

TO WIN, WE HAVE TO LOSE

THE
WEIGHT
OF THE
NATION
FOR KIDS

Screening to Action:
Quickstart Guide

The idea of kids standing up to this problem really does matter because it is showing that we see the problem...if we don't start making the change then how do we expect for others to make the change with us?

Victoria Carter, member of The Rethinkers—as quoted in *The Great Cafeteria Takeover*

Introduction

The Weight of the Nation[™], a national public health campaign focused on the obesity epidemic in the United States, premiered in May 2012 with the airing of a film series produced by HBO Documentary Films.

As part of continued efforts to promote a national conversation about obesity, HBO has released a new three-part film series *The Weight of the Nation for Kids*. Each film spotlights middle school and high school aged youth who are taking the initiative to change the food and physical activity environments in their community as a way to address the growing obesity epidemic.

This *Screening to Action: Quickstart Guide* was created to spark community action to address childhood obesity and its causes within a school-based setting, youth serving organizations, or the broader community. The tools in this guide will help you host a screening event where participants learn more about the health and social problems related to obesity, discover shared interests, and identify opportunities to improve the health and well-being of youth and families. It can be adapted to your own needs, objectives and goals. We suggest that you start with what is offered here and choose the pieces that fit your situation to make it your own.

The *Weight of the Nation for Kids* partners include HBO and the Institute of Medicine (IOM), in association with the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH), and in partnership with the Michael & Susan Dell Foundation and Kaiser Permanente.

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Contents

4

Pre-event

- Create a Community Commons account 4
- Host a planning meeting 5
- Familiarize your planning team with the films 5
- Set your goals 6
- Select a film 7
- Plan your event 7

8

Event

- Facilitation 8
- Facilitator resources 8
- Agenda 9

12

Post-event

- Host a post-screening meeting 12
- Share your stories 12

13

Resources

- Acknowledgements 13
- Online Resources 13
- Screening to Action Handout 14

Pre-event

Whether you are hosting a small gathering or a large community event, each experience will benefit from careful planning. This guide assumes a six- to eight-week timeline for you to fully implement all of the planning steps. You may need more or less time depending on the size of your group and who is involved.

Create a Community Commons account

Community Commons is a website and online community that allows organizations to connect with others, share stories and strategies, and use the latest data, maps, and reporting tools to make real change. It's highly recommended that each school or youth organization open a free account on Community Commons. <http://www.communitycommons.org/>

Your Community Commons account will allow you to access:

The Screening to Action: Quickstart Guides

The Weight of the Nation for Kids Screening to Action: Quickstart Guide and *The Weight of the Nation™ Screening to Action: Quickstart Guide* for the original films can both be found here. The guides serve as resources designed to assist individuals, community groups or school groups in planning a screening event that will lead to individual, organizational and collective action.

Related resources

Find maps and reporting tools, research and video content that can help strengthen your planning and implementation efforts.

Community stories

Schools and neighborhoods throughout the nation are facing similar health challenges. By joining *The Weight of the Nation™* group on Community Commons, you'll be able to preview what others are doing and perhaps gather a few ideas for your school or community change project.

To learn more about the health of your community or neighborhood visit <http://www.communitycommons.org/maps-data> to gain access to a variety of easy to use resources and tools.

To explore how to create a culture of health in schools, visit Thriving Schools, a partnership for healthy students, staff and teachers, that offers resources to support you in promoting healthy eating, encouraging physical activity and creating healthy school environments. <http://thrivingschools.kaiserpermanente.org/>

Pre-event, *continued*

Host a planning meeting

You will want to recruit an organizing team that includes a mix of youth and adults. Hosting a planning meeting will give your group an opportunity to screen *The Weight of the Nation for Kids* films and begin making decisions on how the Screening to Action Guide can be useful to your school or community.

Additionally, this meeting may serve as a time to explore existing and/or emerging youth-focused health initiatives that can help guide your planning.

Also visit “*The Weight of the Nation for Kids* Moving to Action Resources” in the online resources. <http://www.communitycommons.org/wotn-move-action>

Familiarize your planning team with the films

The Weight of the Nation for Kids film series is available free of charge on <http://theweightofthenation.hbo.com>. You can also request a screening kit at <http://theweightofthenation.hbo.com/screenings>

The Great Cafeteria Takeover follows a group of youth in New Orleans that were determined to make an impact in their community during the post-Hurricane Katrina recovery and rebuilding period. They eventually succeeded in changing their school lunch menus to include healthier options.

Kebreeya’s Salad Days is the story of 17-year-old Kebreeya Lewis, whose fierce persistence allowed her to achieve her goal of having a salad bar to serve all of the students in her high school cafeteria in North Carolina.

Quiz Ed! is a documentary-style quiz show that polls young people, ranging from 10 to 18 years of age, using riddles about food and activity factors that are contributing to the obesity epidemic. Everyone can play the game as the film unfolds, and some of the answers will come as a surprise.

For detailed film information visit “The Weight of the Nation for Kids Film Overviews and Strategies” in the online resources. <http://www.communitycommons.org/wotn-overview-strategies>

Pre-event, *continued*

Set Your Goals

Setting clear goals for the screening will help you create a satisfying experience for participants and increase the likelihood that your event will lead to action. The activity below will help you set goal statements for your event.

Think about the following questions:

- What do you seek to accomplish with a Screening to Action event?
- What is already happening in your school or community to fight obesity and its causes?
- What strengths, assets and initiatives can you build on?
- Who is part of the solution that needs to be invited to the conversation?
- What roles do you imagine people might play in taking collective action?

Please finish the following sentence. (For ideas, see the hypothetical examples below.)

We are hosting a *The Weight of the Nation*[™] Screening to Action event in order to:

- build support for a recently developed school wellness policy that features healthy cafeteria changes and guidelines for food sold at school fundraisers.
- encourage a school to join the Alliance for a Healthier Generation's Healthy Schools Program by building understanding about the role of schools in creating healthy choices.
- kickoff a strategic planning process for how to better engage youth in shared-decision making exercises to address youth obesity.
- engage families and youth-focused organizations in a series of conversations to promote healthier environments for youth at home, at school and in the community.

Pre-event, *continued*

Select a film

As a planning team, determine which of the three films will help you the most to make progress toward the goal you've identified. This guide includes a ready-to-use agenda that can be used with any of *The Weight of the Nation for Kids* films. Detailed film summaries can be found at "*The Weight of the Nation for Kids* Film Overviews and Strategies" in the online resources.

<http://www.communitycommons.org/wotn-overview-strategies>

If you're not sure where to begin, an alternative agenda that features segments from all three films is available in the "Screening to Action Agendas" section of the online resources. This broader agenda may be useful if your goal is to link different groups already working on these issues or to start new conversations that lead to action.

<http://www.communitycommons.org/wotn-agendas>

Plan your screening event

The steps below provide an overview of the actions necessary to plan a successful Screening to Action event.

10 easy steps

1. Assemble an organizing team of people of diverse ages and backgrounds
2. Review your goals and make updates as needed
3. Identify a facilitator(s) and prepare that person(s) for the event
4. Set a date and location that is easily accessible to all
5. Recruit participants from your school or community
6. Spread the word in as many ways as possible
7. Plan and coordinate day-of logistics
8. Gather the materials you will need in one place
9. Reconfirm and remind your participants
10. Have FUN and take photos and videos during your event

For more detailed planning information visit "Planning Your Screening to Action Event" in the online resources. <http://www.communitycommons.org/wotn-planning>

The Weight of the Nation™ website has key video clips, facts and infographics about obesity that you can include in your outreach. <http://theweightofthenation.hbo.com/digital-assets>

Event

Facilitation

The facilitator plays an important role for meeting success. Being comfortable with the meeting format, timing and key activities will assure discussions lead to clearly defined actions that carry the momentum forward after the meeting.

Remember that the Screening to Action event is about collective participation and action. If you notice that some people are more engaged than others, try to find creative ways to encourage balanced sharing.

Make an effort to truly engage youth in the shared decision-making and leadership roles. Consider identifying youth to assist in the welcome, to lead the physical activities, and/or to conduct the report outs during the event.

Facilitator Resources

A Screening to Action Handout has been developed to assist participants in recording notes and keeping track of next steps. It will serve as companion to the activities featured in the agenda and can be found at the end of this guide.

For more detailed facilitator information visit “Facilitator Tips” in the online resources. This includes material on understanding your role, helping the group establish ground rules, monitoring the group process, and asking follow up questions.

<http://www.communitycommons.org/wotn-facilitator-tips>

Agenda

It may not be easy for some people or groups to gather for a single meeting. If necessary, consider dividing this into two one-hour sessions. If divided, it will be important to hold the two sessions as close in time as possible to each other, such as brown bag lunch sessions on back-to-back days.

The facilitator’s agenda below is organized in a “Watch, Talk, Moving to Action” format. It will take approximately 90–100 minutes to complete your screening event. Feel free to use your own language and context when asking questions. The statements below are only suggestions for how your discussions may flow.

There is a Screening to Action Handout also available in the resources section to help participants take notes, jot down ideas and keep track of next steps.

Facilitator's Agenda

Welcome 10 min

For tips on how to conduct introductions with different sized groups, visit "Facilitator Tips" in the online resources. <http://www.communitycommons.org/wotn-facilitator-tips>

- Welcome and thank everyone for being present
- Invite attendees to briefly introduce themselves
- Review meeting goals and objectives
- Share any existing and/or emerging youth-focused health initiatives in your community (and invite attendees to add to the list)
- Distribute and go over the Screening to Action Handout

Part 1: Watch 25 min

- Introduce the film
- Provide a brief introduction of the film you've selected for the screening event.

The Great Cafeteria Takeover follows a group of youth in New Orleans that were determined to make an impact in their community during the post-Hurricane Katrina recovery and rebuilding period. They eventually succeeded in changing their school lunch menus to include healthier options.

Kebreeya's Salad Days is the story of 17-year-old Kebreeya Lewis, whose fierce persistence allowed her to achieve her goal of having a salad bar to serve all of the students in her high school cafeteria in North Carolina.

Quiz Ed! is a documentary-style quiz show that polls young people, ranging from 10 to 18 years of age, using riddles about the food and activity factors that are contributing to the obesity epidemic. Everyone can play the game as the film unfolds, and some answers will come as a surprise.

- Watch the film

Part 2: Talk 25 min

- Divide participants evenly into small groups (5-6 people per group). Try to have diverse representation in each group; this will add to the richness of the conversation. To get started, invite the groups to take about 15 minutes to respond to and discuss the following questions:
- What intrigued or surprised you most?
- How are similar issues impacting your school or community?
- What ideas came to mind after watching the film for improving the food and/or physical activity environments in your school or community?

Facilitator's Agenda, *continued*

Part 2: Talk *continued*

Encourage youth to actively participate in the discussion. Ask them to serve as spokespersons for their respective groups when it is time to report out.

- Here are some additional questions to help guide your discussion based on the film you selected for the screening.

The Great Cafeteria Takeover

- What can we learn from this film (or from our own experiences) about how youth and adults can work together effectively to impact institutional decisions and policies about the food available in our schools?
- What student organizations exist in your school or community that can support increased access to healthy food options?
- How can adults support kids organize activities that address youth obesity?

Kebreeya's Salad Days

- Who are the potential "Kebreeyas" in your organization or community?
- What does the film say about the power of an individual to effect change?
- What types of changes might be accomplished more effectively by people and groups working together?

Quiz Ed!

- What areas in your community can be better utilized to promote physical activity?
 - What are some other ways outside of sports leagues that kids can maintain physical activity away from school?
 - What are some innovative ways to incorporate the use of technology to encourage kids to become more physically active?
- After about 15 minutes, ask groups to develop a list of two or three ideas that your organization or community can begin working on to address youth obesity. Participants can jot their ideas down on the Screening to Action Handout. After the exercise is complete, ask each group to share their responses aloud.

Stretch Break ~5 min

- Consider providing locally grown produce or other fresh fruits and vegetables as a snack
- End the break with a simple physical exercise (e.g. 10 arm rotations, march in place for 20 seconds, stretching, etc.)

Facilitator's Agenda, *continued*

Part 3: Moving to Action 25 min

- Reassemble as a large group and remind attendees that they may want to record any new ideas or responses for the following activities on their Screening to Action Handout.
- Invite participants to take a few moments to assess the action ideas and determine which ones they are most enthusiastic about pursuing further. Recall any other youth-focused health initiatives in your community and identify if there are any potential opportunities to join pre-existing opportunities. Here are a few questions to get the conversation started:
 - What strategies seem most promising?
 - Do any of the ideas fit well with existing and/or emerging youth-focused health initiatives in your community?
 - As a group, what do you see as the top two or three ideas?
- After the top two or three ideas have been selected it will be important to begin planning your next steps in order to bring these ideas to life. Ask what next steps the group can take:
 - What are your thoughts and feelings about the selected strategies? Can you see yourself joining an effort to make one or more of these options happen?
 - Who needs to be involved? What resources are needed?
 - What individual and/or collective next steps need to take place?
 - Make plans to meet again as a group.

Closing 10 min

- Provide a brief summary of the event.
- Discuss next steps and let attendees know how and when the organizing team will follow-up. If a post-event meeting has been scheduled, invite participants to attend.
- Ask if participants are interested in (a) hosting this type of event with other groups and/or (b) hosting another screening event that focuses on other related topics or strategies.
- Thank everyone for participating and inform them that there may be opportunities to seek out organizations or join e-mailing lists to get involved in other ways locally.
- Enjoy the next step, Moving to Action!

For related topics or strategy information, visit "The Weight of the Nation for Kids Film Overviews and Strategies" in the online resources. <http://www.communitycommons.org/wotn-overview-strategies/>

Post Event

Host a post-screening meeting

This meeting serves as an opportunity for event organizers and other interested volunteers to revisit some of the overall themes, takeaways and next steps from the screening event. Here are a few starter questions for your post-screening meeting:

- What actions and strategies were described during the screening event?
- What did you hear in terms of energy, commitments and willingness to engage?
- What challenges or barriers were raised (and were there any suggested strategies for overcoming these)?
- Who else needs to be involved?
- What is the group going to do next?

Share your stories

Hopefully you took a lot of great photos and heard some inspiring stories. Share those with *The Weight of the Nation*[™] group on Community Commons <http://www.communitycommons.org/wotn> on *The Weight of the Nation*[™] Facebook page <http://facebook.com/theweightofthenation>.

You will get a chance to see what other people around the country are doing after hosting their own screening event. You can also connect with other organizers to ask questions, share tips, and find out what's working.

Not sure how to share your story? Visit <http://www.communitycommons.org/wotn> to complete a simple online form and someone from the Community Commons team will be in contact to help you.

Thank you in advance for sharing your experiences and results with others working to accelerate the progress being made against youth obesity.

Acknowledgements

The authors of the Quickstart Guide are grateful to HBO, the Institute of Medicine, the Centers for Disease Control and Prevention, The National Institutes of Health, Michael & Susan Dell Foundation, and Kaiser Permanente for creating and financing *The Weight of the Nation™* and *The Weight of the Nation for Kids*. Some of the material in this *Screening to Action: Quickstart Guide* was drawn from the HBO Screening Kit and Kaiser Permanente's Community Activation Kit.

Thank you to Loel Solomon, Tyler Norris and the Community Benefit and Brand Communications departments of Kaiser Permanente for inviting Community Initiatives, a network of individuals and partner organizations dedicated to building healthy and whole communities, to create this Quickstart Guide for communities and organizations that want to engage residents in dialogue and collective action to fight obesity. Thank you also to Advancing the Movement and the Community Commons team for providing additional insight and support.

This *Screening-to-Action: Quickstart Guide* was written and produced by a team at Community Initiatives, including Marcais Frazier, Chris Paterson, Monte Roulier, and Michelle Windmoeller.

Online Resources

All online resources can be found at <http://www.communitycommons.org/wotn>

- Planning Your Screening to Action Event
- Facilitator Tips
- Room Set Up and Equipment
- Screening to Action Agendas
- *The Weight of the Nation for Kids* Moving to Action Resources
- *The Weight of the Nation for Kids* Youth Health Facts
- *The Weight of the Nation for Kids* Film Overviews and Strategies
- *The Weight of the Nation™* Moving to Action Resources
- *The Weight of the Nation™* Film Index and Strategy Guide
- *The Weight of the Nation™* Bonus Shorts: Themes and Recommendations

The Weight of the Nation for Kids

Screening to Action: Quickstart Guide Handout

General notes,
questions and ideas

Part 2: Talk

The two or three ideas that my
organization or community can
begin working on are...

- 1.
- 2.
- 3.

Personal reflections and next steps

What did I find most compelling
about the conversation today?

What will I do next?

Share your stories on Community Commons and <http://facebook.com/theweightofthenation>

What will the group do next and when?

Additional thoughts: