

TO WIN, WE HAVE TO LOSE.

THE WEIGHT OF THE NATION

CONFRONTING AMERICA'S OBESITY EPIDEMIC

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**Presentation to Nursing Professional
Advisory Committee (N-PAC)**

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An Unprecedented Collaboration

A presentation of
HBO and the
Institute of Medicine,
in association with
CDC and **NIH** and in
partnership with the
**Michael & Susan Dell
Foundation** and
Kaiser Permanente.

The screenshot shows the HBO website interface for the documentary 'The Weight of the Nation'. At the top, the HBO logo is on the left, and navigation links for 'HOME', 'ABOUT', 'SCREENING KIT', and 'TRAILER' are in the center. On the right, there is a Facebook social media widget with the text 'Like this page on Facebook' and a 'Like' button showing 912 likes. The main content area features a large, stylized map of the United States with a cracked, distressed texture. Overlaid on the map is the title 'THE WEIGHT OF THE NATION' in large, bold, red, distressed font. Above the title, the text 'TO WIN, WE HAVE TO LOSE.' is displayed in blue and red. Below the title, it says 'PREMIERING MAY 14TH & 15TH'. At the bottom of the map area, the text 'CONFRONTING AMERICA'S OBESITY EPIDEMIC' is written in blue. At the very bottom of the page, there is a white button with the text 'Take Action / Host a Screening' and a blue circular icon.

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

www.nih.gov/health/NIHandweightofthenation/

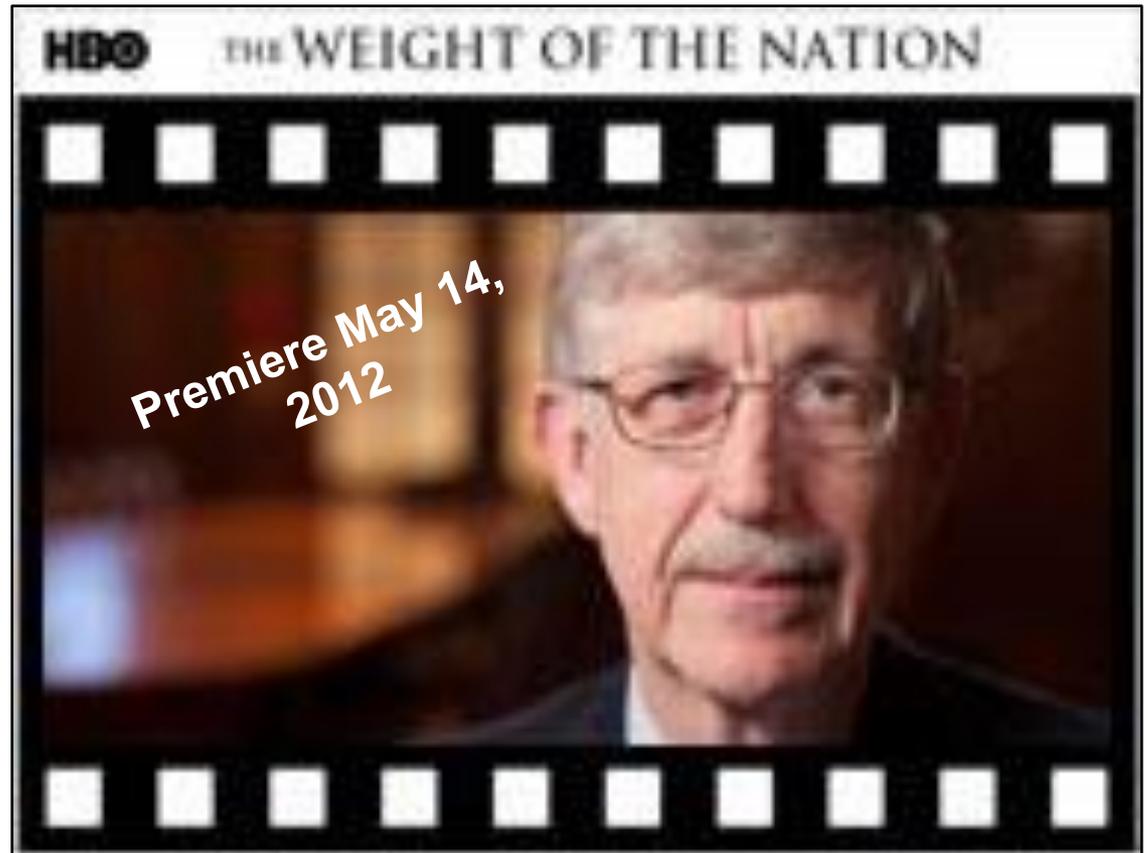
The Weight of the Nation Films

The centerpiece of the campaign is a four-part documentary series:

- ▶ Consequences
- ▶ Choices
- ▶ Children in Crisis
- ▶ Challenges

12 short films (diabetes, CVD, NIH research)

Trailer



<http://theweightofthenation.hbo.com/films/trailer>

▶ **4 Documentary Films
(2012)**

- Consequences
- Choices
- Children in Crisis
- Challenges

▶ **3 Children's Films**

- The Rethinkers (2012)
- Kabreeya's Salad Days (2013)
- QuizEd! (2013)

▶ **12 Bonus Short Films**

- Healthy Mom, Healthy Baby
- Obesity and Type 2 Diabetes
- A Model of Community Action (Santa Ana, CA)
- Nashville Takes Action
- Can Excess Weight Lead to Heart Disease?
- Poverty and Obesity
- Stigma: The Human Cost of Obesity
- How Wellness Programs Can Help the Workforce
- The Biology of Weight Loss
- Is Weight Something We Inherit?
- Healthy Foods and Obesity Prevention
- Obesity Research and the NIH

Use the WOTN Films

- ▶ To promote healthy eating and active living
- ▶ To start a discussion with patients and others about health consequences of carrying extra weight
- ▶ To learn more about obesity's causes, its impacts and the steps you can take for yourself, your family and your community

How Can I Prevent Type 2 Diabetes



<http://theweightofthenation.hbo.com/films/main-films/Choices>



<http://www.youtube.com/watch?v=Cj-6n1pefG8&feature=youtu.be>

The Takeaway

- ▶ Small differences matter
- ▶ Knowing the risk factors for diabetes is important
- ▶ Taking action is critical
- ▶ Modest weight loss can produce big health benefits
- ▶ It's never too late to feel better

Additional NIH Resources

NIH Home > Health Information

HEALTH INFORMATION



Health Information

Health Info Lines

Health Services Locator 

HealthCare.gov 

Talking to Your Doctor

Clinical Trials and You

Community Resources

Science Education Resources

MedlinePlus Health Info

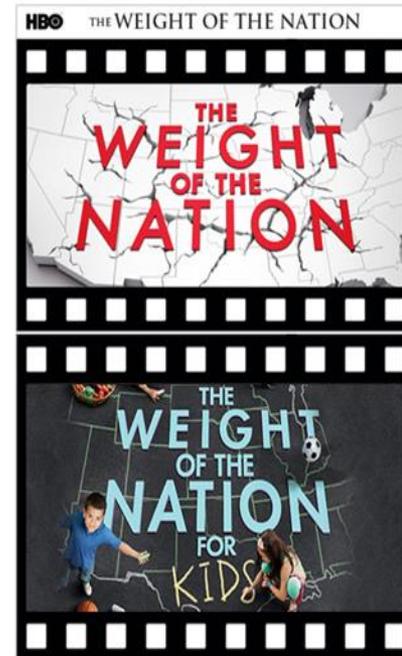
NIH Social Media

NIH and the Weight of the Nation

An Emmy-nominated HBO Documentary Films series on obesity, “The Weight of the Nation,” premiered in May 2012. The four-part series—Consequences, Choices, Children in Crisis, and Challenges—highlighted several NIH research advances and addressed the factors contributing to the country’s obesity problem. In May 2013, HBO will air three films for youth and their families entitled “The Weight of the Nation for Kids.”

Together, the films are the centerpiece to a public awareness campaign, which also includes 12 short films, a website and social media, and a nationwide community-based outreach effort using free film discussion guides and other tools. To request a film screening kit, view the films, or find related materials, visit hbo.com/theweightofthenation. 

In April 2013, “The Weight of the Nation” collaboration received the HHS*innovates* award from U.S. Secretary of Health and Human Services Kathleen Sebelius. For more about HHS*innovates*: www.hhs.gov/open/initiatives/hhsinnovates/.



View “The Weight of the Nation” at HBO.com 

www.nih.gov/health/NIHandweightofthenation/

THANK YOU !

Countless individuals showed outstanding dedication and teamwork in creating these films.

Thank you to everyone!



Questions?