The Weight of the Nation: Colorado

HBO and Kaiser Permanente Colorado Invite You and Your Family to a Special Screening of

THE WEIGHT OF THE NATION
CONFRONTING AMERICA’S OBESITY EPIDEMIC

A Presentation of
HBO Documentary Films and the Institute of Medicine
In Association with the Centers for Disease Control and Prevention
and the National Institutes of Health, In Partnership with
the Michael & Susan Dell Foundation and Kaiser Permanente

MONDAY, APRIL 16, 2012
5:30PM • HEALTH EXPO
Featuring Tips on Healthy Living, Interactive Activities & Prizes!
6:30PM • SCREENING
Episode 4 “The Weight of the Nation: Challenges”
7:45PM • WEIGHT IN ON THE WEIGHT OF COLORADO
Town Hall Discussion
THE CABLE CENTER
2000 Buchtel Boulevard
Denver
RSVP to https://www.homeboxoffice.com/rsvp/denverWOTN

3 Film Screening/Town Hall Events:

Denver
Colorado Springs
Fort Collins
Health Expo, Screening, Town Hall discussion
How We Did It:

Engaged local partners from the beginning
Shared the work
Weekly planning calls
Coordinated all aspects with partners---Expo participants, panel, media outreach
Social Media and Sharing the Message

#WeightoftheNation

Tweets

Dr. Albert Oh (@AlbertOhMD)
Follow tonight’s Denver screening of HBO’s #WeightoftheNation via livestream at 7:45pm MT: it’s a family-friendly way to talk about obesity. (see prev tweet)

Dr. Albert Oh (@AlbertOhMD)
Obesity is epidemic. Watch tonight HBO’s #WeightoftheNation presented by @evelom, @bodim, @bobbe/Thiijn @kool4us4. Join us: Livestream or Facebook Live. #WeightOfTheNation

Komen Denver (@KomenDenver)
Join the fight against obesity Monday 4/18! Follow along live with the #WeightoftheNation at 7:45pm MT on Twitter and Facebook! #WeightOfTheNation

Kimbal Musk (@kimbalmusk)
At the worldwide Premier of #WeightoftheNation in Colorado. Obesity is the epidemic of our generation. pic.twitter.com/9g6j7sSv

KP Community Benefit (@KPCommunityBenefit)
KP Community Benefit’s Farmers markets linked up as part of the solution! #WeightoftheNation #HBO #WeightoftheNation pic.twitter.com/LuwASM

Holly Potter (@hollypotter)
RT @KPCommBenefit: Kaiser Permanente’s Dr. Preston Maring on the big screen! #WeightoftheNation #HBO #WeightoftheNation pic.twitter.com/PyYMRMM

Jennifer Wills (@jwills)
Agreat RT @Noracarriey: Kudos to Ball Enterprises for changing distro model to help local farmers get fresh produce to stores. #WeightOfTheNation

Jennifer Wills (@jwills)
We don’t make enough fruits and vegetables today to meet the dietary needs of individuals. #WeightoftheNation

CO Health Foundation (@COHealthFdn)
COHi advocates for policy that helps keep Colorado’s obesity rates low. Join the fight with us! #COHi #WeightoftheNation

CDPHE PSD (@cdphepsd)
DO NOT miss the Colorado Obesity Town Hall to be streamed online 4/16 at 7:45 pm - more at new.livestream.com/tdspscd/health/weight

Amy Mynihan (@amy_mynihan)
Thanks @MilHighMama for the RT! We hope you and other moms can join us for the #HBO event #WeightoftheCD

Amy Mynihan (@amy_mynihan)
Weigh in on Obesity in Colorado & learn how to get involved with the #CDHealth event April 16 @UCDenver Cable Center or online bit.ly/1bmGz3

LiveWell Colorado (@LiveWellCO)
Join the fight against obesity Monday 4/18! Follow along live with the #WeightoftheNation at 7:45pm MT on Twitter and Facebook!

LiveWell Colorado (@LiveWellCO)
Check out our latest blog – Time This Opportunity to Weigh in on Obesity in Colorado – & learn how to get involved with #WeightoftheCD

Kimberly Langston (@kimberlyLangston)
A special event April 16 prompts Coloradans to weigh in on the obesity epidemic. #WeightoftheCD #health #LiveWellColorado join_the_movement...

LiveWell Colorado (@LiveWellCO)
You’re invited to a special HBO event Mon 4/18. Use #WeightoftheCD to join in the conversation bit.ly/Pb5C8 obesity Colorado healthy

CDPHE PSD (@cdphepsd)
30 mins

119 followers:

Emma Metalman
You are invited to a special HBO event Mon 4/18. Use #WeightoftheCD to join in the conversation bit.ly/Pb5C8 obesity Colorado healthy As the epidemic of our generation. pic.twitter.com/9g6j7sSv

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Other Sharing

See Livestream of HBO's
#WeightoftheNation Denver screening event: http://t.co/noFWt6SX #weightofthe
For more, follow @weightofthenation

RT @barnesდ: #Colorado Town Hall on obesity is over, but a recording is available: http://t.co/HOBHUm #weightofthe

RT @platoplus: See Livestream of HBO's
#WeightoftheNation Denver screening event: http://t.co/D5qUxM #weightofthe
For more, follow @weightofthenation

trishaclayton: (T) Tue 17 Apr 16:38 via web

Kaiser Permanente's News Center

In the Community

April 13, 2012

Kaiser Permanente Kicks Off The Weight of the Nation Screenings with Colorado Event

Colorado is known as one of the states with the highest levels of obesity, but it is also one of the healthiest places to live in the country. To address this concern, KPNM's Behavioral Health Office and Kaiser Permanente Colorado hosted the Colorado premiere of the film of the National Nutrition Month campaign.

The screening was held at the KPNM Denver Office on April 11, with a brief discussion before the film began. Kaiser Permanente's nutrition program incorporates healthy eating and lifestyle advice into each patient's care plan.

Attendees were invited to a special screening of the film in the context of the film's message, "Catching Up." The film takes a look at the obesity epidemic and how every American, including children, are affected by it.

Kaiser Permanente's Health Resources includes videos, blogs, podcasts, and other resources to help patients make healthier choices.

Colorado Department of Public Health and Environment

March 29, 2012

Jefferson County Sheriff's Office warns of fentanyl.

Get the latest updates on wildfires at the Jefferson County Sheriff's blog.

Follow us on Twitter
Follow us on Facebook
Follow us on Instagram
Kaiser Permanente

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Kaiser Permanente
Learnings:

Allow time for audience to react to the film
Present a clear “call to action”
Public event is best
Extend the reach through LiveStreaming
Contact information

Amy Whited
Senior Media Relations Strategist
Kaiser Permanente Colorado
Amy.l.whited@kp.org
303-344-7518