



**Running a public screening of  
'The World Turned Upside Down'**

## Welcome

'The World Turned Upside Down' is a play that was staged in Exeter in January 2022. This film shows both the play itself and the process of creating it. We hope that many different types of people will be interested in 'The World Turned Upside Down'. This guide is designed to help you set up and run your own screening in your local community.

Inside are suggestions for how to set up and facilitate a screening event, but everyone's set-up and audience will be unique. Pick and choose what will work best for you. Please tell us where you're screening the film and how it went by emailing us at [IDEAL@exeter.ac.uk](mailto:IDEAL@exeter.ac.uk).

## Background

'The World Turned Upside Down' comes from a large dementia research project called IDEAL. IDEAL is based at the University of Exeter. We want to help improve the lives of people with dementia and carers living in the community. You will find out more about IDEAL in the film.

'The World Turned Upside Down' is about communication around dementia. There are many situations involving individuals and their family members, or individuals and healthcare professionals, where the outcome relies on what is communicated, and how.

Good and effective communication is key to enabling a dementia diagnosis, supporting people to adjusting to living with dementia and accessing post-diagnostic care. This film explores these challenges.

This film invites you to reflect on

- why and how conversations can go badly or work well
- what helps to maintain good conversations

This film doesn't just show you scenarios from the play, but also

- footage from rehearsals
- comments from people with lived experience of dementia
- what the audience thought of the scenarios
- reflections from the actors and people involved in the play

## Getting hold of the film

There are three ways of accessing and screening the film.

1. **YouTube.** The whole film is free on YouTube here [https://youtu.be/\\_A255O5vAk](https://youtu.be/_A255O5vAk). However, we only recommend this for watching at home. For a public screening, you do not want to be relying on the strength of your internet connection (unless it's fantastic!).
2. **MP4 file.** If you are screening the film in a community centre or hall via a computer/laptop, then email [IDEAL@exeter.ac.uk](mailto:IDEAL@exeter.ac.uk) and we will share the MP4 file with you. This way you can download the film before your screening and not worry about connectivity.
3. **DCP file.** If you are running a screening in a cinema, you will need the Digital Cinema Package (DCP) file. This is such a large file that we have it on an external hard drive. Get in touch with [IDEAL@exeter.ac.uk](mailto:IDEAL@exeter.ac.uk) and we will post it out to you.

## What will you need?

### Ahead of time:

- A venue
- An invitation list
- 'The World Turned Upside Down' screening pack – you can download it for free from <https://www.idealproject.org.uk/projects/twtud/>
- The film in the format which will work for you

### On the day:

- Dementia-friendly signage
- Feedback cards and pens (if you wish)
- Any information you want to give out to the audience
- A handheld microphone for audience questions (if the tech is available)

It is important to facilitate an open and honest discussion where everyone feels they can share without being judged. The film is quite powerful and you should be ready for some audience members to have an emotional response.

We hope this has been helpful. If you would like to read more about the IDEAL research programme, you can visit our website at [www.idealproject.org.uk](http://www.idealproject.org.uk) or follow us and comment on Twitter @IDEALStudyTweet. To get in touch, email [IDEAL@exeter.ac.uk](mailto:IDEAL@exeter.ac.uk).

If you have been affected by any of the issues raised by watching 'The World Turned Upside Down' and would like further advice or help:

- **Alzheimer's Society's** 'Get support' pages are very useful [www.alzheimers.org.uk/get-support](http://www.alzheimers.org.uk/get-support). You can ring their Dementia Connect support line on **0333 150 3456**.
- The **Living with Dementia Toolkit** was co-produced with people with dementia and carers. Some of them are in this film! You will find lots of resources and suggestions at [www.livingwithdementiatoolkit.org.uk](http://www.livingwithdementiatoolkit.org.uk).
- To hear from people with dementia about their daily lives, visit **Dementia Diaries** [www.dementiadiaries.org](http://www.dementiadiaries.org). You will hear audio diaries sent in by various people living with dementia.

'The World Turned Upside Down' would not have happened without our funders. We would like to thank Alzheimer's Society, ESRC, NIHR and PenARC.

IDEAL: IMPROVING THE  
EXPERIENCE OF DEMENTIA  
AND ENHANCING ACTIVE LIFE



## Appendix: Useful resources

- Dementia-friendly signage in English and Welsh from Alzheimer's Society <https://www.alzheimers.org.uk/dementia-professionals/resources-professionals/resources-gps/dementia-friendly-signage>
- **DEEP: The UK Network of Dementia Voices** have lots of useful resources to help you run events which are accessible to people living with dementia  
<https://www.dementiavoices.org.uk/deep-resources/resources-for-deep-groups/resources-for-meeting-and-gatherings/>