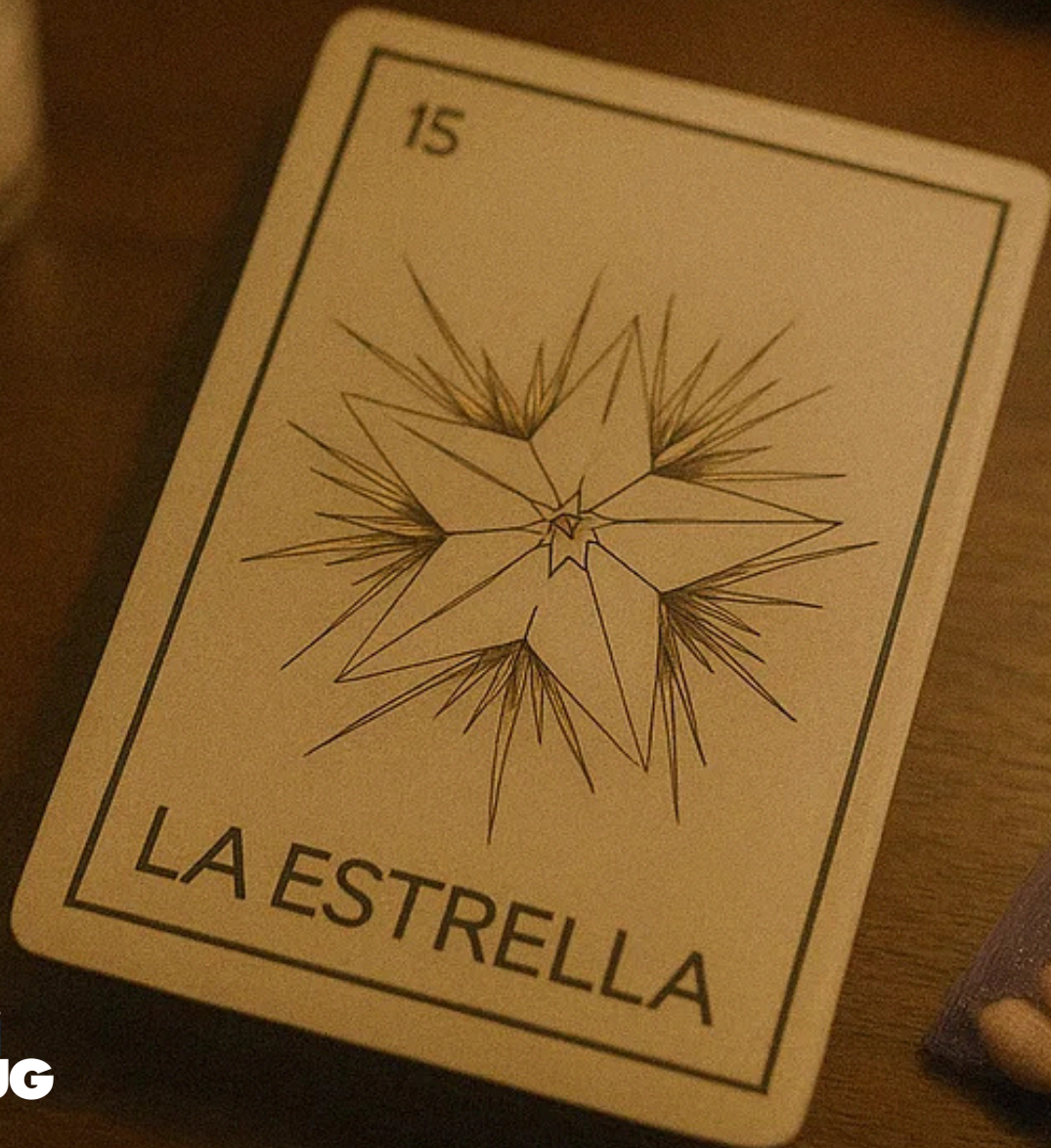


# La Estrella

COMMUNITY SCREENING & FILM PANEL DISCUSSION GUIDE



This guide is for **community leaders, schools, faith groups and organizations** who are hosting a screening of *La Estrella*, a bilingual short film set in a Latino community that opens honest conversations about grief, love and prevention. It provides everything you need to organize a successful event — from choosing panelists, to preparing the space, to asking the right discussion questions.

Our goal: to create a **safe and welcoming space** where families can connect, learn and protect one another from the dangers of counterfeit prescription pills and fentanyl.

*La Estrella was produced by Song for Charlie's La Nueva Drug Talk program, in collaboration with Latino families and medical and mental health professionals. Created by and for Latino communities, this film addresses the unique cultural experiences and perspectives around prevention, family and grief in the face of the outsized impact of fentanyl and fake prescription pills on Latino communities.*

## STEP 1 ASSEMBLING YOUR TEAM & PANEL

### 1. Identify a Host

- Choose a person or organization responsible for:
  - Booking the venue
  - Confirming panelists
  - Handling invitations and promotion
  - Coordinating logistics (audio/visual equipment, seating, translation if needed)

### 2. Build Your Panel (3–4 people)

Include a mix of voices that reflect and resonate with your community:

- **Family Impacted by Fentanyl** – Personal story brings the issue close to home.
- **Medical/Mental Health Expert** – Doctor, nurse, addiction counselor, or therapist.
- **Educator/Youth Leader** – Someone familiar with youth pressures (sports, school, social media).
- **Faith or Community Leader** – A trusted voice who can ground the discussion in cultural values.

## STEP 2 PLAN THE EVENT

### 1. Venue & Logistics

- Choose a **welcoming, safe and accessible** space (school auditorium, church, community center, library, theater).
- **Ensure:**
  - Working projector and speakers for the film
  - Microphones for panelists and audience questions
  - Comfortable seating arranged for discussion
  - Childcare or kid-friendly space, if possible
  - Bilingual materials (English/Spanish handouts, slides, signage)
  - Linguistic support (interpreter headsets)

### 2. Promote the Event

- Announce at least **2-3 weeks in advance**.
- Use: flyers, WhatsApp groups, Facebook, church bulletins, school newsletters, door to door, health promoters, Spanish-language radio.
- **Suggested framing:**
  - “Protecting Our Families: A Community Screening of *La Estrella*”
  - “A Conversation on Family, Grief and Fentanyl Awareness”
- Avoid only calling it “drug prevention” — highlight family, safety, and healing.

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## STEP 3 PREPARE YOUR PANELISTS

- Send the film link in advance and ask them to watch it.
- Share the **goals of the event:**
  - Build trust.
  - Acknowledge grief, but focus on healing and strength.
  - Open dialogue between generations.
- Provide **sample questions** (see Step 5).
- Hold a short pre-event call to confirm timing, flow and a respectful tone.

## STEP 4 SAMPLE RUN OF SHOW

- **5:30 pm** – Arrival & Refreshments
- **5:40 pm** – Welcome Remarks (host introduces the event and its purpose)
- **5:50 pm** – Film Screening (*La Estrella* ~20 min)
- **6:20 pm** – Panel Discussion
- **6:50 pm** – Audience Q&A
- **7:10 pm** – Closing & Resources

## STEP 5 FACILITATING THE DISCUSSION

### Table-Setting Language (Opening Script)

“This is more than a film. *La Estrella* is a story about family, love and loss — but it’s also about hope. We’re here tonight to protect one another by learning and speaking openly. This is a safe space: we listen without judgment, and what we share stays here. Thank you for being part of this conversation.”

### Moderator Tips

- Keep the discussion balanced: every panelist should have a chance to speak.
- Use questions to guide, but let the conversation flow naturally.
- Encourage bilingual participation.
- Pause if emotions run high — acknowledge grief and bring focus back to healing and action.

## STEP 6 PANEL & AUDIENCE QUESTIONS

### 1. Emotional Reflection & Lived Experience

- What emotions or memories did the film bring up for you?
- Did the story reflect experiences you’ve seen in your family or community?
- In your experience, how are Latino communities experiencing the fentanyl crisis, and how does this affect families and young people?
- What do you think is the biggest misconception about fentanyl or self medicating with substances/pills in your community, and how can we educate others?

## 2. Youth Pressures & Family Safety

- What pressures are young people facing today (sports injuries, academics, social media, peer influence)?
- Why do you think some youth might turn to substances like prescription pills or other drugs?
- Where are fake prescription pills showing up in our community, and what do families need to know to keep kids safe?
- How do social media and online platforms impact how Latino youth learn about or access substances?
- What positive alternatives (sports, culture, arts, faith, mentoring) can protect youth from turning to substances, including misusing prescription pills?

## 3. Mental Health, Stigma & Healing

- What mental health challenges do you see in your community that may be linked to substance use and/or prescription pill misuse?
- How can silence, stigma, or cultural beliefs hold us back from healing and talking about grief, stress, or safety?
- How can we break the stigma around mental health and substance use in Latino families?
- How do you think addressing mental health early can help prevent substance use?
- How does our culture (faith, family, language, traditions) help us build resilience and hope?

## 4. Family & Community Support

- In what ways can families in Latino communities better support their loved ones around mental health or substance use?
- What resources or support would help Latino youth and families address these challenges?
- How can parents begin conversations at home tonight about safety, grief, or stress in a way that feels supportive?
- What signs should families look for to know if a young person may be struggling with substance use or mental health issues?
- How can extended family (abuelos, tíos, cousins) be part of prevention and healing?

## 5. Action, Prevention & Community Leadership

- How can schools, churches, and local organizations help prevent fentanyl and other substance use among youth?
- What role do friends and peers play in supporting—or pressuring—each other, and how can we build a culture of care?
- How can programs like *La Nueva Drug Talk* support youth wellness in your community, and what topics should we focus on?
- What resources already exist here — and what do we still need?
- What are the best ways to spread prevention messages in Latino communities (local radio, social media, schools, churches, sports, community leaders)?
- What actions can community leaders take to make prevention visible and trusted in Latino neighborhoods?

## 6. Key Facts to Share During the Event

- Latino teen drug deaths have increased **295% since 2018**.
- Latino teens now account for **1 in 3 teen drug deaths**.
- Fentanyl is **50-100x stronger than morphine**; just 2 mg can be fatal.
- Fake prescription pills are sold on **social media, campuses and in neighborhoods**.
- Emerging drugs like **xylazine** and **nitazenes** make overdoses harder to reverse.

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## STEP 7 RESOURCES FOR COMMUNITIES

### National

- SAMHSA Helpline: 1-800-662-HELP (4357)
- Crisis Text Line: Text “HELLO” to 741741
- Song for Charlie: [songforcharlie.org](http://songforcharlie.org)
- La Nueva Drug Talk: [LaNuevaDrugTalk.org](http://LaNuevaDrugTalk.org)

### Local (to be customized by host)

- Hospitals, clinics, counseling centers
- Faith-based organizations
- Grief support groups
- Naloxone distribution sites

### Know Your Rights

- *Good Samaritan Laws*: In most states, if you call 911 to help someone during an overdose, you will not be prosecuted for drug possession. Find specific laws in your state at: <https://dopa.ge/good-sam>
- Helplines and crisis lines are **free, confidential and anonymous**.

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## STEP 8 POST-EVENT FOLLOW-UP

- **Thank panelists & attendees** for participating.
- Share highlights of the event on social media, newsletters, or local press.
- Provide feedback forms to understand what worked and what could improve.
- Encourage ongoing dialogue (youth groups, parent circles, church-based discussions).
- If possible, provide a recording or livestream for those who couldn't attend.

## SAMPLE EMAIL ANNOUNCEMENT

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**Subject:** Community Screening: *La Estrella* — Protecting Our Families Together

**Body:**

Dear Parents and Caregivers,

On **[date] at [time]**, we're hosting an important family safety event: a screening of ***La Estrella*** followed by a community panel and Q&A.

Today's drug landscape is more dangerous than ever due to counterfeit prescription pills made with substances like fentanyl. Many tragedies can be prevented when families understand the risks and know how to talk about them at home. This event will share clear information and practical tools to help you protect the young people in your life.


We'll screen ***La Estrella***, a bilingual short film set in a Latino community that opens honest conversations about grief, love and prevention. After the film, local experts will discuss what's happening in our area and answer your questions. You'll leave with resources and simple steps you can use right away with your family.

**Event Details**

 **Location:** [venue name & address]

 **Date:** [date]

 **Time:** [time]

 **Admission:** Free and open to all families (recommended for middle school and up; all are welcome)

This is a conversation you won't want to miss. Please join us to learn, ask questions and take home tools that make a difference.

**Special guests include:** [add any guests you want to highlight].

We look forward to seeing you there.

Best,

[Your Name]

[Organization]

[Contact Information]