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
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
How Community Organizations Can Amplify this Message

- Endorse this campaign through your communications channels
  
  - **Spread the word on Facebook**
    - Like our official page, [facebook.com/theweightofthenation](http://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 hashtag in your organization’s tweets
    - Encouraging constituents to sign the [PETITION FOR PROGRESS at hbo.com/weightofthenation](http://hbo.com/weightofthenation)
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
   - communitycommons.org
6. Solidify next steps
How Community Partners Can Amplify/Spread the Message

- Use national focus and campaign assets to accelerate local agendas and deepen focus on priorities
  - 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 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