

Taking On the Weight of the Nation ®

Tuesday May 1, 2012
10:00 AM to 11:30 AM Pacific
1:00 PM to 2:30 PM Eastern

Welcome and thank you for joining our Web Forum!

Technical difficulties? Call **1-866-229-3239**

Questions? Comments? Use the **Q&A** function

Please participate in the **polls**

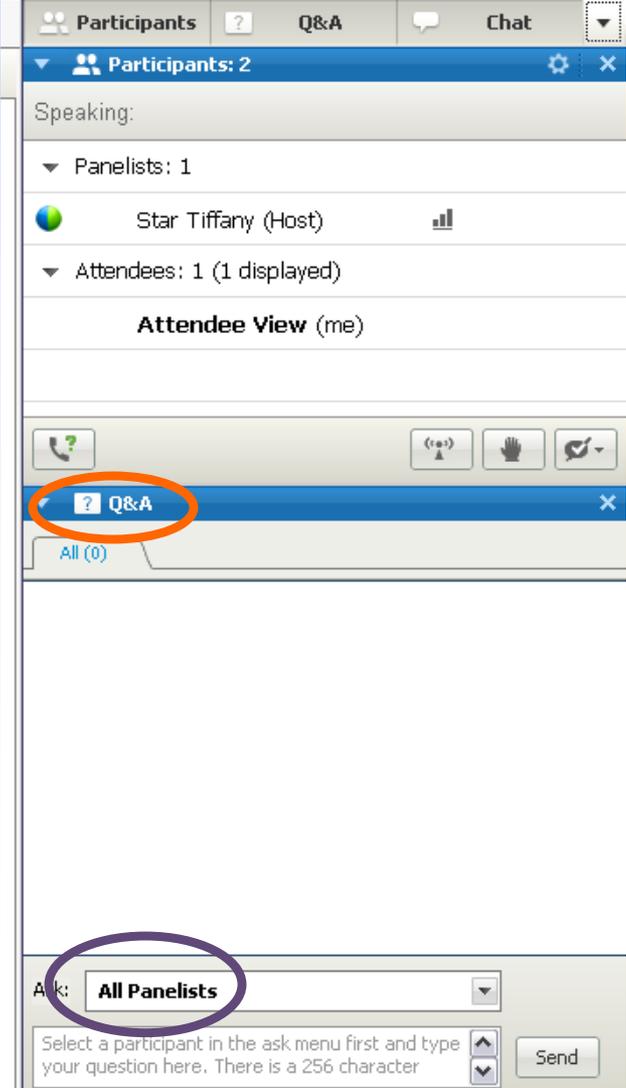
Please take the Post-Web Forum **online survey evaluation**

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



Participants ? Q&A Chat

Participants: 2

Speaking:

Panelists: 1

Star Tiffany (Host)

Attendees: 1 (1 displayed)

Attendee View (me)

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character

Send

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**



Partici... Polling Q&A Chat

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Attendee View (me)

Polling

Time elapsed: 0:57 Time limit: 2:00

Poll Questions:

1. How many people are you attending this Web Forum:

- a. Individually
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Submit

Your answer may be recorded. Submit



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 the 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.

Websites: www.phi.org
www.Dialogue4Health.org



Tyler Norris, MDiv

Senior Advisor
Total Health
Kaiser Permanente
Convener
Advancing the Movement
Community Commons

Tyler is a 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.

Websites: www.communitycommons.org
<http://tylernorris.com>

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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

Major Market Screening Events

- Atlanta
- Austin
- Baltimore
- Baton Rouge
- Boston
- Chicago
- Cleveland
- Dallas
- Denver
- Detroit
- Honolulu
- Los Angeles
- Madison
- Miami
- Nashville
- New York City
- Oakland
- Philadelphia
- Raleigh
- Seattle
- St. Louis
- Washington, DC



William Dietz, MD, PhD

Director

The Division of Nutrition, Physical Activity,
and Obesity

Centers for Disease Control and Prevention

Prior to his appointment to the CDC, Dietz was a Professor of Pediatrics at the Tuft's University School of Medicine, and Director of Clinical Nutrition at the Floating Hospital of New England Medical Center Hospitals.

Dr. Dietz is a member of the Institute of Medicine, a recipient of the Holroyd-Sherry award from the American Academy of Pediatrics for his contributions to the field of children and the media, and the recipient of the 2006 Nutrition Research award from the AAP for outstanding research in pediatric nutrition.

Website: www.cdc.gov/media/subtopic/sme/dietz.htm



Loel Solomon, PhD, MPP

Vice President
Community Health
Kaiser Permanente

Loel Solomon joined Kaiser Permanente's Community Benefit Program in 2003 and works with other health plan and medical group leaders to establish the strategic direction for Kaiser Permanente's multi-faceted approach to community health. He supports community health efforts being implemented throughout Kaiser Permanente's eight geographic regions and leads development of national partnerships to advance those ends. He serves on the Steering Committee of the Healthy Eating/Active Living Convergence Partnership, and leads the Kaiser Permanente Community Benefit program's overall evaluation effort.

Website: www.kp.org/communityhealth



Maya Rockeymoore, PhD

Director
Leadership for Healthy Communities
President and CEO
Global Policy Solutions

Currently the President and CEO of Global Policy Solutions, Dr. Rockeymoore is a former Adjunct Professor in the Women in Politics Institute at American University. She has also served as the Vice President of Research and Programs at the Congressional Black Caucus Foundation (CBCF), Senior Resident Scholar at the National Urban League, Chief Of Staff to Congressman Charles Rangel (D-NY), Professional Staff on the House Ways and Means Committee, and as a CBCF Legislative Fellow in the office of Congressman Melvin Watt (D-NC) among other positions.

Websites: www.leadershipforhealthycommunities.org
www.globalpolicysolutions.org

How Community Organizations Can Amplify this Message

Endorse this campaign through your communications channels

– Spread the word on Facebook

- Like our official page, www.facebook.com/theweightofthenation 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/>



Potential Format for Screening 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 10-15 minute documentary segment 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>
 - www.communitycommons.org
6. Solidify next steps

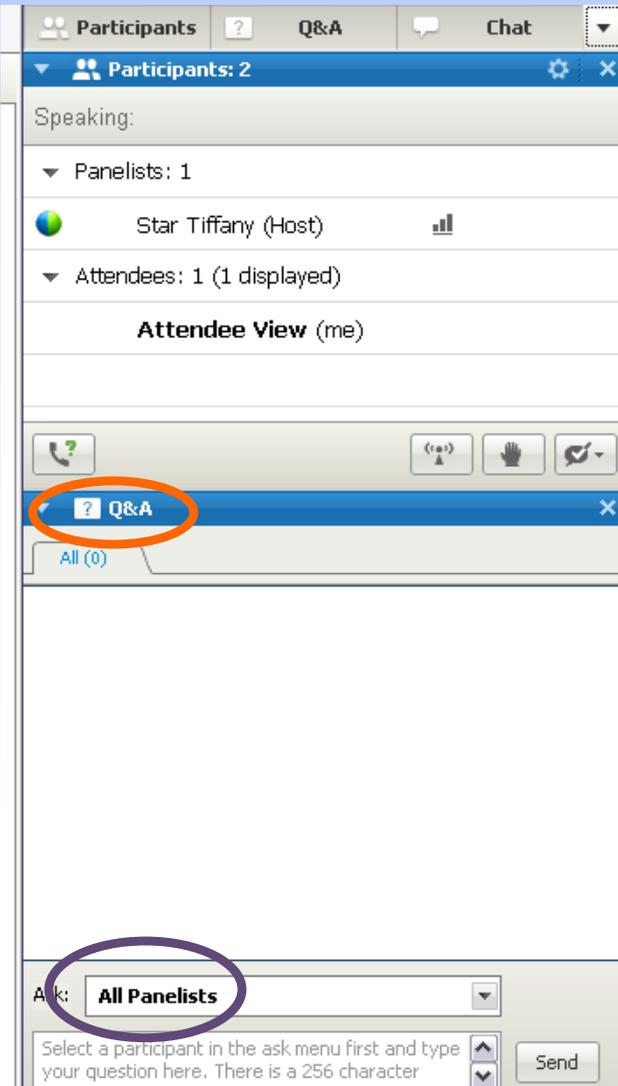
How Community Partners Can Amplify/Spread the Message

- Use national focus and campaign assets to accelerate local agendas and deepen focus on priorities
 - Start/deepen existing conversations on obesity prevention
 - Create new partnerships where they don't already exist
- Issue media releases that point to local solutions and success stories
- Host/co-host a screening to:
 - Bring on new partners
 - Solidify support for key issues and agendas
 - Create dialogue around solutions
- Ensure grantees and local partners are on www.communitycommons.org

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POLL #2

How surprising did you find the information in the presentation?

- a. Shocking: I had no idea how bad the situation is
- b. I am well versed in this subject, but the problem is still more dramatic than I realized
- c. I did not find any of the information surprising
- d. I previously thought the obesity issue was worse than the video indicates

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