Acting on the Weight of the Nation ®

Thursday, June 28, 2012
12:30 PM to 2:00 PM Pacific
3:30 PM to 5:00 PM Eastern

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Recording and Slides will be at www.Dialogue4Health.org
Q&A Feature

Please submit questions via the Q&A Feature

Please send your questions to All Panelists
POLL #1

Are you 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
Polling Feature

Please

1. Choose your **answer**, then
2. Click **Submit**
Matthew Marsom
Vice President
Public Health Institute

As Vice President for Public Health Policy and Advocacy for the Public Health Institute (PHI), Matthew is responsible for designing and implementing PHI strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.

Website: www.phi.org
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
Agenda

- Welcome [Matthew Marsom]
- Overview and the Opportunity Before Us [Tyler Norris]
- The IOM Accelerating Progress in Obesity Prevention framework [Shiriki Kumanyika]
- Community Experience and Learning
  - Omaha [Kerri Peterson]
  - Cincinnati [Stacy Wegley]
  - Denver and Colorado Springs [Amy Whited]
- Social Media and Effective Campaigns [Marty Kearns]
- Community Engagement and Dialogue [Monte Roulier]
- Questions & Answers; Closing Remarks
- ADJOURN
POLL #2

Did you see one or both installments of the Weight of the Nation documentary on HBO or attend a screening or dialogue event?  
*Check all that apply*

a. I saw one installment of Weight of the Nation on HBO.
b. I saw both installments of Weight of the Nation on HBO.
c. I attended a screening or dialogue event.
d. I did not see the Weight of the Nation on HBO or attend a screening or dialogue event.
Weight of the Nation® is a licensed trademark of the US Department of Health and Human Services (HHS), managed by the Centers for Disease Control and Prevention (CDC). Under authorization of CDC, the Public Health Institute has obtained a one-time agreement to use the mark. The content of this webinar, and the views and opinions expressed by participants, do not reflect the official position of HHS or CDC.
Dr. Shiriki Kumanyika has an interdisciplinary background and holds advanced degrees in social work, nutrition, and public health. Dr. Kumanyika has served as principal investigator or co-investigator on several randomized multi-center and single-center clinical trials related to diet, obesity, weight control, and cardiovascular disease risk, with a particular focus on African Americans. Her research has included a focus on development and evaluation of culturally appropriate interventions and, more recently, on the influences of food and beverage marketing practices on African Americans' food purchases. Dr. Kumanyika founded the African American Collaborative Obesity Research Network. She has served on numerous advisory or expert panels related to nutrition and chronic disease research and policy, both nationally and internationally, and currently chairs the Standing Committee on Childhood Obesity Prevention of the Institute of Medicine of the National Academy of Sciences.

Websites:  [www.cceb.upenn.edu/faculty/?id=175](http://www.cceb.upenn.edu/faculty/?id=175) and  [www.aacorn.org](http://www.aacorn.org)
Kerri Peterson, MHP
Executive Director
Live Well Omaha

As the Director of Live Well Omaha, Kerri is responsible for directing the efforts of several task groups around identified health areas in the community. Kerri was fortunate to participate in the 2001 Health Forum's Creating a Healthier Communities Fellowship. She also received her certification in health ministries and has a Masters in Health Promotion.

Website: www.livewellomahakids.org
Stacy Wegley MS, ACSM
Director
Health Promotion and Education
Hamilton County Public Health
Cincinnati, OH

Stacy Wegley is the Director of Health Promotion and Education for Hamilton County Public Health. The focus of Ms. Wegley’s work is the prevention of chronic disease, childhood obesity, and injury through evidence based programming and policy and environmental change strategies. Ms. Wegley served as local project director for the national Active for Life® initiative in Hamilton County, OH, and is principal investigator for the CDC Strategic Alliance for Health, Healthy Kids Healthy Communities and Communities Putting Prevention to Work projects. Ms. Wegley has a MS in exercise science and health studies and a BS in nutrition.

Website:
www.hamiltoncountyhealth.org/en/about/departments_and_divisions/community_health_department/health_promotion_and_education.html
Amy Whited

Senior Media Relations Strategist
Kaiser Permanente Colorado

Amy Whited joined Kaiser Permanente Colorado's Communication's team in January 2010 as Senior Media Relations Strategist. Before moving to Denver, she spent 10 years at CBS News in New York. Most recently as Senior Producer and Manager of Broadcast Marketing, Amy worked directly with Katie Couric on promotion for the CBS Evening News and traveled extensively with the broadcast during the 2008 political season. Previously, Amy worked in local news as a producer as News 12 New Jersey. She has a Bachelor of Arts degree in Journalism and History from the University of Wisconsin-Madison.

Website:
http://xnet.kp.org/newscenter/pressreleases/co/index.html
Marty Kearns is an innovator in the field of campaigns and advocacy. He is an activist. He has pioneered integration of network-centric principals to organizing and social change work. He has worked with others to found Green Media Toolshed, the Georgia River Network and MobileActive.org, a global network of activists who use cell phones for civic action. Projects have included saving Scorecard.org, building ChesapeakeNetwork.org, launching PreventObesity.net and working among the largest foundations and most marginalized leaders in the world. Kearns has a Bachelors of the Arts from LeMoyne and a Masters in Environmental Science from Yale.

Website: www.network-centricadvocacy.net
Monte Roulier is Co-Founder and President of Community Initiatives (CI), an organizations dedicated to building healthy and whole communities. As a consultant, coach, and facilitator he has helped hundreds of communities, a wide range of organizations and multi-sector collaborations to develop change strategies resulting in improved health and well-being. Monte and the CI team are advisors and coaches for several leading national initiatives, including the Center for Disease Control & Prevention’s Communities Putting Prevention to Work (CPPW) and Community Transformation Grants (CTG), as well as ACHIEVE and YMCA’s Pioneering Healthier Communities Initiative. Monte leads the curation team for www.communitycommons.org and serves on the board of the Institute for People Place & Possibility (IP3).

Website: www.communityinitiatives.com

Tyler Norris, MDiv, Vice President, Total Health Partnerships, Kaiser Permanente
The 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” and threat to human, community and national well being

- 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 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
Goals…

- 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)
- Screentime
- 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*** (October)
- Supplemental Films (12-15 films on niche topics)
- 40,000+ Community Action Kits
- Online Resources and Social Media Platforms
- Companion Book – “the anti-diet diet book”
- Youth Publications by Scholastic (planning stages)
- Regional Screening Events
Key Resource Sites

- http://theweightofthenation.hbo.com
- www.kp.org/weightofthenation
- www.communitycommons.org/wotn
Linkage to Resources: Powering the Movement
Accelerating Progress in Obesity Prevention
Solving the Weight of the Nation
From the Institute of Medicine, May 2012:
Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation

5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS THE HEART OF HEALTH.

MARKET WHAT MATTERS FOR A HEALTHY LIFE.

EAT WELL!

FRESH PRODUCE AVAILABLE!

MAKE HEALTHY FOODS AVAILABLE EVERYWHERE.

ACTIVATE EMPLOYERS AND HEALTH CARE PROFESSIONALS.

ON 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.

ANYONE AND EVERYONE CAN BE A LEADER AND PLAY A PART IN IMPLEMENTING THESE FIVE SOLUTIONS. WHAT CAN YOU DO TO HELP SOLVE OUR OBESITY PROBLEM?
Beyond screening events -- its all about dialogue and meaningful engagement
Conceptual Format for Screening / Mobilization Events

1. Design events 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 selected documentary segments/shorts 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
   • [http://theweightofthenation.hbo.com](http://theweightofthenation.hbo.com)
   • [www.kp.org/weightofthenation](http://www.kp.org/weightofthenation)
   • [www.communitycommons.org/wotn](http://www.communitycommons.org/wotn)
6. Solidify next steps
How Communities and Organizations Can Amplify this Message

Endorse this campaign through your communications channels

- **Spread the word on Facebook**
  - Like our official page, www.facebook.com/theweighthofthenation 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/#!/search/%23WeightOfTheNation) hashtag in your organization’s tweets
  - Encouraging constituents to sign the PETITION FOR PROGRESS at http://theweightofthenation.hbo.com/
POLL #3

What type of assistance would be useful in your efforts to address the obesity epidemic?

*Check all that apply*

a. A peer learning community
b. Success stories from other communities
c. Sample meeting materials from other communities
d. GIS maps to highlight community features and data relevant to an obesity prevention mobilization activity
e. Identifying and connecting with communities with experience hosting an event
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