The Weight of the Nation: Colorado

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

Twitter:

@milehighmamas retweeted to 7,834 followers:

@AmyMayhian

You are invited to a special HBO event Mon 4/16. Use #WeightOfCO to join in the conversation bit.ly/1aPhOOG #obesity #colorado

April 15, 3:54 AM via TweetDeck

CO Health Foundation: #COHealthFDN

Interested in health or fighting obesity? Join #WeightOfCO event April 16 @BluffsCableCenter or online bit.ly/1bEM3

CDPHE PSD: #CDPHEpsd

DO NOT miss the #Colorado Obesity Town Hall to be streamed online 4/10 at 7:45 pm - more at new.1stream.com/cdphepsd/weightofco

Amy Mayhian: @AmyMayhian

Thanks @milehighmamas for the RT! Hope you and other moms can join us for the HBO event! #WeightOfCO

Amy Mayhian: @AmyMayhian

Weigh in on Obesity in Colorado & learn how to get involved with the @KPColrado @EvolutionWeightofCO @Lyfesyx2h2v

LiveWell Colorado: @LiveWellCo

Join the fight against obesity Monday 4/16! Follow along live with the #WeightOfCO event at 7:45pm MT bit.ly/1y1uxzy

LiveWell Colorado: @LiveWellCo

Check out our latest blog – Take this Opportunity to Weigh In on Obesity in Colorado – & learn how to get involved with #WeightOfCO

Internet Mamma: @InternetMamma

A special event April 16 promotes Coloradans to weigh in on the obesity epidemic #WeightOfCO @cohealthmovement @jointhemovement

LiveWell Colorado: @LiveWellCo

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CDPH PSD: #CDPHEpsd

#Denver’s premiere event is just 1 week away! HBO Weight of the Nation Trailer: bit.ly/1d5ovrF #WeightOfCO #colorado #obesity

#WeightOfTheNation

Tweets:

Dr. Albert Oh @AlbertOhMD

Follow tonight’s Denver screening of HBO’s #WeightofTheNation via livestream at bit.ly/1yWyYnA hashtag #WeightOfCO. (see prev tweet)

Dr. Albert Oh @AlbertOhMD

Obesity is epidemic. Watch tonight HBO’s #WeightofTheNation presented by @KalpenSinha, @Scipio, @SonalShevalia @KPColrado. bit.ly/1mMNQGL

Koreen Denver @KoreenDenver

Learning about the adverse health effects of obesity. Which increases your risk of #bloodcancer at #WeightofTheNation.

Kimball Musk @KimballMusk

At the worldwide premiere of weightofthenation in Colorado. Obesity is the epidemic of our generation. pic.twitter.com/9pCdn77BF

KP Community Benefit @KPCommunityBenefit

RT @KPCommunityBenefit: Kaiser Permanente & Dr. Preston Maring on the big screen! weightofthenation @KPWeightOfCO pic.twitter.com/PyAAMvM

Holly Potter @HollyPotter

RT @KPCommBenefit: Unbelievable! Less than 5% of US farmland is planted with fruits & vegetables. WeightofTheNation

Jennifer Willis @jwillis

Agree. RT @shannalenee: Kudos to @lll ENTERPRISE for changingistro model to help local farmers get fresh produce to stores. @WeightOfCO

Jennifer Willis @jwillis

We don’t make enough fruits and vegetables today to meet the dietary needs of individuals. #WeightOfCO

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
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