



A FOUR-PART DOCUMENTARY SERIES PREMIERING MAY 2012

# THE WEIGHT OF THE NATION



## Grantmakers in Health/Sustainable Agriculture & Food Systems Funders Webinar – April 12, 2012

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# The Obesity Epidemic

- Less than 5% of adults meet the minimum physical activity guidelines
- 4% of elementary, 8% of middle, and 2% of high schools provide daily physical education
- 88.9% of parents believed school food was very or somewhat healthy; 94% of school lunches failed to meet USDA standards for healthy school meals
- Meals consumed away from home add about 134 calories to an individual's total daily intake
- In 2009-2010, the beverage industry spent \$60 million on lobbying; 600% more than in the previous 2 years
- Of the 10 most obese states, 9 are among the poorest
- 1 in 3 children born in 2000 will develop diabetes; if African American or Hispanic, 1 in 2

# Why The Weight of the Nation?

- Inertia in the face of “shocking statistics”
- Lack of understanding of the science and its connection to policy and environmental approaches
- So many promising efforts that should be highlighted, learned from, replicated
- Silo approaches could be leveraged and potential collaborators could be more easily identified and connected

# What is The Weight of the Nation?

- Comprehensive public awareness and engagement campaign
- Aimed at catalyzing efforts to combat obesity and improve health outcomes
- Centers around HBO documentaries scheduled to air **May 14 and 15, 2012**. Content will also be available for free on multiple digital platforms (i.e. YouTube, HBO.com)



# Goals of the Campaign

- Convey a sense of urgency and increase action to create momentum
- Broaden framing of obesity to focus on environment and policy in addition to individual responsibility
- Provide individuals, institutions, and communities with options for activation on obesity prevention
- Improve health outcomes related to obesity-related conditions



# The Campaign Aims To...

## **Raise Awareness:**

- Bring attention to the human and economic consequence of obesity

## **Make People Care:**

- Activate people to combat obesity

## **Build Support:**

- Catalyze existing infrastructure of change agents to accelerate the progress of local, regional, and national efforts combating obesity

## **Change Environments:**

- Stimulate action to improve access to health food options and safe physical activity

# Key Themes Featured

- Impact on Chronic Conditions (i.e., Diabetes, Heart Disease)
- Clinical Engagement
- Disparities
- Physical Education
- School Lunch
- Marketing to Kids
- Stigma
- Pregnancy, Infancy, Early Childhood
- Safety (e.g. Safe Routes)
- Screen time
- Sugar-Sweetened Beverages
- Food Access
- Agriculture
- Genetics
- Metabolic Research
- Role of Government
- Workforce Wellness

# High-Profile Components

- IOM's Report: *Advancing Progress in Obesity Prevention*
- The Weight of the Nation: A Four-Part Series
  - Consequences
  - Choices
  - Kids in Crisis
  - Challenges
- The Weight of the Nation – For Kids: A Three-Part Series
- Supplemental Films (15-18 films on niche topics)
- 40,000+ Community Action Kits
- Online and Social Media Platforms
- Companion Book – “the anti-diet diet book”
- Youth Publications by Scholastic (planning stages)
- Regional Screening Events



# Major Market Screening Events

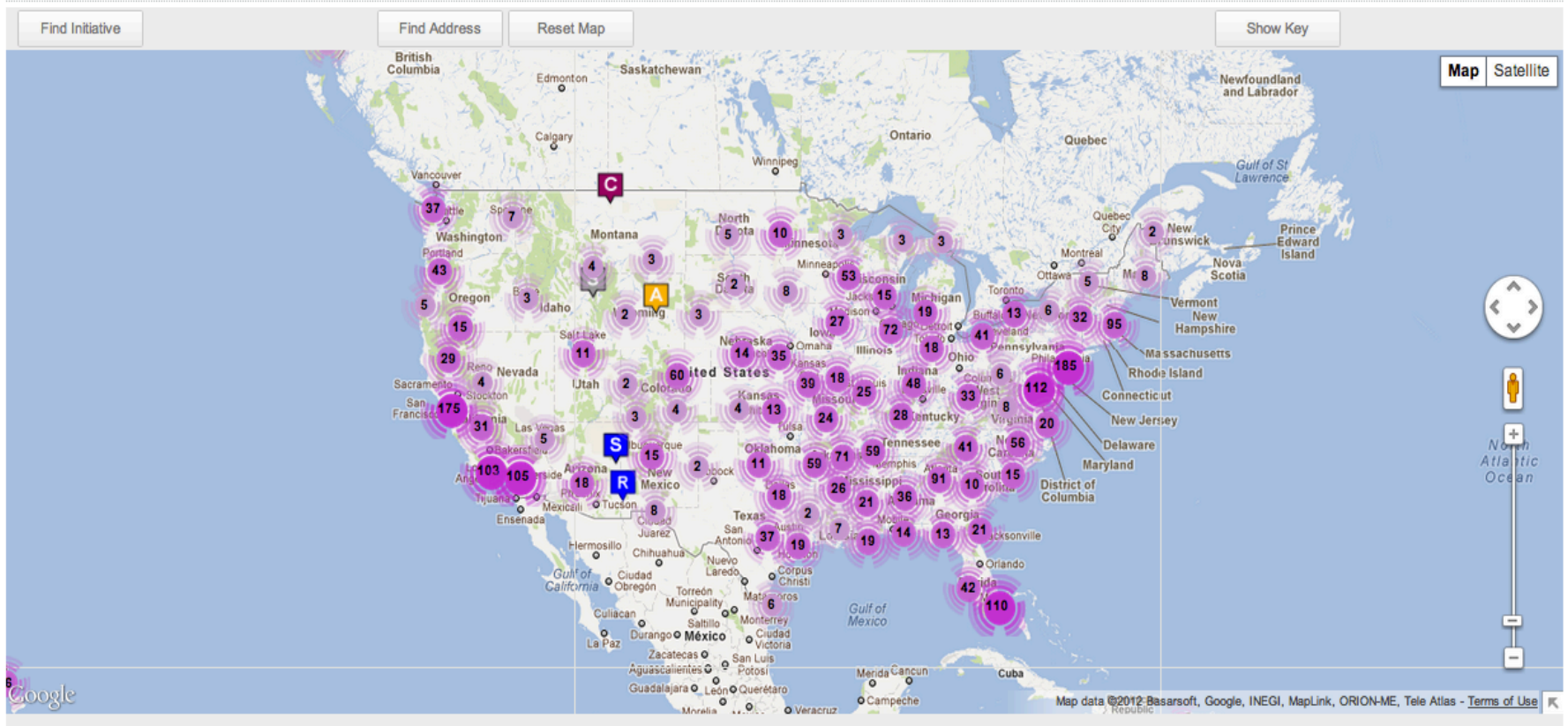
- Atlanta
- Austin
- Baltimore
- Baton Rouge
- Boston
- Chicago
- Cleveland
- Dallas
- Denver
- Detroit
- Honolulu
- Los Angeles
- Madison
- Miami
- Nashville
- New York City
- Oakland
- Philadelphia
- Raleigh
- Seattle
- St. Louis
- Washington, DC

# Linkage to Resources Powering the Movement



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[www.CommunityCommons.org](http://www.CommunityCommons.org)





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# THE WEIGHT OF THE NATION



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 INSTITUTE OF MEDICINE  
OF THE NATIONAL ACADEMIES



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# How Funders Can Amplify this Message

- Endorse this campaign through your communications channels
  - **Spread the word on Facebook**
    - Like our official page, [facebook.com/theweightofthenation](https://www.facebook.com/theweightofthenation) and tag it when promoting the film series on your organization's page
  - **Engage in conversation on Twitter, encourage followers to do the same**
    - [@WeightoftheNtn](https://twitter.com/WeightoftheNtn) official twitter handle
    - Use the [#WeightoftheNation](https://twitter.com/hashtag/WeightoftheNation) hashtag in your organization's tweets
    - Encouraging constituents to sign the PETITION FOR PROGRESS at [hbo.com/weightofthenation](https://hbo.com/weightofthenation)



# How Funders Can Amplify (and Exploit) this Message

- Use national focus and campaign assets to accelerate local agendas and work of your grantees
  - Start/deepen existing conversations on obesity prevention
  - Create new partnerships where they don't already exist
- Issue media releases that point to local solutions and grantee success stories
- Host/co-host a screening to:
  - Bring on new partners
  - Solidify support for key issues and agendas
  - Create dialogue around solutions
- Ensure grantees and local partners are on [CommunityCommons.org](https://CommunityCommons.org)

# Potential Format for Screening Events

1. Design event with the end in mind; start with clear goals
2. Facilitate dialogue on the nature of problem, importance of change, readiness to change
3. Show 10-15 minutes documentary segment tailored to specific goals (assets available through HBO.com site)
4. Engage participants in dialogue around key action steps
5. Direct participants to key online platforms
  - [HBO.com/weightofthenation](http://HBO.com/weightofthenation)
  - [communitycommons.org](http://communitycommons.org)
  - [kp.org/weightofthenation](http://kp.org/weightofthenation)
  - [MSDF.org/weightofthenation](http://MSDF.org/weightofthenation)
6. Solidify next steps

# Dialogue

- What Weight of the Nation events/activities are currently on tap?
- What are your experiences leveraging prior media events (e.g., Unnatural Causes)?
  - What worked?
  - What didn't?
  - Other lessons learned?
- How can we support your efforts?

