



A FOUR-PART DOCUMENTARY SERIES PREMIERING MAY 2012

THE WEIGHT OF THE NATION



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Why The Weight of the Nation?

- Inertia in the face of “shocking statistics”
- Lack of understanding of the science and role of policy and environmental approaches
- So many promising efforts that should be highlighted, learned from, replicated
- Need/opportunity to accelerate the movement

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



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

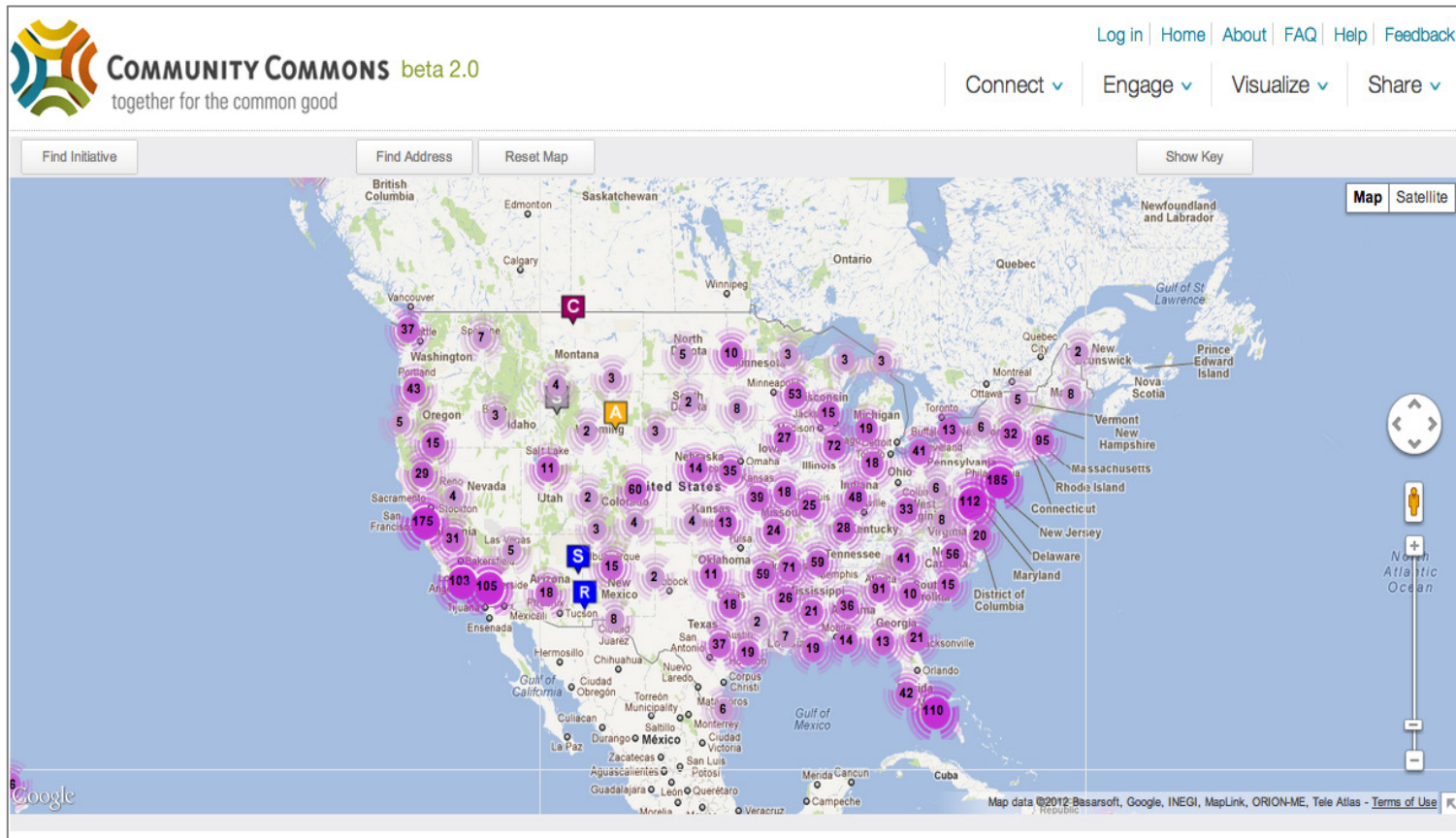
- IOM's Report: *Accelerating Progress in Obesity Prevention*
- The Weight of the Nation: A Four-Part Series
 - Consequences
 - Choices
 - Kids in Crisis
 - Challenges
- The Weight of the Nation – For Kids: A Three-Part Series
- Supplemental Films (10 films on niche topics)
- 40,000+ “Discussion Guides” (film details, DVD's, hosting resources)
- Downloadable “Community Activation Kits” (targeted to orgs / initiatives)
- Online and Social Media Platforms
- Companion Book – “the anti-diet diet book”
- Youth Publications by Scholastic (planning stages)
- Regional Screening Events

Linkage to Resources Powering the Movement



- Knowledge-building resources on obesity-related issues.
- Access to 4 major films as well as supplemental films/materials.
- Take action to host screenings by requesting screening kits.
- Links to partner organizations and community activation platforms.

Linkage to Resources Powering the Movement



- Searchable profiles of hundreds of place-based community initiatives.
- Mapping, visualization, analytic, impact and communication tools and apps.
- Over 7000 GIS data layers provide mapping at macro and micro levels.
- Peer learning forums for connecting with colleagues.

Event Reel: The Weight of the Nation

The screenshot shows the HBO website interface for the documentary series 'The Weight of the Nation'. At the top, the HBO logo is on the left, and navigation links for 'HOME' and 'ABOUT' are in the center. On the right, there is a Facebook social media widget that says 'Like this page on Facebook' with a 'Like' button, a count of '585', and a '41' icon. Below the navigation is a horizontal row of ten portrait photographs of diverse individuals. The central area of the page has a dark blue background with the text 'A FOUR-PART DOCUMENTARY SERIES PREMIERING MAY 2012' in small white letters, followed by the title 'THE WEIGHT OF THE NATION' in large, bold, white capital letters. Below the title is another horizontal row of ten portrait photographs of different individuals. At the bottom of the page, there is a dark grey footer containing logos for 'HBO DOCUMENTARY FILMS.', 'INSTITUTE OF MEDICINE OF THE NATIONAL ACADEMIES', 'Michael & Susan Dell FOUNDATION', and 'KAISER PERMANENTE.'. Below these logos are links for 'Credits', 'Press', 'Terms of Use', and 'Contact Us'. A small disclaimer states 'This website is intended for viewing solely in the United States. This website may contain adult content.' and a copyright notice reads '© 2012 Home Box Office, Inc. All Rights Reserved.'