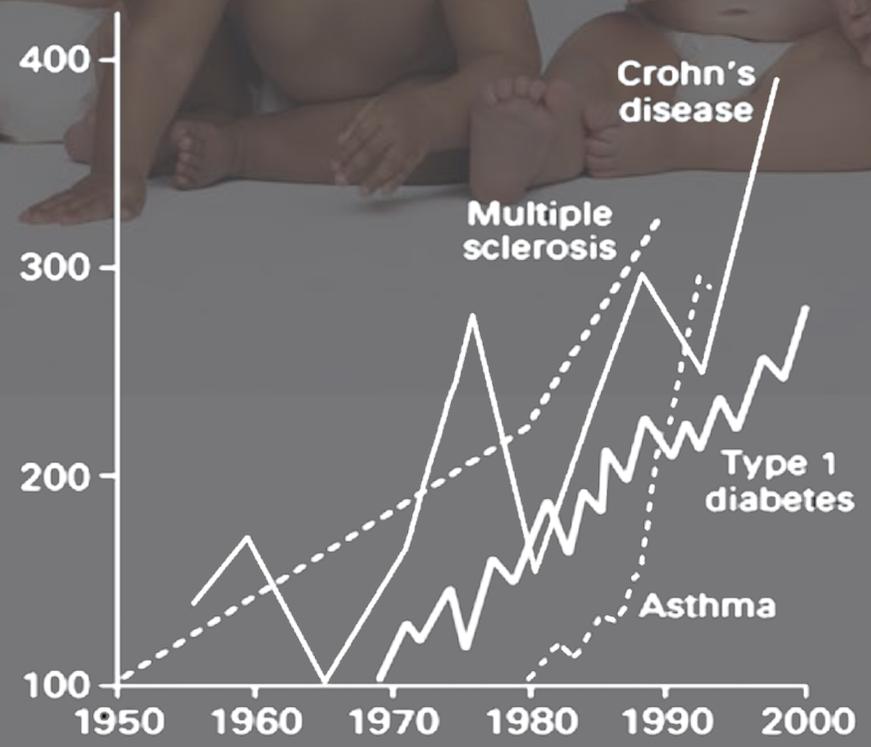
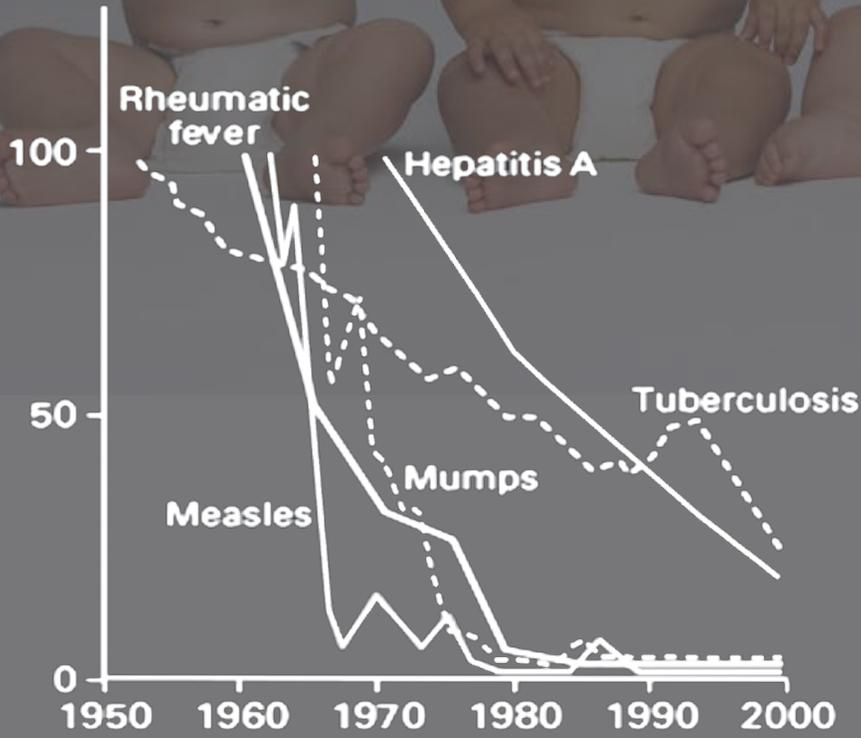




# ***Let Them Eat Dirt:*** ***The Hunt for our Kids' Missing Microbes***

**A new documentary based on the acclaimed book *Let Them Eat Dirt*  
by B. Brett Finlay, PhD & Marie-Claire Arrieta, PhD**

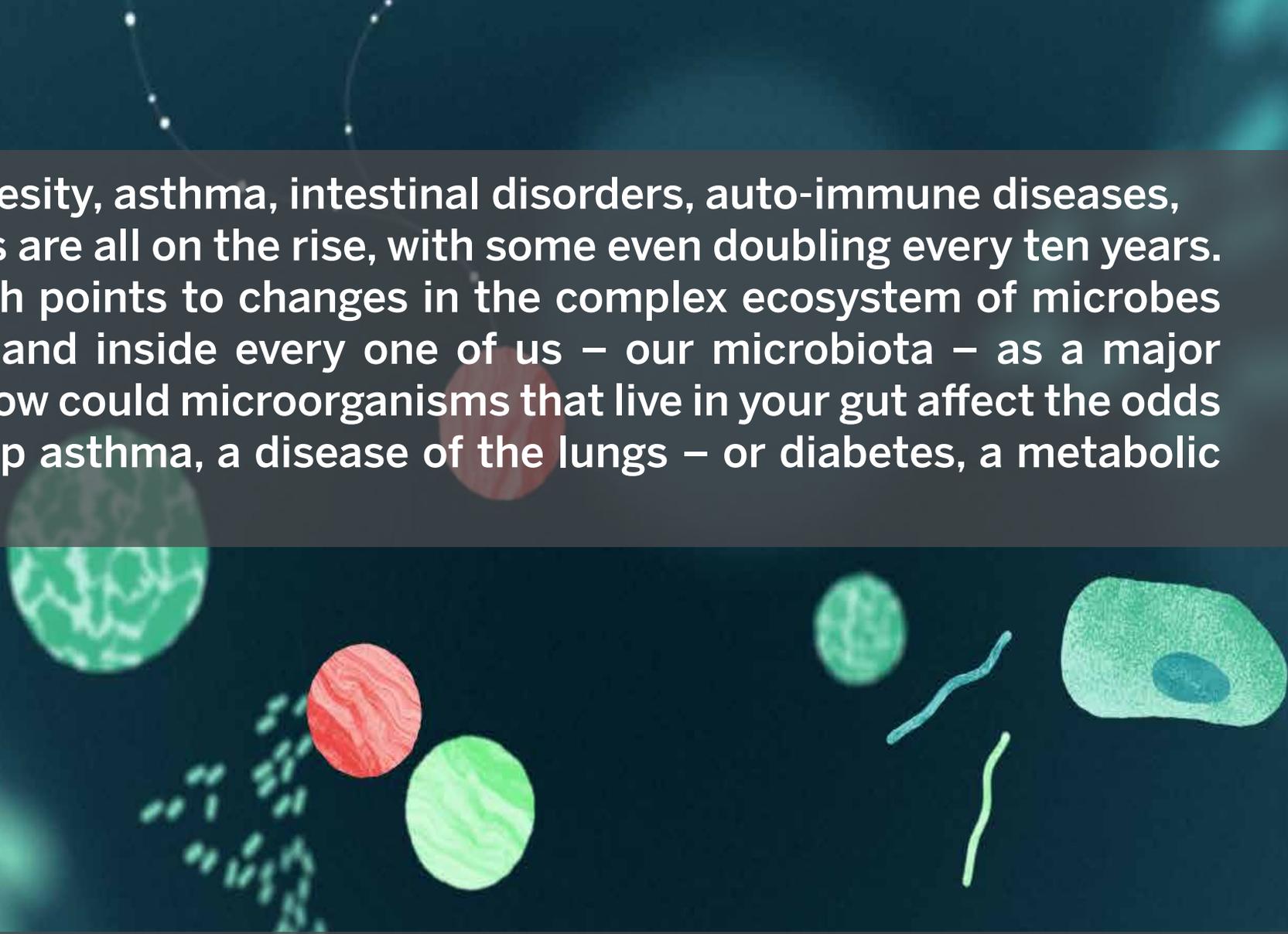
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**This is good.**

**This is not.**

Allergies, obesity, asthma, intestinal disorders, auto-immune diseases, and diabetes are all on the rise, with some even doubling every ten years. New research points to changes in the complex ecosystem of microbes that live on and inside every one of us – our microbiota – as a major cause. But how could microorganisms that live in your gut affect the odds you'll develop asthma, a disease of the lungs – or diabetes, a metabolic disorder?



***Let Them Eat Dirt: The Hunt for our Kids' Missing Microbes*** connects with young families, researchers, and doctors to sleuth out what's harming our microbiota and learn what we can do to reverse this dangerous trend.

## THE PRIME SUSPECTS:

**Environment and Lifestyle:** 10-20% of North American children now suffer from asthma, compared to only 4% of North American Amish kids. We travel to farm and urban communities to compare the long-term health effects of different upbringings.

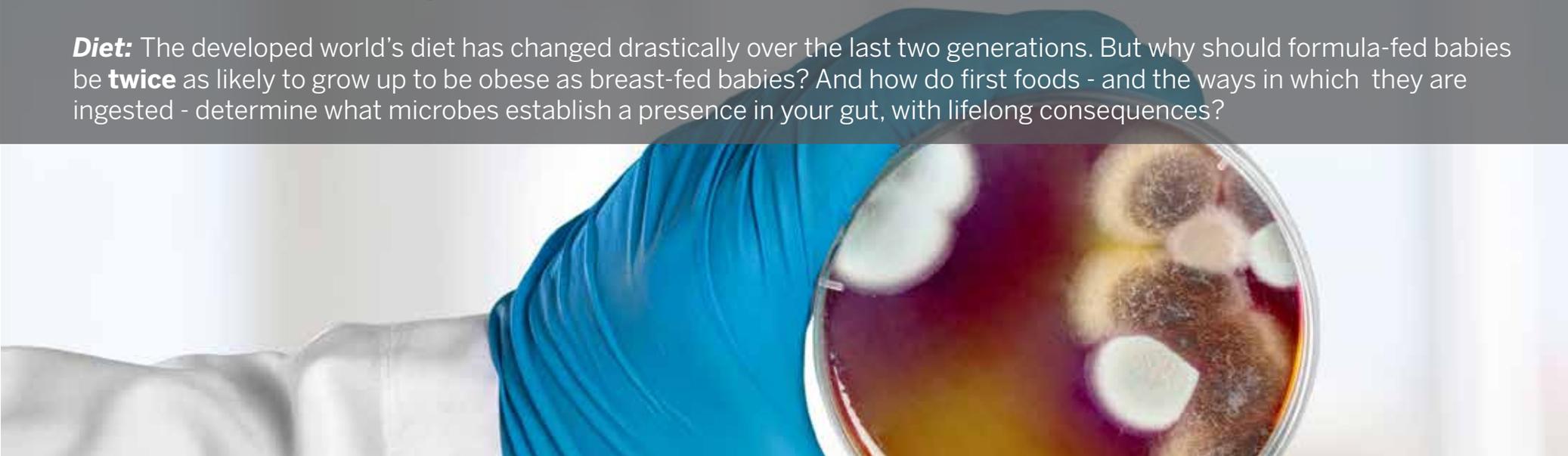
**Antibiotics:** Today, life expectancy is 30 years longer than it was just 100 years ago, largely due to antibiotics – a remarkable achievement. But have we inadvertently traded one class of ailments for another?

**C-sections:** Babies born vaginally pick up vaginal and fecal microbes from mom, while those born via c-section are first exposed to microbes from maternal skin. We follow pregnant women through birth and the first few months to explore how these initial moments may establish children's microbiota for the rest of their lives.

**Diet:** The developed world's diet has changed drastically over the last two generations. But why should formula-fed babies be **twice** as likely to grow up to be obese as breast-fed babies? And how do first foods - and the ways in which they are ingested - determine what microbes establish a presence in your gut, with lifelong consequences?

## THE WITNESSES:

Authors of the book *Let Them Eat Dirt* Dr. Brett Finlay and Dr. Marie-Claire Arrieta provide the framework, guidance, and clues as to where the evidence – and the answers – might be found. The film starts with real-world kids and parents living in a variety of environments across Canada, the US, and Mexico. We meet researchers at the forefront of discovering how modern lifestyles affect our microbiota – and how these modern microbial ecosystems may be affecting our health. Some clues can be found in the work of researchers like Dr. Suchi Hourigan, who is pioneering studies with C-sections and whether vaginal microbes can help reduce disease incidence later in life; Dr. Stuart Turvey, on the link between early-life microbe exposures and long-term health with a particular focus on Asthma; Dr. Jack Gilbert, whose work with Amish and Hutterite communities has proven the protective influence of environmental microbes against common childhood diseases; and Dr. Meghan Azad who helps us understand why breastmilk should be considered the first “personalized medicine”.





***Let Them Eat Dirt: The Hunt for our Kids' Missing Microbes*** aims at a broad audience of parents, caregivers, healthcare providers, and health educators. Targeted ancillary media will complement the 1-hour documentary for broadcast and web streaming platforms. To reach our maximum audience, we have designed a robust transmedia engagement campaign that includes key community partners, media relations, on-line tie-ins, influencer events, social media, paid media and a Knowledge Transfer campaign that reframes the way we view dirt. Initiatives include:



***Enrolling Key Community Partners*** including pediatric advocates and disease-specific organizations such as the American Academy of Pediatrics, Asthma and Allergy Foundation of America, CCFA, American Diabetes Associations, and online parent communities.



***Influencer Events + Screenings*** of *Let Them Eat Dirt* in parent communities, medical institutions and conferences featuring Q&As with Drs. Arrieta and Finlay, the filmmaking team, local medical experts, and disease-specific organizations.



***A Knowledge Transfer Campaign*** coordinated with major online information hubs such as Baby Center, Babble, and Baby Zone. Campaign includes short PSA-like videos promoting the message that “dirt” - i.e. germs and microbes - can help nurture stronger, more resilient, healthier, happier kids.



***Resource Materials*** offered on the film's website about ways to positively influence a child's microbiota.

**BUDGET & FUNDRAISING:** *Let Them Eat Dirt: The Hunt for our Kids' Missing Microbes* is a not-for-profit endeavor funded by grants from foundations.



## **BECKY WORLEY: Guide**

Becky has covered the nexus of technology, consumer, and health/fitness for Good Morning America since 2005, and has concurrently hosted the Yahoo Tech series “Upgrade Your Life” and two Emmy Award-winning documentaries on energy technology. Worley has a master’s degree in education technology from Stanford, is the mother of 10-year old twins, and coaches three youth sports teams (yes, she drives a mini-van). After her collegiate soccer career and 15 years playing rugby, including a brief stint on the US national team, she has a very healthy relationship with dirt.



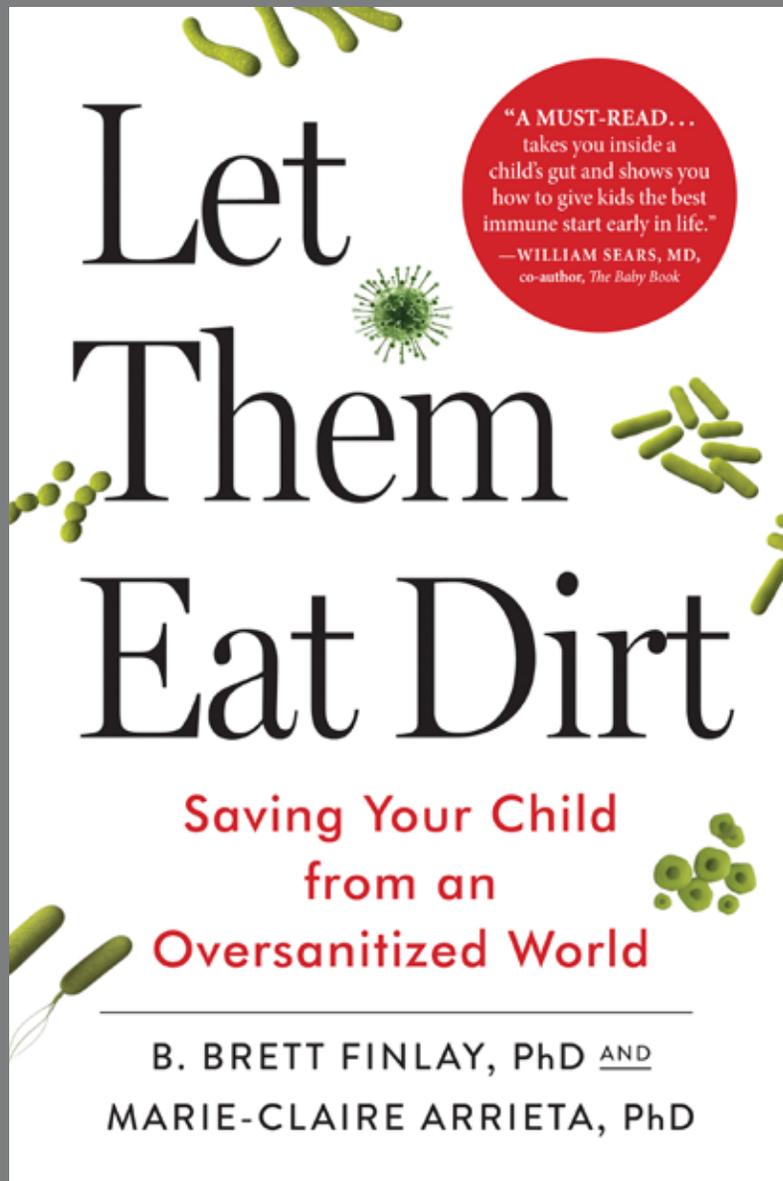
**4.5M** Daily viewers. 3.8M Twitter followers; 7.3M FB followers



**44K** Likes; 43K followers



**38K** Followers



## Praise for the book *Let Them Eat Dirt*:

“This helpful resource sets itself apart from health books that offer unfounded and even speculative claims by staking a position firmly in the medical mainstream.”

— Best of 2016 books, Publishers Weekly

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“A MUST-READ for parents, teachers and any healthcare provider for children, *Let Them Eat Dirt* takes you inside a child’s gut, and shows you how to give kids the best immune start early in life.

— William Sears, M.D, co-author, *The Baby Book*

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“What a triumph. This book should be read by every pregnant woman, every parent, every pediatrician.”

— Margaret McFall-Ngai, Director, Pacific Biosciences Research Center, University of Hawaii

# KEY TEAM

**Rivkah Beth Medow, Director / Producer** Rivkah Beth Medow looks for every opportunity to learn more about the world around her. She has created, directed, and produced documentary, broadcast, commercial, and non-profit productions for the past 14 years. Her projects have been seen by millions on television and web, in film festivals, and in non-profit workshops worldwide. Rivkah's credits include the Emmy Award-winning documentaries "The Next Frontier" and "We've Got The Power."; multi-award winning PBS Marine Fisheries Series "Empty Oceans, Empty Nets" and "Farming the Seas"; and several films for the non-profits Pachamama Alliance and Ella Baker Center for Human Rights. As the mother of two wilderness loving, increasingly bath-resistant daughters, she's happy to learn that "dirt don't hurt"!

**Brad Marshland, Director / Writer / Producer** Brad Marshland entered Harvard with the intention of studying medicine. Then one semester, the class he took just after "Inorganic Chemistry" each Tuesday was "Visual and Narrative Perspective in Film." His choice was easy. For the past twenty years, Brad has been a prolific writer and producer in just about every medium. He has produced numerous documentary and narrative feature films, including the Emmy Award-winning documentaries "The Next Frontier" and "We've Got The Power." Between film projects, Brad has produced over 200 feature segments for Yahoo News, ABC, and Katie Couric. He has written and sold screenplays in Hollywood, had stage plays produced on both coasts, and works as a story consultant to award-winning filmmakers.

**Anne Zeiser, Azure Media / Transmedia Campaign Producer** Anne Zeiser is a critically acclaimed transmedia and social impact producer and media strategist who operates at the nexus of storytelling, marketing, and advocacy. Her rich background includes stewarding iconic series and films for PBS by developing transmedia projects on air, online, and on the go that fuel social impact in communities, in schools, and in capitals. With strategic alliances in media, not-for-profit, government, and corporate arenas, she's developed groundbreaking media-anchored social impact campaigns that have seeded measurable behavioral, social, and institutional change in STEM, the environment, health, hunger, human rights, foreign policy, literacy, entrepreneurship, and the arts.

**B. Brett Finlay, PhD, Consultant** Dr. Finlay is professor of microbiology at the University of British Columbia and a world leader in how bacterial infections work. He has been studying microbes for over thirty years and has published over five hundred articles. Also a founder of the biotech companies Commense, Vedanta, and Microbiome Insights, Brett is Officer of the Order of Canada—the highest Canadian civilian recognition. He lives in Vancouver, BC, with his wife, who is a pediatrician, and has two grown-up kids.

**Marie-Claire Arrieta, PhD, Consultant** Dr. Arrieta is assistant professor at the University of Calgary and has been studying intestinal microbiology and immunology for over 10 years. Her recent study connecting asthma in very young babies to missing key intestinal bacterial species was deemed a breakthrough in the field and was reported by dozens of news outlets around the world. Arrieta has published in leading scientific journals such as Gastroenterology, PNAS, and Science Translational Medicine. She spends her busy days juggling between experiments, science writing, kindergarten pick-ups, and play dates for her two young children.