



A FOUR-PART DOCUMENTARY SERIES PREMIERING MAY 2012

THE WEIGHT OF THE NATION



Dialogue4Health – May 1, 2012

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Why The Weight of the Nation?

- Inertia in the face of “shocking statistics”
- Lack of understanding of the science and role of policy and environmental approaches
- So many promising efforts that should be highlighted, learned from, replicated
- Need/opportunity to accelerate the movement

What is The Weight of the Nation?

- Comprehensive public awareness and engagement campaign
- Aimed at catalyzing efforts to combat obesity and improve health outcomes
- Centers around HBO documentaries scheduled to air **May 14 and 15, 2012**. Content will also be available for free on multiple digital platforms (i.e. YouTube, HBO.com)



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Goals of the Campaign

- 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)
- Screen time
- Sugar-Sweetened Beverages
- Food Access
- Agriculture
- Genetics
- Metabolic Research
- Role of Government
- Workforce Wellness

High-Profile Components

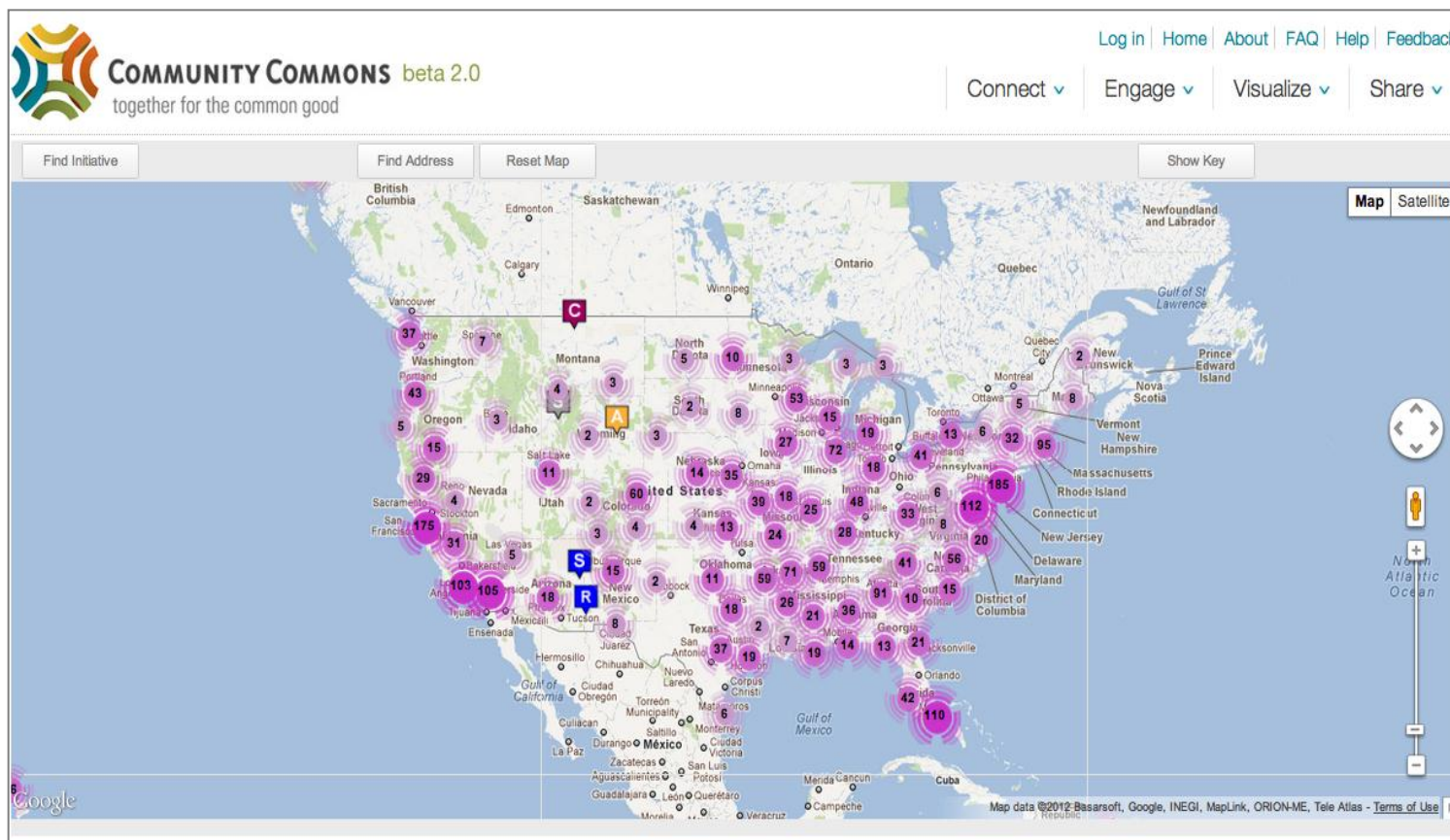
- IOM's Report: *Accelerating Progress in Obesity Prevention*
- The Weight of the Nation: A Four-Part Series
 - Consequences
 - Choices
 - Kids in Crisis
 - Challenges
- The Weight of the Nation – For Kids: A Three-Part Series
- Supplemental Films (10 films on niche topics)
- 40,000+ “Discussion Guides” (film details, DVD's, hosting resources)
- Downloadable “Community Activation Kits” (targeted to orgs / initiatives)
- Online and Social Media Platforms
- Companion Book – “the anti-diet diet book”
- Youth Publications by Scholastic (planning stages)
- Regional Screening Events

Linkage to Resources Powering the Movement

The screenshot shows the HBO website for the documentary series "The Weight of the Nation". At the top, there is a navigation bar with the HBO logo, "HOME | ABOUT", and a Facebook link. Below the navigation bar is a row of ten portraits of individuals. The main title "THE WEIGHT OF THE NATION" is displayed in large white letters on a dark blue background, with the subtitle "A FOUR-PART DOCUMENTARY SERIES PREMIERING MAY 2012" above it. Below the title is another row of ten portraits of individuals. At the bottom of the page, there are logos for HBO DOCUMENTARY FILMS, INSTITUTE OF MEDICINE OF THE NATIONAL ACADEMIES, Michael & Susan Dell FOUNDATION, and KAISER PERMANENTE. There is also a small copyright notice: "© 2012 Home Box Office, Inc. All Rights Reserved."

- Knowledge-building resources on obesity-related issues.
- Access to 4 major films as well as supplemental films/materials.
- Take action to host screenings by requesting screening kits.
- Links to partner organizations and community activation platforms.

Linkage to Resources Powering the Movement



- Searchable profiles of hundreds of place-based community initiatives.
- Mapping, visualization, analytic, impact and communication tools and apps.
- Over 7000 GIS data layers provide mapping at macro and micro levels.
- Peer learning forums for connecting with colleagues.

Event Reel: The Weight of the Nation

HBO

HOME | ABOUT

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