

INTRODUCTION TO THE WEIGHT OF THE NATION

Introduction, Screening Information,
References and Data Sources



Oregon
Health
Authority

PUBLIC HEALTH DIVISION
Center for Prevention and Health Promotion

Weight of the Nation - Introduction

Bringing together the nation's leading research institutions, *The Weight of the Nation* is a presentation of Home Box Office (HBO) and the Institute of Medicine (IOM), in association with the Centers for Disease Control (CDC) and the National Institutes of Health (NIH), and in partnership with the Michael and Susan Dell Foundation and Kaiser Permanente.

The centerpiece of *The Weight of the Nation* is a documentary series featuring case studies, interviews with our nation's leading experts, and individuals and their families struggling with obesity.

The purpose of *The Weight of the Nation* is to raise public awareness of the seriousness of the obesity epidemic in the United States. It also exposes the audience to the multitude of contributing factors including genetics and biology, the environments we live and work in, and the business of food and farming in America. It is more than a series of DVDs, and is intended to be a call to action for examining and discussing the impact obesity has on individuals, families, communities and the nation and solutions to solve the epidemic.

This toolkit, developed by the Oregon Public Health Division Center for Prevention and Health Promotion, focuses on three segments within the documentary series. These segments were selected because they reflect issues common to the population served by many programs within the Health Division. The intent is that organizations and their partners across the state can utilize the kit to start conversations and mobilize action within their community to slow, arrest and eventually reverse the prevalence of obesity and help Oregonians achieve a healthy weight.

Organizing a Weight of the Nation Shorts Screening

Below is a checklist to help you plan a successful screening. If you don't have the HBO screening kit, the bonus short can be viewed on their website:

<http://theweightofthenation.hbo.com/films/bonus-shorts/healthy-mom-healthy-baby-the-risks-of-excess-weight>

To purchase the screening kit which contains the DVD set and discussion guide you can go to:

<http://theweightofthenation.hbo.com/dvd>

Getting Started

- Define the purpose of the screening.
- Preview DVD shorts.
- Decide which DVD shorts to use.
- Identify attendees to invite.
- Create a timeline for accomplishing all tasks.
- Schedule screening date and location space to accommodate attendees.

Promoting the Event

- Create and send a letter of invitation to distribute to community members.
- Create and distribute flyers/posters.

Materials and Equipment

- Agenda and discussion guide for the event.
- Registration or sign-in sheet that requests a name, organization, phone number and email.
- Audio visual equipment, including a TV or projection screen, speakers, microphones and DVD player.
- Event evaluation form.

Checklist continued on next page

During the Event

- Arrange the furniture as you see fit. It is important to ensure all attendees will be able to clearly view the documentary.
- Greet the guests and ask them to sign in.
- Start the event on time.
- Use discussion questions to guide the conversation.
- Determine action steps the group will take.
- Before wrapping up, hand out the evaluation form.

After the Event

- Read through the evaluation forms to gain an understanding of what went well and what could be improved on.
- Follow up with partnering agencies or organizations to complete next steps.





Key References:

Social-Ecological Model provides a framework to illustrate how all elements of society combine to shape an individual's food and physical activity choices, calorie balance and chronic disease risk.

<http://www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/Chapter6.pdf>

The Health Impact Pyramid is a five tier pyramid that describes the impact of different types of public health interventions and provides a framework to improve health. Policy and environmental level interventions can cut across the outer three circles of this model: 1. Structures, Policies, Systems, 2. Community, and 3. Institutions/Organizations

<http://ajph.aphapublications.org/doi/pdf/10.2105/AJPH.2009.185652>

Institute of Medicine, Accelerating Progress in Obesity Prevention:

Solving the Weight of the Nation report focuses on five critical goals for preventing obesity: integrating physical activity into people's daily lives, making healthy food and beverage options available everywhere, transforming marketing and messages about nutrition and activity, making schools a gateway to healthy weights, and galvanizing employers and health care professionals to support healthy lifestyles.

<http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx>

Recommended Community Strategies and Measurements to Prevent Obesity in the United States provides 24 recommended strategies and associated measures that local governments can use to plan and monitor environmental and policy-level changes for obesity prevention. Includes strategies to promote access to affordable healthful food, support healthful food and beverage choices, encourage breastfeeding, encourage physical activity and limit sedentary behavior, create safe and active communities and encourage communities to organize for change.

<http://www.cdc.gov/mmwr/PDF/rr/rr5807.pdf>

Healthy Planning Guide is intended to help public health and planning departments collaborate on strategies to promote healthier communities.

http://www.barhii.org/resources/downloads/barhii_healthy_planning_guide.pdf

Key References *(continued)*:

The CDC Guide to Strategies to Increase Physical Activity in the Community provides guidance for program managers, policy makers, and others on how to select strategies to increase physical activity.

http://www.cdc.gov/obesity/downloads/PA_2011_WEB.pdf

The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables provides guidance for program managers, policy makers and others on how to select strategies to increase the consumption of fruits and vegetables.

http://www.cdc.gov/obesity/downloads/FandV_2011_WEB_TAG508.pdf

CDC Chronic Disease State Policy Tracking System Online, searchable database of state policies related to nutrition, obesity and physical activity. Searchable by year, state, topics and settings.

<http://apps.nccd.cdc.gov/CDPHPPolicySearch/Default.aspx#>

Yale Rudd Center for Food Policy & Obesity A research and public policy organization devoted to preventing obesity and reducing weight stigma

<http://www.yaleruddcenter.org/>

Data Sources:

Gathering national, state and county-level data on obesity disparities, and the social and environmental factors that contribute to them, is an important step toward addressing obesity disparities.

National: CDC Obesity & Overweight Facts & Map. A new Obesity Map was released in August of 2012. Changes to the data methodology result in new baseline for estimated state adult obesity prevalence starting with the 2011 data. <http://www.cdc.gov/obesity/data/adult.html>

State: The Oregon Overweight, Obesity, Physical Activity and Nutrition Facts ("PAN Facts") is a reference presenting the most recent data on physical activity, nutrition, overweight and obesity in Oregon. This fifth edition provides up-to-date information on each topic through the lens of basic demographics such as age, sex, education, income and body weight status. <http://public.health.oregon.gov/PreventionWellness/PhysicalActivity/Pages/pubs.aspx>

County: The County Health Rankings rank the health of nearly every county in the nation and show that much of what affects health occurs outside of the doctor's office. The County Health Rankings confirm the role that factors

such as education, jobs, income, and environment play in how healthy people are and how long they live. Benton County is ranked the healthiest county in Oregon <http://www.countyhealthrankings.org/#app/oregon/2012>

County or Tribal: Most counties and tribes in Oregon completed a community assessment using the Centers for Disease Control and Prevention CHANGE Tool. Using the data from this tool, community coalitions drafted five-year plans describing how to reduce tobacco use, increase physical activity and increase healthy eating in their community. <https://public.health.oregon.gov/ProviderPartnerResources/LocalHealthDepartmentResources/Pages/lhd.aspx>

Regional Equity Coalitions: The Oregon Health Authority funds three community led coalitions focused on health equity. These are the Linn-Benton Health Equity Alliance; the Let's Talk Diversity Coalition, and the HOPE Coalition. Coalitions cover multiple county and geographic areas. Each is in the process of implementing a community plan to increase health equity through system and environmental changes focused on reducing tobacco use among other priorities.

<http://www.oregon.gov/oha/oei/pages/grantees.aspx>



Online Training Opportunities:

The Power of Policy: APHA is hosting a series of webinars aimed at improving the capacity of state, tribal, local or territorial health departments to use policy as a tool to improve population health.

Healthy Corner Stores 101: This brief introduction to the corner store movement explores the successes and challenges of healthy corner store conversions, with a particular focus on strategies for financing this work.

Creating Healthier Communities through Policy Change is an introduction to creating more vibrant, equitable, and healthy communities. The content will cover the difference between policies and programs, how to change the social norms that affect health outcomes and the eight critical elements of ChangeLab Solutions' trademark approach to effective policy development. This training includes using and building an evidence base, ensuring legal and financial feasibility, approaching solutions to health inequities and taking implementation and enforcement considerations into account.

The Health Equity and Prevention Primer serves as a web-based training series for public health practitioners and advocates interested in policy advocacy, community change and multi-sector engagement to achieve health equity. The Primer helps practitioners integrate a health equity lens into their initiatives in pursuit of overall health.



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