

Weight of the Nation

Launching a Movement to Combat Obesity



“Cause was a driving force in helping Kaiser Permanente use The Weight of the Nation to promote individual and family health. Their execution was flawless, and the initiative was a win-win for our team, our partners, and the communities we serve.”

*– Holly Potter, Former
Vice President of
Brand Communication*

Opportunity

Kaiser Permanente joined with HBO, the Institute of Medicine, the National Institutes of Health, the Centers for Disease Control and Prevention, and the Michael & Susan Dell Foundation to create The Weight of the Nation, a documentary film series that launched one of the nation’s largest and most ambitious public health campaigns on obesity. Cause was tapped to create this nationwide community benefit campaign, which included the development of common language, goals, and deliverables among the partner organizations.

Strategy

We designed and produced screening and educational events across the country, using the films to start a dialogue with community leaders, policymakers, foundation leaders, nonprofits, physicians, and families. In addition, Cause created materials and guides so that community partners, health educators, and families could continue to host their own educational events, using the series as the centerpiece of the larger public awareness campaign to combat obesity.

Outcomes and Impact

Film screenings in 13 communities anchored the campaign and brought credibility and visibility to the issue. And our capacity building tools multiplied the reach of the campaign by enabling hundreds of additional communities to host screenings, deliver programs, and set up their own infrastructure for sustainable engagement. Our online toolkit, for example, made resources accessible in multiple languages and, ultimately, helped underserved and hard-to-reach audiences to gain greater agency over their own health and the health of their communities. The collaborative’s effectiveness also demonstrated the power of cross-sector partnerships in driving measurable population health change.