



Kaiser Permanente

BACKGROUND 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 public health campaigns on obesity. 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 We 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.

OUTCOME Approximately 5,000 people attended the screenings in 13 communities, which led to hundreds of additional community screenings. The campaign also won an HPRMA award for community relations, and continues to be widely recognized as a key resource in helping bring awareness to the issue of childhood obesity. The campaign continues to be in use today and is liked by over 45,000 people on Facebook.

TACTICS

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

“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



Campaign Tagline



Print Ad

Event Poster