DURING THE CAMPAIGN"

THE TEAM

FILMMAKERS



Zhao Qing
**Director &
Cinematographer**



Violet Du Feng
Producer



Jean Tsien
Editor

EXECUTIVE PRODUCERS

Jean Tsien
Ruby Yang

IMPACT PRODUCERS / ASSOCIATE PRODUCERS



Wang Yong
Lao Niu Studio



Tang Bing
**Jian Ai Alzheimer's
Care Centre**



Angela Hsu
**Jing Mei Elderly
Care Centre**

PARTNERS

Jian Ai (preventive care)
Jin Mei (home visit care)
Zhaohu 365 (nursing facility)
Dementia Friend Movement (training for professional organizations)
Lao Niu Studio (connecting NGOs to government in Shanghai)



Photo by Wang Yong

TRADITIONAL DISTRIBUTION

CCTV America
CCTV Documentary (China)
Shanghai Media Group
Torch Films (Educational release in North America and Australia)
Tencent (video streaming in China)
CGTN (streaming platform)

IMPACT CAMPAIGN

IMPACT DISTRIBUTION

Elemeet LLC
Wang Yong Lao Niu Studio
Memory Health 360
Jian Ai Alzheimer Care Center
Jing Mei Elderly Care Center
Nanjing Ai De Charity Foundation CNEX
 (National Campus Tour)
Communication University of China (National university campus tour)
GZDoc (National university campus tour)

Wang Yong Lao Niu Studio
Memory Health 360
Jian Ai Alzheimer's Care Center
Jing Mei Elderly Care Center
Nanjing Ai De Charity Foundation
Jinan Ji Ai Charity
Nanjing Yuan Xiaodong Elderly Care Studio
Beijing Ruifeng Social Works
Shanghai Mental Health Center

BUDGETS

PRODUCTION BUDGET TOTAL: \$100-500K

Sundance Documentary Fund
IDFA Bertha Fund
Britdoc Connect Fund
Self-financed

IMPACT CAMPAIGN BUDGET TOTAL: \$80,000

Britdoc Connect Fund
Distribution revenue from: CCTV, Tencent China, Shanghai Media Group



Photo by Wang Yong



Photo by Wang Yong

CAMPAIGN & IMPACT

***Please Remember Me* premiered at IDFA, the International Documentary Film Festival Amsterdam, in November 2015. The film's outreach and engagement campaign was called "Memory 2030". It was designed to use the film to achieve two ambitious goals by 2030: 1. eliminate widely accepted discrimination against Alzheimer's patients in China and 2. build urgently needed social and medical support for the families of Alzheimer's patients.**

Over the course of this three-year campaign, the film reached millions of people through broadcast and online engagements and screened in 70 communities throughout China to over 20,000 people. The team saturated the culture of Shanghai in particular, touring major universities and their medical programs across the country, launching the Memory 2030 app alongside the film. They knew they didn't have the resources and leadership to organize an alliance on their own, so the app became a way to create a network for families, professional caregivers, and support organizations.

THIS FILM AND CAMPAIGN SHOWS THAT EVEN WITH VERY LITTLE FUNDING AND A RELATIVELY SMALL TEAM (IN FACT, JUST THE FILMMAKERS THEMSELVES, AN IMPACT PRODUCER, AND THEIR CORE PARTNERS), IF YOU HAVE A STRATEGIC AND WELL-EXECUTED PLAN, MASSIVE REACH IS POSSIBLE.



"It is a powerful and often heartbreaking depiction of dementia.... By the documentary's conclusion, what comes through with the greatest clarity is not the broader social issues or the medical challenges of Alzheimer's. Instead, it is simply the love."

—
VCinema

"The 'unprecedented, pervasive, and enduring' aging population phenomenon in the world does not spare China, the most populated nation. The Chinese director Zhao Qing's (赵青) gripping documentary Please Remember Me not only brings this burning issue to the front and center, but also affectionately tells an endearing love story between an elderly couple."

—
YNOT at the Movies

"Without sensations or dramatic conflicts, Please Remember Me reflects the Chinese romance of 'holding his hand to grow old' and opens a door for viewers to reflect upon the pressing social issues about elderly care and dementia care."

—
People's Daily, China

HOW THEY TRACKED IMPACT

REACH

- **Collected community screening reports** from screening hosts containing information about audience size, reactions, and other details
- **Checked in with partners** regularly about emerging developments linked to the film

ENGAGEMENT

- **Collected anecdotes** through WeChat (social media groups organized around theatrical events) and other social media, to understand audience reactions
- **Collected individual stories** of transformation through the app, conversations, emails, and social media
- **Used a QR code to track volunteer sign-ups** at community screenings
- **Collected surveys from nurses** at nursing facility screenings about what they had learned

INFLUENCE

- **Collected press coverage** about the film that discussed the issues
- **Tracked how many letters were sent to the government** by community leaders by way of their partners' data collectionm
- **Tracked how many government officials watched** the film, as estimated by a connected contact
- **Tracked how many government departments read** the book they had contributed to, as reported by the Shanghai Municipal Government
- **Interviewed event hosts at medical institutions** on qualitative indications of attitudinal or behavioral shifts among staff



These quadrants represent Doc Society's framework for mapping impact strategies to story environment



Alzheimer's is a FAMILIAR issue in China. In fact, in the 2010s, China had more people living with Alzheimer's than any other country in the world. By 2015 the number had risen to 9.5 million; over 50% of people older than 80 have it. However, it is still a largely misunderstood disease that has led to negative stereotypes and a culture of shame around families who are experiencing it. Alzheimer's is literally translated as "old retard" in Chinese.

An additional challenge has been the shortage of elder care options available for these families in the rapidly aging country. Family care is a challenge because nuclear families are small (due to China's one-child policy of 1979), making it difficult for younger generations to split time between professional work and caregiving responsibilities for their parents. And, with few nursing homes that will admit people with the disease, children are forced to choose between the hospital psychiatric wards (the only out-of-home option), locking their parents at home while they're at work, or leaving them to fend for themselves when migrating to urban centers to find employment.

Please Remember Me offers a very personal and touching story that casts the issue in a new light. The film conveys the rich history and humanity of the protagonists, and through this lens and their love story it offers a portrayal of the disease's impact upon them. The team hoped to use the film to put a **SPOTLIGHT** on the physical and emotional toll the disease and the stigma surrounding it takes on the entire family, and to provide a much greater context for their plight. In so doing, they aimed to use *Please Remember Me* to reframe the issue and thereby make room for improved policies, greater funding, and better care.

STORY ENVIRONMENT

Please Remember Me Story Environment:

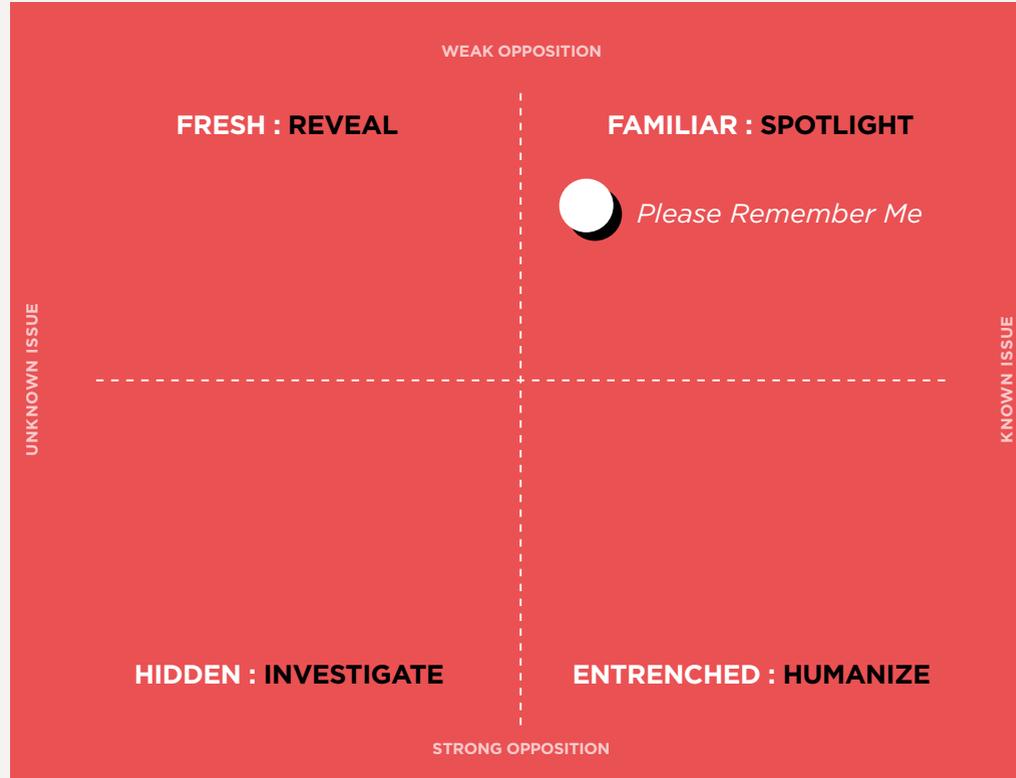


Photo by Zhou Yang

As a tool for analyzing campaign strategies, Doc Society uses what we call the Four Impact Dynamics: broad categories for the kinds of change you can make in the world with film.

This has been developed by studying the films, NGOs, and activists that we have worked with, in order to understand how each conceptualizes their campaigns. More information on the impact dynamics can be found in www.impactguide.org. **Here, we apply the Impact Dynamics to the goals of *Please Remember Me*.**

CHANGING MINDS:

Improve understanding of, and attitudes towards, people with Alzheimer's and dementia

Target audience: Most people, but especially families, caregivers, and medical professionals

BUILDING COMMUNITIES:

Create a network of patients, families, and providers that can support one another

Target audience: Professional organizations and providers, family caregivers, and people in the early stages of Alzheimer's

CHANGING STRUCTURES:

Improve how people with Alzheimer's are treated, with dignity and care

Target audience: Doctors, nurses, family members, and other caregivers

CHANGING STRUCTURES:

Improve policies, increase funding and resources for families and people with Alzheimer's and dementia

Target audience: State and federal government leaders, the heads of medical institutions

CHANGING MINDS

The *Please Remember Me* campaign improved understanding of, and attitudes towards, people with Alzheimer's and dementia.

CHANGING BEHAVIORS

BUILDING COMMUNITIES

CHANGING STRUCTURES

STRATEGY

CAREFUL CAMPAIGN COMMUNICATIONS

Language choice and tone were important factors for the *Please Remember Me* impact team. To start with, they were operating in a context where censorship is a significant factor. So, they **made sure the film and campaign's tone was inviting, not critical**, because anything that appeared to be critical of the government of China could result in their work getting shut down.

They were similarly worried about language that might shame their audience and paint them as the enemy. Instead, they needed to ensure it was inviting, inclusive, and could turn audiences into allies. So, they softened their language and made tactical decisions to that effect. For example, they decided not to survey nurses at most of their screenings in cases where this might lead them to feel criticized by the campaign.

The team was also aware of the generally somber cultural mood of Chinese audiences, often weary of independent Chinese documentaries and other forms of media covering dark social issues and conflicts in a downbeat way. To reach broader audiences, the team knew they would need to strike **an uplifting tone** that would be more appealing. So, they made aesthetic and tactical choices to that effect as well.

For example, they launched an online course for the families of Alzheimer's patients to teach them how to photograph and document the beautiful moments of their loved ones' lives. The course was a day-long introduction to photography, attended by the families of people with Alzheimer's and dementia. The goal was to promote uplifting content on the Memory 2030 app that fostered this positive tone in a way that would inspire others. About 80 people attended four free sessions with another 50-70 attending online.



Photos by Lao Niu at workshops



The workshops resulted in beautiful photographs that were used in the app.



WHAT HAPPENED

CHANGING MINDS

The *Please Remember Me* campaign improved understanding of, and attitudes towards, people with Alzheimer's and dementia.

CHANGING BEHAVIORS

BUILDING COMMUNITIES

CHANGING STRUCTURES

STRATEGY + IMPACT



Photo by Zhou Yang

Finally, they worked carefully and diligently to identify **the right language to describe Alzheimer's**. As noted, most people in China refer to people with the disease as "old retards." The use is so common and widespread that few even notice that it is stigmatizing. Unfortunately, though, the direct translation of the word "Alzheimer's" is not user-friendly. It is also stigmatizing and overly technical; most people have no idea what the right characters are for the word.

So, after much discussion amongst their core partners and team, they landed on a less common translation for the word "dementia," which loosely

translates to: Intelligence Recognition Disease. It is broader than "Alzheimer's" and much easier to use. This was very well-received. When they did a press release in NYC's Chinatown, for example, it was the first time many of the local dementia and Alzheimer's-related organizations had ever seen this new word. The team heard from representatives of these groups that they had never known how to refer to the disease and were very happy to finally have a better term.

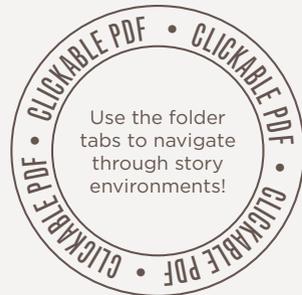
ENSURE A BROAD PUBLIC WOULD BE ABLE TO SEE THE FILM

Another major challenge the team faced was that in China, theatrical distribution of documentaries and the implementation of impact campaigns was virtually nonexistent - but they knew that to achieve their impact goals they needed broad visibility. So, they were determined to carve out a space for documentary.

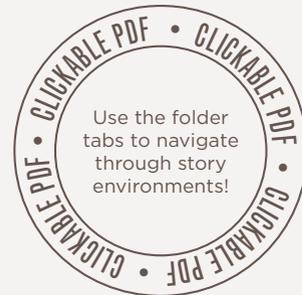
The team applied and waited a year for government approval of a theatrical release. During this time, they held off on all the broadcast and streaming sales to ensure there would be no licensing issues to contend with. But, not knowing what would happen, they began their grassroots engagement efforts. It all paid off in the end - they were granted permission to proceed, and they had built a strong network of partners.

Their next step was to hire a distributor to help them scale the campaign nationally. Commercial success was not the team's primary focus and existing distributors tended to focus on fiction films that would bring them a profit. So, they decided to work with Elemeet, their enthusiastic theatrical-on-demand distributor.

Then they got the word out. They called upon the network of organizations they had been building during the grassroots screenings phase and asked them to sign on as theatrical screening hosts, in order to bring the film to their communities through the crowdfunding platform. They also publicized the effort through Elemeet's database of people interested in documentaries, and through elderly or Alzheimer's/dementia care-related social media accounts, magazines, and newspapers.



WHAT HAPPENED



CHANGING MINDS

The *Please Remember Me* campaign improved understanding of, and attitudes towards, people with Alzheimer's and dementia.

CHANGING BEHAVIORS

BUILDING COMMUNITIES

CHANGING STRUCTURES

STRATEGY + IMPACT

Initially the team had planned to offer the community-based and NGO screenings for free because in China, NGOs and communities are all struggling financially. But after discussion, they realized they would have to charge a minimum fee to cover the staff costs. They also hoped to offer a viable income distribution model for other documentary impact campaigns in the future. So they set a fee for NGO screenings of \$120 per screening (theatrical screenings depended on ticket sales.) This was the same for all screening hosts.

Finally, they held planning calls to prepare the hosts for discussions before and after the screenings. For the theatrical screenings, which were crowdfunded, the calls were to prepare them for the Q&As, such as how to talk about the issues it raised and how to mobilize people to sign up for the app. They invited all who participated to join a Q&A with the director the following Monday. For the NGO hosts, they also helped screening hosts consider privacy issues and urged them to delete the file from computers after preview screenings, in order to protect the filmmakers following the big theatrical release.

The film opened with 100 theatrical screenings in 100 cities on November 17, 2017. **The theatrical release prompted audience members to leave about 734 comments about the film on Douban, a Chinese version of IMDB. These were comments on how people felt about the film, which boosted ratings.**

SEIZING OPPORTUNITIES THAT MOVED INFLUENCERS TO ACTION

CONGRESSWOMAN BAI WANQING

One of the four members of Congress invited to attend community screenings in Shanghai was Bai Wanqing. She is a household name, especially popular among the elderly, and has her own talk show on television which mediates in family affairs.

After attending a screening at Chang Shou Community in July 2016, Bai said she was deeply moved and wrote a petition to the People's Congress, which led to a session about Alzheimer's care at the Municipal Congress meeting in March of 2017.

"I've been promoting Alzheimer's prevention and care for a long time. But this is the first time I had seen such a deep kind of love between a patient and her caregiver. Every person needs to see the film to change our stereotypes."

—
Congressman Bai Wanqing

This session was well-attended and also one of the factors that led one community, Chang Shou, to eventually pledge to become the first "dementia-friendly community of China". **To take advantage of this interest and momentum, the team created and provided a step-by-step toolkit** for other leaders interested in adopting dementia-friendly practices in all parts of their community.

SHANGHAI MUNICIPAL GOVERNMENT

The Shanghai government invited Wang Yong, the team's impact producer, to co-write a book about Shanghai elderly care. When this happened, they knew it was a huge opportunity. Not only would it be published within and legitimized by the government system, it would also become required reading by all the elderly care-related government departments throughout the country. **So, the team seized upon it and wrote a whole chapter (50 pages) to make the case for better dementia care**, outlining the challenges, the existing medical and caregiving resources, preventative treatments, and the systematic support the government should provide.

WHAT HAPPENED



CHANGING MINDS The <i>Please Remember Me</i> campaign improved understanding of, and attitudes towards, people with Alzheimer's and dementia.	CHANGING BEHAVIORS	BUILDING COMMUNITIES	CHANGING STRUCTURES
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IMPACT

SUBSTANTIALLY INCREASED AWARENESS AND UNDERSTANDING OF DEMENTIA IN CHINA

The *Please Remember Me* team was able to gain massive visibility and viewership through the course of their campaign activities. They kicked off the campaign with 100 Chinese theatrical screenings in 100 cities, and by the end they had hosted another 231 theatrical screenings. They also hosted another **120 impact screenings** throughout the country, in spaces ranging from schools, hospitals, and nursing facilities, to nursing and social worker professional schools and pharmaceutical companies.

These screenings led to **tremendous attention that helped to widely promote the Memory 2030 campaign**. The film was mentioned on television programs that reached an estimated **7 million viewers**.

我只认识你...

原创：俺就是波叔 bookface 2018-09-21

今天，是国际阿尔茨海默症日。

阿尔茨海默症，英文名叫Alzheimer disease，简称AD，也就是我们常说的老年痴呆症。



忘了时间忘了其他人，我只认识你

澎湃有戏 2015-12-02

警告：本文来自澎湃新闻“有戏”栏目，转载请联系contact@thepaper.cn 转发朋友圈不需要联系

撰文：黄小河



《我只认识你》：遗忘是幸福，也是悲伤

原创：铂铨 澳门国际纪录片节 2018-09-07



文 | 铂铨 原创文章，转载请注明出处

Screenshots of social media posts about the film

They also led to the creation of new media. National public television (CCTV-12) did a **special program on World Alzheimer's Day**, showing clips of the film and interviewing *Please Remember Me's* producer, Violet Feng. It is estimated, based on the show's average rating, that 13 million households in mainland China watched the program that day.

In September 2017, Shanghai Television developed a **three-part news program** about Alzheimer's and invited Zhao Qing, the director, and her great aunt Lou's doctor to join for an hour long discussion on air. Each episode had an estimated reach of 500k people.

And, a few months later in December 2017, the Shanghai People's Publishing House published the above-mentioned book **"Elderly Care In A Big City – The Shanghai Example"**, which was co-authored by Wang Yong, a key member of the *Please Remember Me* impact campaign team. It sold 20,000+ copies to different government institutions in China.

In fact, in 2019 a popular reality show **"Forget-Me-Not Café,"** co-produced by streaming service Tencent Video, put three celebrities and five people with cognitive disorders together to work alongside one another at a café in the southern city of Shenzhen. According to the show's producers, the series is an attempt to shun the shame associated with dementia and create more awareness of the condition. It is highly rated and humanizes the people who appear on it. "This would not have been possible years ago," says the *Please Remember Me* producer, Violet Feng, "to have a show about dementia that makes people feel warmth and care towards them." She sees it as a marker of how far the country has come.





CHANGING MINDS

The *Please Remember Me* campaign improved understanding of, and attitudes towards, people with Alzheimer's and dementia.

CHANGING BEHAVIORS

BUILDING COMMUNITIES

CHANGING STRUCTURES

IMPACT

“For years I have tried to help the public understand the disease, with little success. Most people are scared and dismissive. Everything changed after we had “Please Remember Me.” The warmth coming out of its authenticity is exactly what we needed. With this documentary, I find it much easier to disseminate knowledge.”

—
Li Xia, Deputy Director Of Elderly Care At Shanghai Mental Health Center

Hundreds of families have shared their personal stories through the Memory 2030 mobile app, offering a rich set of qualitative insights into how the film has affected them. Many families of Alzheimer's patients shared anecdotes that suggest **the film changed how they understood the disease**, leading them to treat their loved one better, and **gave them strength** to continue on their journeys.

“People around my grandma treated her like a newborn baby, as if she didn't know anything. But I always felt she knew I was her family. She'd just decided my name was no longer important. Taking pictures of her becomes my treatment, an exit for me to escape my helplessness.”

—
Zhang Wei
Granddaughter of an Alzheimer's patient

“I am thinking, what can we do to help these people? Providing good company seems to be the most important thing. The film helped us better understand these people.”

—
Zhu Lingfang
Subscriber, Memory 2030

“Dementia is much closer to us than we thought. Even the most educated people find it disgraceful when their parents lose their memory. It seems about time for us to face the issue.”

—
Anonymous subscriber
Memory 2030

“We want to thank those people who have been humbly supporting all the dementia families. We've long overlooked their work!”

—
Nai Fujun
Subscriber, Memory 2030

The team collected 500 surveys from nursing schools that participated in the community screenings campaign and used these as a sample to help them understand how the film may be impacting nurses. The team's top finding was that the **film inspired nursing students to want to provide more physical and emotional support** (e.g. to be understanding, patient, and loving) to Alzheimer's patients. They also found that, unsurprisingly, the nurses were mostly only familiar with the stigmatizing word for Alzheimer's, and they welcomed the new term which they could use moving forward.

WHAT HAPPENED

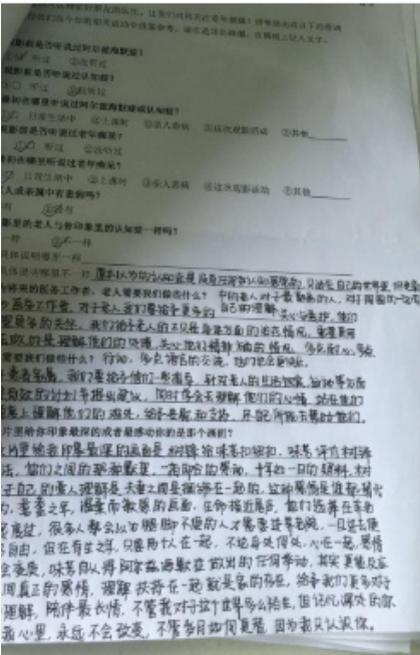


<p>CHANGING MINDS The <i>Please Remember Me</i> campaign improved understanding of, and attitudes towards, people with Alzheimer's and dementia.</p>	<p>CHANGING BEHAVIORS</p>	<p>BUILDING COMMUNITIES</p>	<p>CHANGING STRUCTURES</p>
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STRATEGY

"I used to think dementia patients had no emotions. As future medical staff, we should do our best to provide love and emotional support for the patients, as well as their caregivers, in order to make them happy."

Anonymous survey respondent, Shanghai Li Da Professional Nursing School



"Many of us had never thought of working at a senior home before. People are scared of death, and their unpleasant smells and their demanding daily needs. But the film showed me the value of being a caregiver to even the most demanding dementia patients. There is hope and it is rewarding seeing the love between Feng and Lou in the film."

Anonymous student survey response, Shanghai Li Da Professional Nursing School

"I felt the helplessness as a caregiver in the film. They need more professional guidance, which we may be able to support if we are given related training at school."

Anonymous student survey response, Shanghai Li Da Professional Nursing School

STRATEGY

"There seems to be a real shortage of care provided for dementia patients. In the film, there's no professional nursing staff for Lou, even in Shanghai, the most advanced elderly care city in the country. A lot needs to be done, and I wonder if the school can provide more training to help us prepare for such patients."

Anonymous audience survey response, screening at Social Workers Department at Shanghai University

WHAT TRACKING IMPACT TELLS US

The team know they improved understanding of and attitudes towards people with Alzheimer's and dementia because:

- They successfully got the film into theaters, in a context where documentaries are rarely seen, ensuring audiences had a chance to see it and learn more.
- There was an increase in press coverage of the film that detailed the issues in sensitive ways.
- New media and programs emerged about the issue (many of which mentioned the film).
- Anecdotes and stories from family members, medical professionals and other caregivers indicated the film had led to new understanding and improved attitudes.
- Survey responses indicated nurses gained new understanding of the disease and patients and were inspired to want to provide better care because of the film.

Survey response from a screening at Shanghai Li Da Nursing School



CHANGING MINDS

CHANGING BEHAVIORS

The *Please Remember Me* campaign improved how people with Alzheimer's are treated, giving them dignity and care.

BUILDING COMMUNITIES

CHANGING STRUCTURES

IMPACT + STRATEGY

SHIFTED HOW PEOPLE TALK ABOUT DEMENTIA

The team mobilized press around the world on Alzheimer's Day in 2016 and 2017 with the express aim of **getting them to stop using the word that means "old retard"**. They found that, beginning in 2016, leading press such as CCTV, People's Daily, and Xinhua Daily had started to change their vocabulary. And by 2017, they had started to see most press using the word they'd promoted for "dementia" instead. This is an informal analysis based on observation only, due to a lack of substantive media tracking tools in China, but the team noticed a meaningful shift.

"With the distribution and impact campaign of 'Please Remember Me', the press started to first adopt the term "dementia." From news programs to entertainment programs, the previously humiliating title for the patients known as "old retards" was all of a sudden replaced with "dementia." The new name opens windows for people to understand the disease. Sometimes, how to pick a name decides whether a social movement is in the right direction."

—

Tang Bin
Founder Of Jian Ai Alzheimer's Care Center In Shanghai

"We as drug researchers have been working on developing better medicine for Alzheimer's patients. But we have never had the opportunity to know these patients and understand their lives. This film brought such urgency to our work."

—

Audience member
from GlaxoSmithKline

"We only see 5 minutes of our patients most of the time. Prescribing drugs seemed to be all we could do before. But now I feel, even within the 5 minutes, we can be so much more sympathetic and connected with our patients."

—

Audience member
from screening at Shanghai Zhongshan Hospital

CREATING PROGRAMMING TO TARGET THE MEDICAL COMMUNITY

It was essential that the film reached clinicians who work with this community. So, the team allied with leading medical experts on Alzheimer's and leveraged their networks to set up screenings among medical staff in hospitals and nursing facilities around the country. **This was the first time doctors and filmmakers had collaborated together in China.**

Two university campus tours were organized by GZDoc, the biggest documentary festival in China, and Chinese Communication University. Together they showed the film alongside 10 other films to **100 campuses** around the country, to audiences of between 200-500 students each.

GZDoc then hosted a smaller campus tour with **20 universities in Canton province** aimed at social workers specifically.

The team also reached out to the **state-owned mental hospitals in major cities of China (Shanghai, Beijing, Guangzhou, and Nanjing)** and had screenings with medical staff in those institutions, especially nursing and medical staff from the Alzheimer's departments. They also brought the film to the three biggest nursing schools in China.

They engaged Zhaohu 365, a Shanghai chain of **nursing facilities which has 70 service centers around Shanghai and nearby cities**, to incorporate the film into their mandatory training curriculum. 90% of the staff and caregivers that they support watched the film - roughly 2,300 people.

WHAT HAPPENED



CHANGING MINDS

CHANGING BEHAVIORS

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BUILDING COMMUNITIES

CHANGING STRUCTURES

IMPACT

IMPROVED CARE

There are signs that the screenings they undertook within the medical community have begun to change how individual workers perceive and treat patients. For example:

- After following up with one mental hospital in Shanghai three months after a screening, the director reported that staff there had **decided to stop tying the patients to beds** and begun to play music in the Alzheimer's wards for patients to enjoy.
- After following up with a mental hospital in Beijing, the team found the film prompted staff there to **allow more family visits for Alzheimer's patients** (from twice a week to three times a week).

“Please Remember Me raised so much awareness around the issue and helped to push forward industry progress on dementia care.”

— Anonymous government official

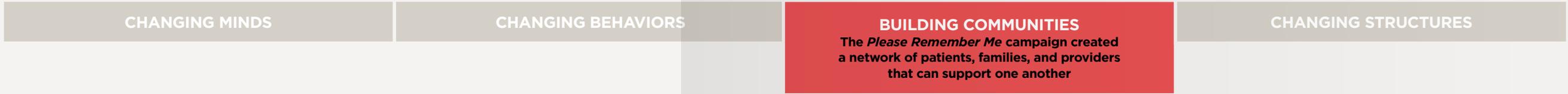
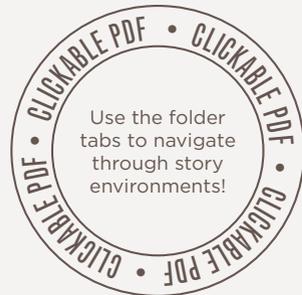
In addition, anecdotes collected through the Memory 2030 app suggest some participants were motivated to take action in varied and impressive ways. For example: a scientist who develops Alzheimer's drugs reported that he felt empowered to come up with better medicine. And a social work student who saw the film decided to open a daycare center for Alzheimer's patients.

WHAT TRACKING IMPACT TELLS US

The team knows they changed how people with Alzheimer's treated, giving them dignity and care, because:

- Anecdotes and personal stories indicated some audience members took individual actions to start new projects in support of people with Alzheimer's
- Follow-ups with medical institutions indicated staff started taking steps to improve how they interact with patients (increasing family visits to patients from twice a week to three times a week)
- They observed (informally) an increase in the use of new “dementia” term deployed by the campaign
- Influencers also took action and wrote letters to their government about the film and the issues it raises

WHAT HAPPENED



STRATEGY

AN APP TO NETWORK ORGANIZATIONS AND RESOURCES ACROSS THE COUNTRY

Whereas the team’s initial strategy had been to strengthen the relationships between families affected by Alzheimer’s, they soon realized that the professional organizations were disconnected from each other as well. So, they set out to establish communication between them so that knowledge and resources could be shared, and to help the alliance of caregivers grow. The idea for the Memory 2030 app was born.

Dementia-affected families, who feel ashamed of being exposed, are able to share intimate stories in a safer way, which helps them to give and receive love and support. This kind of engagement and community building is valuable in helping to change the public stereotype of the disease.

“We get a lot of comments saying the stories help people understand the disease better and they feel touched by the level of care from the families.”

— Violet Feng, Producer

In addition, families who are experiencing dementia often find few professional resources or support. However, the Memory 2030 app registers and networks professional organizations that offer services and support, allowing families to find local organizations in their area.

STRATEGY

The app also offers the most up-to-date information about the disease, supplied by partner organizations, to keep the Alzheimer’s community informed. In addition, in 2018 they published an in-depth [white paper](#) on dementia, compiled by the team’s volunteer writer (a reporter for a local Shanghai newspaper) who collected all the reports developed by relevant organizations. It was a widely circulated article among dementia-related organizations, which linked from the app through social media.

The team took advantage of the national theatrical release to locate and connect Alzheimer’s organizations around the country. They gathered screening hosts on social media before the premiere to prepare them for post-screening discussions and facilitation and ensure a united front. And they used the opportunity to build momentum around the launch of their Memory 2030 app.



CHANGING MINDS

CHANGING BEHAVIORS

BUILDING COMMUNITIES

The *Please Remember Me* campaign created a network of patients, families, and providers that can support one another

CHANGING STRUCTURES

IMPACT

STRENGTHENED ORGANIZATIONS WORKING IN CHINA IN THE FIELD OF DEMENTIA

“Please Remember Me has pulled us NGOs much closer to the communities and has helped our projects grow much faster within them.”

—
Tang Bin

Founder Of Jian Ai Alzheimer’s Care Center In Shanghai

Please Remember Me proved to be a valuable tool to strengthen the efforts of partnering organizations. From Hua Du Elderly Day Care center in Guangzhou to Rui Feng Social Works in Beijing, many signed on as campaign partners to volunteer at events or host screenings of their own. Altogether, these organizations reported that screenings had helped them in a number of ways.

VOLUNTEERS AND MEMBERSHIP

Through the course of the theatrical and community screenings, **over 5,000 people signed up as volunteers** to do home visits to help partnering organizations with diagnosis and care. At one shopping mall in Shanghai where the team put a 20 minute version of the film on a loop for two weeks, nearly 6,000 people watched, prompting 1,500 of these volunteer sign-ups to help two organizations in Shanghai, Jin Mei and Jian Ai - a tremendous 25% conversion rate of viewers to volunteers!

After the theatrical release, **another 3,500 people signed up to become volunteers** through the mobile app. These contacts were given to the local organizations. In this way, the film and app worked in tandem to support the growth of these campaign partners.

In fact, these two organizations (Jin Mei and Jian Ai) **doubled their membership** through community screenings (from 150 patient members each before the campaign started to about 300 each by November 2017, just before the launch of the online campaign and theatrical release).

Before the campaign launch, a meeting in a small conference room in Shanghai for “Dementia Friend,” a group that had just been introduced in China to try and build a movement, only had about 50 people in attendance. A film team member who attended reported that it seemed nobody wanted to be associated with a movement about “old retards.” At the time, the national leader, Hong Li, said she found it very difficult to find families with Alzheimer’s patients to come forward and predicted it would take 10 years before a “Dementia-Friendly Community” could be established. But in fact the first one was established only two years later (8 years earlier than she had predicted), partially because of the film.

“This took me by surprise that a first Dementia-Friendly Community in China is already established. It’s an important first step for the countrywide work to follow. I begin to think about how to provide training for other communities in China which may be interested in including dementia-friendly resources in their plan.”

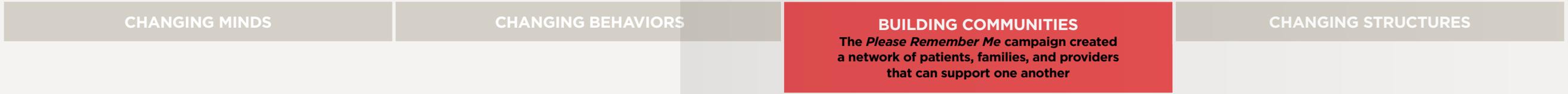
—
Hong Li

Memory Health 360

PROGRAMMING

Please Remember Me became part of the **Memory Training Courses used by 30 preventative care communities throughout Shanghai, reaching close to 800 elderly residents** between spring and fall of 2016 alone. Jian Ai also introduced the same film-course pairing to other organizations, like Ji Ai Social Service Center in Jinan, Rui Feng Social Works in Beijing, and Flying Fish Recovery Center in Shenyang in 2018. Altogether, an estimated 500 more people received the training in these three cities.

WHAT HAPPENED



IMPACT

The film also **supported countless family support groups throughout the country** and even internationally, with groups like CaringKind in New York and Asian & Pacific Islander Services at Alzheimer’s Greater Los Angeles using it to foster discussion among Alzheimer’s families. The Director of Shanghai Elderly Care Committee, one of the hosts, put it this way:

“Please Remember Me helps us understand the importance to [sic] dementia care, which we’ve neglected for a long time. The film made it easy for us to collaborate among our community level staff to improve local resources. Many of them mentioned how the film inspired us.”

CONNECTED PEOPLE AND ORGANIZATIONS TO FOSTER A MOVEMENT

As noted, the Memory 2030 app helps subscribers share stories, disseminates Alzheimer’s related knowledge and resources, helps locate professional dementia care organizations, and encourages organizations to join the alliance and register to share information. By the day of the premiere, 10 organizations had already signed onto the app. **Today the app hosts 22 organizations.**



All images above are screen shots of the Memory 2030 App



IMPACT

The team’s impact producer started a WeChat (social media) group to allow organizations participating in the theatrical premiere to share questions and resources.

It currently **has 4500+ subscribers and is still growing.** It is highly active, supports about 100 messages a day receives on average **3 stories a day** from Alzheimer’s-affected families, and posts 2 stories a week to maintain the momentum they started with the film.

The app has become a vital tool for the sustainability of the movement that the film helped to foster. The team knew they didn’t have the resources or leadership to organize an alliance on their own - so the app and its social media arms became the core way to support new connections and relationships between families and support service organizations.

WHAT TRACKING IMPACT TELLS US

The team know they created a network of families and providers that can support one another because:

- There is active and growing use of the app and social media that - for the first time - has connected organizations, patients, and families
- There are indicators that their partners are stronger today, based on their:
 - Reported increases in volunteers and membership
 - Incorporation of the film into their ongoing programming



CHANGING MINDS

CHANGING BEHAVIORS

BUILDING COMMUNITIES

CHANGING STRUCTURES

The *Please Remember Me* campaign improved policies, and increased funding and resources for families and people with Alzheimer's and dementia.

STRATEGY

HIGHLY FOCUSED ACTIVITY IN ONE SPECIFIC CITY, SHANGHAI

The team's capacity to influence national policy was limited due to minimal funding and resources. So, they devised a four-prong strategy: 1) hire a policy expert to be their impact producer, 2) focus on Shanghai, a tastemaker city that is always considered an example for the rest of the country to follow, 3) have a clear ask to build pressure, and 4) use it to maintain the momentum as they moved the model to other cities.

THE IMPACT PRODUCER

They knew they **needed someone in the campaign with a network and connections** in municipal government. This was Wang Yong, someone the team had met at the 2013 Good Pitch event in Taipei. The organization that he had established, Old Kids, was affiliated with the Elderly Care Committee of Shanghai Municipal Government, where he had also worked, making him the perfect fit.

THE TASTEMAKER

Shanghai is China's wealthiest, most modernized, and dynamic city. It also has the highest elderly population, 20%, and an estimated 150,000 residents with Alzheimer's disease or some form of dementia. However, there are only a handful of nursing homes trained to care for dementia patients. So, the team set out to influence the Municipal Government to change local policy and allocate more funding for Alzheimer's care. In doing so, they hoped to elevate the city as a showcase for other cities to follow.

They screened the film in one residential community after another there. **They held screenings with 40 Alzheimer's family support groups throughout the city**, each with an average of 200 people turning out. In fact, one had 700 people signed up and had to be moved to a larger venue.

They worked closely with Jin Mei Elderly Care, a Shanghai based Alzheimer's NGO that organizes monthly **family support groups in around 40 communities in Shanghai**, to get them a 20-minute version of the film which they used during each of their meetups in 2016 and 2017.

They also collaborated with organizations that target Alzheimer's patients (and future patients) and **helped them build the film into their existing educational programs** (mentioned previously).

THE ASK

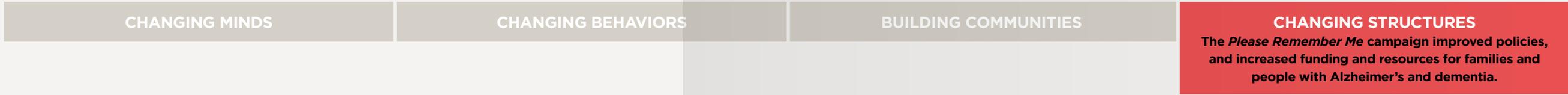
The team always invited community leaders and local government officials to attend their community screenings and **urged the audience - especially when influencers were present - to write to the Municipal Government** about the film and the need for Alzheimer's care.

THE MOMENTUM

They then **used Shanghai as the success story and established it as a model for other cities to follow suit**. Talk of the film began to travel, mostly through word of mouth via partner organizations, and this prompted new organizations to host screenings. These occurred from September 2016 to November 2017 in residential communities, engaging caregivers in various other cities and saturating them with discussion of the issues. There were:

- 10 screenings in Nanjing
- 3 in Suzhou
- 3 in Hangzhou
- 20 in Jinan
- 10 in Beijing

WHAT HAPPENED



IMPACT

BETTER POLICIES AND THE CREATION OF A DEMENTIA-FRIENDLY CITY

The momentum from the campaign led community leaders and influencers to send letters (8 in total) to the Elderly Care Committee of the Shanghai Municipal Government, asking them to watch the film. This prompted a request for private screenings of the film for the Elderly Care Committee, the Sanitation Bureau, and their medical insurance division. As a result of these three screenings and the internal discussions they undeniably must have prompted, the Municipal Government announced on World Alzheimer's Day 2017 that they would **add 1000 beds to the existing state nursing facilities for Alzheimer's patients** specifically, and **include long term dementia care in the city's medical insurance**. This means patients now get the support of trained caregivers three days a week without charge.

But it didn't end there. During this time, **Chang Shou Community pledged to become the first "dementia- friendly community of China."**



Chang Shou Community's launch event for the Dementia-Friendly Community of China, photos by Tang Bin

This decision was a direct result of both the above strategy and a great deal of support from partner organizations who had the capacity and interest to move it forward.

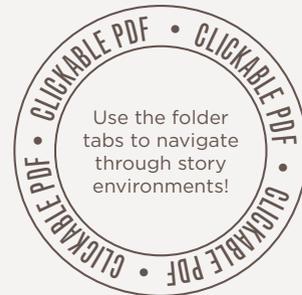
Chang Shou Community applied for and received funds from the city to build a dementia clinic for their community. This inspired the Shanghai Municipal Government to officially launch a project about a year later to provide funding for **10 more "dementia-friendly communities."** **While this is just getting started and they have not yet been established, it is a sign of what's to come.**



Launch event of the Chang Shou dementia-friendly community



WHAT HAPPENED



CHANGING MINDS

CHANGING BEHAVIORS

BUILDING COMMUNITIES

CHANGING STRUCTURES

The *Please Remember Me* campaign improved policies, and increased funding and resources for families and people with Alzheimer's and dementia.

IMPACT

WHAT TRACKING IMPACT TELLS US

The team knows they improved policies and increased funding and resources for families and people with Alzheimer's and dementia because:

- Soon after watching the film, Shanghai Municipal Government announced new resources and support for Alzheimer's patients and families
- Chang Shou Community in Shanghai pledged to become a new "dementia-friendly community" with new resources for Alzheimer's patients and families
- INDIRECTLY: Chang Shou Community's example inspired Shanghai to announce 10 more forthcoming "dementia-friendly communities"



Photo by Zhao Qing

ETHICAL & EMANCIPATORY PRACTICES

There is a lot to learn about just storytelling practices from the way the *Please Remember Me* team made decisions. After all, the making of this film was a family affair, so careful and caring storytelling was a prime concern.

THROUGHOUT FILMING, THEY WERE CAREFUL TO ENSURE THE DIGNITY OF THEIR PROTAGONISTS AND MAINTAIN THEIR AIM OF IMPROVING THEIR LIVES. THEY MADE DECISIONS ON A DAILY BASIS THAT WOULD UPHOLD THIS COMMITMENT.

- **FILMING:** They never pushed the camera too close to Lou, and they often positioned the camera with a wide angle with no filmmakers present in the house. In this way, they tried to be unobtrusive in the protagonists' lives during filming and to give them enough privacy when needed.
- **EDITING:** They intentionally left out many scenes that showed Lou in more compromised positions. These would have been humiliating for her and, since she was in no position to consent to these choices, they left them out entirely.
- **REVIEW:** Despite their educational training on independent filmmaking, which recommends that filmmakers do not show a film to protagonists before its release, the team felt the film had to be approved by Feng. In the end, he didn't ask for any changes and they felt this was evidence of the mutual respect fostered throughout the filmmaking process.

This code of care extended to their growing impact community as well. Despite having created a media and photo-heavy platform, where they encouraged family members of Alzheimer's patients to share stories, they never showed a face or used the real name of an Alzheimer's patient without their consent. The team feel this respect and protection of privacy has fostered community trust and a safe space, which is what has paved the way for such a robust use of the app. "Otherwise we don't think we'd receive three articles a day on average from the community," explains Violet Feng.

All in all, their participation in this project has left Lou and Feng in an undeniably better place than they were before. One of the best state nursing facilities in Shanghai heard about the film and offered them a spot at the top of their waiting list, which usually takes 3-5 years. And, while they were eventually offered a place in March 2017, Feng decided to remain in their current nursing home where he and Lou share a room. **His niece reports he is much happier and less isolated now, as the film has connected him to other families in the same position as him.**



Photo by Zhao Qing

THE TIMELINE



2015

2016

<p>MARCH 2015 Congressman Xie Zilong suggested, at the National People's Congress, changing the name "old retards" to "forgetfulness disease"</p>	<p>SEPTEMBER 2015 World Alzheimer's Day</p>		<p>JUNE 2016 Dementia Friends National Launch Event</p>	<p>SEPTEMBER 2016 World Alzheimer's Day</p>	
<p>THE FILM</p>		<p>NOVEMBER 2015 <i>Please Remember Me</i> premieres at IDFA</p>	<p>MARCH 2016 Hong Kong Int. Film Festival Premiere</p>	<p>JUNE 2016 Special Jury Award, Lighthouse Int. Film Festival</p>	<p>DECEMBER 2016 <i>Please Remember Me</i> receives three awards at GZDoc, the biggest documentary film festival in China — Best Documentary Grand Prize, Best Documentary Feature, and Best Chinese Documentary for International Communication</p>
<p>THE CAMPAIGN</p>			<p>JAN, 2016 Strategy and budget meeting with key partners</p>	<p>JULY 2016 Screening at Chang Shou Community attended by Bai Wanqing, a TV celebrity in Shanghai</p>	<p>LATE 2016 TO EARLY 2018 CaringKind and Asian & Pacific Islander Services at Alzheimer's Greater Los Angeles host 5+ screenings among their support groups</p>
<p>IMPACT & ACHIEVEMENTS</p>			<p>MARCH 2016—DECEMBER 2017 Screenings in 70 communities and NGOs, targeted professional schools, hospitals, and pharmaceutical companies in Shanghai</p>	<p>JULY 2016 Congressman Bai attends a screening at Chang Shou Community, then petitions the People's Congress for a session about Alzheimer's care at the Municipal Congress meeting</p>	<p>SEPTEMBER 2016—NOVEMBER 2017 Campaign expands to other territories (besides Shanghai) <i>10 screenings in Nanjing, 3 in Suzhou, 3 in Hangzhou, 20 in Jinan, 10 in Beijing</i></p> <p>SEPTEMBER 2016 CCTV-12 live TV show with clips reaches 5 million</p>

2017

2018

2019

REAL WORLD EVENTS

THE FILM

MARCH 2017
GZDoc hosted campus tour for social workers at 20 universities, mostly in Canton

Nursing facility in Shanghai offers Lou and Feng a spot at the top of the waiting list at their facility

Session about Alzheimer's care held at the Municipal Congress meeting

JUNE 2017
Nationwide campus tour to 100 universities in China

SEPTEMBER 2017
World Alzheimer's Day

NOVEMBER 2017
National theatrical release on Nov 11, 2017, opening with 100 screenings in 100 cities of China

NOVEMBER 2017
Launch of online mobile Memory 2030 app

NOV 2017
Theatrical release and launch of digital campaign Memory 2030

DEC 2017 - JAN 2018
Memory 2030 photo workshop

JULY 26, 2018
The First International Forum on Dementia Care and Practice hosted in Beijing

LATE 2016 TO EARLY 2018
CaringKind and Asian & Pacific Islander Services at Alzheimer's Greater Los Angeles host 5+ screenings among their support groups

THE CAMPAIGN

JUNE 2017
Letters sent from community leaders to Elderly Care Committee of Shanghai Municipal Government

JUNE-AUGUST 2017
Shanghai Municipal Government requests/hosts 3 private screenings for Elderly Care Committee, Sanitation Bureau and the medical insurance division

AUGUST 2017
Shanghai government invites Wang Yong to co-write a book about Shanghai elderly care

SEPTEMBER 2017
Film team works with Shanghai Television on a three-part news program about Alzheimer's.

Shanghai Municipal Government announces they are adding 1,000 beds specifically for Alzheimer's patients at existing state nursing facilities and including long term dementia care in the city's medical insurance

Film team begins to note use of the word "dementia" instead of "old retards" in press

Chang Shou Community decides to become the first "dementia-friendly community of China"

DECEMBER 2017
"Elderly Care In A Big City — The Shanghai Example Book" published by Shanghai People's Publishing House with 50 pages written by the team about dementia

OCTOBER 2018
Shanghai municipal government officially launches a project to fund 10 more "dementia-friendly communities"

2019
A popular reality show *Forget-Me-Not Café*, airs on Chinese television

IMPACT & ACHIEVEMENTS

我只認識你

CONCLUSION

The *Please Remember Me* campaign offers a study on what's possible with a small but motivated team, operating with very little funding, in a context that is unfamiliar with documentary film impact campaigns. Over the course of a 3-year campaign, they took it one step at a time and dealt with each decision slowly and deliberately as needs arose.

They made it all work by fostering strong partnerships with organizations that had expertise and an ongoing commitment to the issue. They developed a highly focused campaign in tastemaker city Shanghai that illustrated what a model community could look like. And they identified an important communications gap and created the technology needed to fill it.

Now Shanghai is home to a dementia-friendly community with more on the way. The Memory 2030 app has helped to network Alzheimer's and dementia organizations throughout the country for the first time and is actively used. And Alzheimer's is no longer a dirty word in China.

There is still a long road ahead for China, which faces a rapidly aging population and lacks much-needed infrastructure to support elderly people. But *Please Remember Me* lit a vital spark in this unfolding conversation. The team has now embarked on a new film, *Our Time Machine*, which is also related to Alzheimer's and will be theatrically released in China in fall 2019.



CREDITS

URL:

LOSTANDFOUNDFILMSTUDIO.COM

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China

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2019

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