Let’s Get Healthy CA with HBO’s Weight of the Nation

Thursday, July 12, 2012
11:30 AM to 12:30 PM Pacific

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1. Choose your **answer**, then
2. Click **Submit**
POLL #1

I am attending this Web Forum:

a. Individually
b. In a group of 2-5 people
c. In a group of 6-10 people
d. In a group of more than 10 people
Q&A Feature

Please submit questions via the Q&A Feature

Please send your questions to All Panelists
Carmen R. Nevarez, MD, MPH

Vice President for External Relations and Preventive Medicine Advisor
Public Health Institute

Dr. Nevarez has over 32 years of experience as a physician and 29 years as a public health practitioner, having served as the Director of Department of Health and Human Services and Health Officer, City of Berkeley, California, as well as in various clinical settings including Medical Director at La Clinica de la Raza in Oakland. She is Immediate Past President of the American Public Health Association (APHA). Her areas of expertise include women's reproductive health, community based strategies for chronic disease prevention, and social media for public health.

Tyler Norris, MDiv
Vice President
Total Health Partnerships
Kaiser Permanente
Convener
Advancing the Movement &
The Community Commons

Tyler is a long-time social entrepreneur and trusted advisor to philanthropies, health systems, governments, NGO's and collaborative partnerships working to improve the health of people and places. He brings three decades of experience in service to the public, private, non-profit and civic sectors - including work with over 350 communities and organizations in the United States and internationally. Tyler is the Board Chair of IP3 (powering the nation’s leading determinants of health data & learning systems), and after 9 years of working with KP as a contractor, recently joined Kaiser Permanente’s leadership team full time.

Websites:  www.kp.org/thrive and www.communitycommons.org
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Agenda

- Welcome [Dialogue 4 Health]
- Overview and Agenda [Tyler Norris, Kaiser Permanente]
- SEIU-UHW and Kaiser Permanente Partnership [Hortencia Armendáriz, SEIU-UHW]
- Intro to *The Weight of the Nation* [Tyler Norris]
- Why This Matters [Dave Regan, SEIU-UHW]
- SEIU-UHW members taking action [Gayle Miller, Holly Craft-Moreno, Nancy Anderson]
- Questions & Answers; Closing Remarks [Hortencia/Tyler/Dave]
SEIU-UHW and Kaiser Permanente Partnership

Hortencia Armendáriz
Northern California Director
Kaiser Permanente Division
SEIU-UHW
May 11, 2012

Kaiser Agreement Covering 45,000 SEIU-UHW Members Puts Unique New Focus on Health as Part of the Union’s "Let’s Get Healthy California" Program

The agreement includes a new groundbreaking "Total Health" provision that recognizes a shared Kaiser and union goal of "creating the healthiest workforce in the healthcare industry by improving the quality and length of employee's lives and enhancing the effectiveness and productivity of the organization."
SEIU-UHW SPEAKERS

Dave Regan
President
SEIU-UHW

Gayle Miller
Pathology Clerk
Kaiser Roseville

Holly Craft-Moreno
Medical Assistant
Kaiser Panorama City

Nancy Anderson
LVN
Kaiser Sacramento
Introduction to
The Weight of the Nation

Tyler Norris
Vice President, Total Health Partnerships
Kaiser Permanente
The Epidemic:

- Less than 5% of adults meet the minimum physical activity guidelines.
- 4% of elementary schools provide daily physical education.
- 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.
- 1 in 3 children born in 2000 will develop diabetes; if African American or Hispanic = 1 in 2.
What is the Weight of the Nation:

- Comprehensive public awareness and engagement campaign
- Aimed at catalyzing and deepening efforts to combat obesity and improve health outcomes
- Centers around HBO documentaries. Content available for free on multiple digital platforms (i.e. YouTube, HBO.com)
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
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: Three-Part Series*** (Fall 2012 TBA)
- Supplemental Films (12 films on niche topics)
- 40,000+ Community Action Kits
- Online Resources and Social Media Platforms
- Companion Book – The Weight of the Nation: To Win We Have to Lose
- Youth Publications by Scholastic
- Regional Screening Events
How We Can Make a Difference: The Unique Role of Healthcare Workers

5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

1. Integrate physical activity every day in every way.
2. Strengthen schools as the heart of health.
4. Eat well!
5. Activate employers and health care professionals.

From their own, any one of these five solutions might help speed up progress in preventing obesity, but together, their effect would be reinforced, amplified, and maximized.

From the Institute of Medicine, May 2012: Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation
Key Resource Sites

- http://theweightofthenation.hbo.com
- www.kp.org/weightofthenation
- www.communitycommons.org/wotn
Why This Matters

Dave Regan
President
SEIU-UHW
We're stepping up for a Healthy California!
POLL #2

I want to help take on obesity and other chronic disease in my community. I am especially interested in:

a. Obesity
b. Diabetes
c. Asthma
d. High blood pressure (hypertension)
e. Other (please submit your answer via Q&A)
Q & A

Dave Regan
President
SEIU-UHW
SEIU-UHW Members
Making a Difference

Gayle Miller
Pathology Clerk
Kaiser Roseville
Gayle before taking the Total Health Assessment:

• 297 lbs.
• Pre-diabetic
• High cholesterol
Workplace Walk Club
Kaiser Roseville
Gayle Now

- Has lost 89 lbs.
- Cholesterol is normal
- No longer pre-diabetic
Thrive Ambassadors
Walking Path
Kick-Off

American Diabetes Association Walk
Watching ‘Weight of the Nation’ with My Children
POLL #3

I want to work with my co-workers to improve our health and wellness. I am interested in:

a. Walking and movement
b. Healthy eating
c. Chronic disease prevention and management
d. Other (please submit your answer in Q&A)
SEIU-UHW Members
Making a Difference

Nancy Anderson
Licensed Vocational Nurse
Kaiser Sacramento
Getting Ready

What you need to DECIDE IN ADVANCE:

► WHERE.
   At work: In a break room, conference room
   Outside of work: At your home, school, community center,
   place of worship, local theater

► WHEN.
   Choose the best date and time. If at work, do it at lunch time
   or shift change. If outside of work, when can most people attend?

► WHO.
   At work: Which departments, which co-workers?
   Outside of work: Neighbors, friends, parents from school/day-
   care, church or worship community, or other organizations.

► ACTIVITIES & SNACKS.
   Make the event healthy. Prepare healthy snacks—fruit, veggies,
   salad, popcorn or nuts—and a healthy activity the group
   can do right away after the discussion.
watch

WELCOME EVERYONE.

INTRODUCE YOURSELF.
Your name, where you work, what you do, and why you care about obesity

GROUP INTRODUCTIONS.
Have everyone introduce themselves and tell the group what their favorite healthy activity is.

INTRODUCE THE VIDEO.
We’re going to watch a 10-minute HBO video about the obesity epidemic called The Weight of the Nation. Then it’s up to us to figure out how we begin to solve it.

The result is an obesity epidemic:

- Now, more than 3 out 10 children are overweight or obese;
- 2 in 3 adults are overweight or obese;
- Obesity contributes to five of the ten leading causes of death, including heart disease, type 2 diabetes, certain cancers and high blood pressure

But we can change:

- Our culture, communities and environment by working together.
- We can take on the 1% and deliver better health for the 99%.
- We can eat more healthily and exercise more.

WATCH THE VIDEO.
(Double-check that it works ahead of time.)
discuss

How have you been affected by obesity—in your family, your community, at work?

What’s causing the obesity epidemic?

How can we help solve this problem?

(GET PEOPLE TALKING.) Host a Weight of the Nation screening and discussion.

(GET SOMETHING NOW.)
Do a healthy activity right away:
- Walk around the block together.
- Dance.
- Do a group exercise—yoga, zumba.
- Play a sport together.
- Go to a park. Be a kid again!

(BUILD YOUR TEAM.) Bring people together and get them involved with others working to solve the obesity epidemic.

(LEARN MORE.) Check out HBO’s website at hbo.com/theweightofthenation.
POLL #4

Please send me the 10-minute Weight of the Nation DVD and discussion guide. I would like to host a screening with my:

a. Family  
b. Community  
c. Co-workers  
d. Children’s school  
e. Other
Key Resource Sites

- http://theweightofthenation.hbo.com
- www.kp.org/weightofthenation
- www.communitycommons.org/wotn

Showing the 10-minute event reel:

- Request a DVD
- View on Kaiser Permanente’s Ideabook at https://ideabook.kp.org/videos/3530
Q & A

Dave Regan
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