



Kaiser Permanente

Building collaboratives to improve health and strengthen community capacity

ISSUE Obesity has reached epidemic levels in all segments of our society, but too often responses to this issue have remained siloed by both industry and geography – leaving well-intentioned efforts disjointed and unable to fulfill their true potential as positive interventions.

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. Knowing we had the necessary reach and trust within the nonprofit sector, Cause Communications was tapped to create this nationwide community benefit campaign, which included the development of common language, goals, and deliverables among the partner organizations.

STRATEGY Drawing on our decades of success partnering with frontline community benefit organizations, 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 film as the centerpiece of the larger public awareness campaign to combat obesity. The strategies that drove both the event and capacity building pieces of the campaign were rooted in a deep understanding of the role of Social Determinants of Health. We also prioritized listening to community partners so that we could be responsive to their needs while also accelerating their growth.

OUTCOMES & IMPACT The “marquee” 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 ongoing, sustainable local engagement. Our online toolkit, for example, made resources accessible in multiple languages and, ultimately, enabled underserved and hard-to-reach audiences gain greater agency over their own health and the health of their communities. We deftly invested the project's \$1 million budget and one-year timeline to ensure communities were well-equipped long after the campaign. And we guided a collaborative that exemplified the true potential of cross-sector partnerships: public, philanthropic, corporate, and community stakeholders came together to co-create new interventions and supports that would not have been possible alone.

TACTICS

- Communications strategy & implementation
- Project management and partner facilitation
- Campaign identity
- Positioning and message development
- Web tools design & development
- Print collateral
- Multicultural marketing
- Media relations



Campaign Tagline

“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, Vice President of Brand Communication



Print Ad

Portland, don't weight... thrive!

NOW SHOWING

KAISER PERMANENTE NORTHWEST PRESENTS
AN HBO SCREENING PREMIERE
OF THE WEIGHT OF THE NATION

See the sneak preview of *The Weight of the Nation*, an HBO documentary series, created in partnership with Kaiser Permanente, addressing the national obesity epidemic. This four-part series highlights the facts and myths of this urgent public health issue, and proposes solutions you can put into practice in our area.

The film was developed in partnership with Kaiser Permanente, the Institute of Medicine in association with the Centers for Disease Control and Prevention, the National Institutes of Health, and the Michael & Susan Dell Foundation.

KAISER PERMANENTE®

Colorado, don't weight... thrive!

Please join Kaiser Permanente Colorado for the Thrive Health Expo and HBO Screening Premiere

This event is made possible locally with the help of El Paso County Public Health, LiveWell Colorado Springs and The Healthy Community Collaborative. *The Weight of the Nation* documentary was created by HBO in partnership with Kaiser Permanente.

FRIDAY, APRIL 27, 2012

Centennial Hall
200 S. Cascade Avenue, Colorado Springs, Colorado

Health Expo (5:00pm)
With tips on healthy living and prizes

Welcome (6:00pm)
Introduction to the Healthy Community Collaborative

Screening (6:30pm)
THE WEIGHT OF THE NATION Screening – “Challenges”
“Weigh In on the Weight of El Paso County” (7:35pm)
Discussion with local experts
Event and parking are free.

See a sneak preview of *The Weight of the Nation*, an HBO documentary series, created in partnership with Kaiser Permanente, addressing the national obesity epidemic. This four-part series highlights the facts and myths of this urgent public health issue, and proposes solutions communities can put into practice in Colorado Springs.

The film was developed in partnership with Kaiser Permanente and the Institute of Medicine, in association with the Centers for Disease Control and Prevention, the National Institutes of Health, and the Michael & Susan Dell Foundation.

THE WEIGHT OF THE NATION

KAISER PERMANENTE®

QUESTIONS? CALL KAISER PERMANENTE COLORADO AT 719-867-2100.

Event Poster