

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:

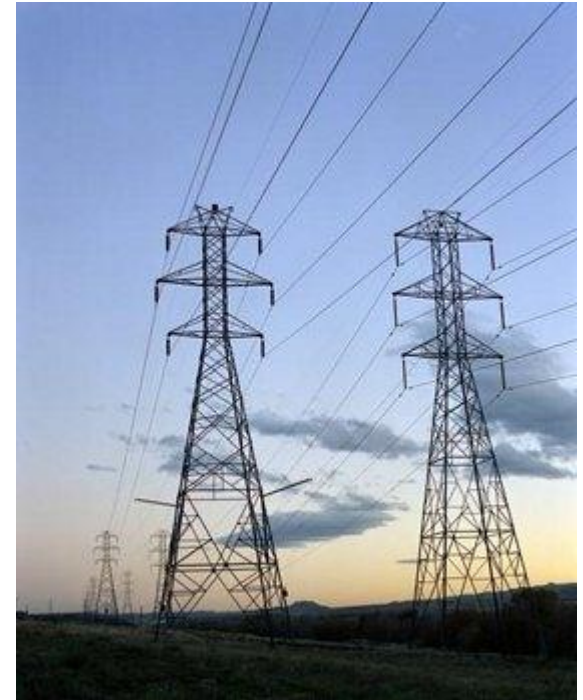
- Stimulate action to improve access to health food options and safe physical activity

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

How Community Organizations Can Amplify this Message

- Endorse this campaign through your communications channels
 - **Spread the word on Facebook**
 - Like our official page, [facebook.com/theweightofthenation](https://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/hashtag/WeightoftheNation) hashtag in your organization's tweets
 - Encouraging constituents to sign the PETITION FOR PROGRESS at [hbo.com/weightofthenation](https://www.hbo.com/weightofthenation)



Potential Format for Screening Events

1. Design event 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 minutes 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
 - HBO.com/weightofthenation
 - 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 CommunityCommons.org