

Screening to Action Large Community Event Agenda

This agenda is designed for a group of twenty to hundreds of people. Use this to host a 2.5–3 hour screening and conversation for a coalition, a leadership summit, or a community-wide gathering.

The goals of this agenda are to

- Build relationships among participants
- Learn about the obesity epidemic
- Share information about existing community efforts
- Determine community priorities
- Identify action steps

Feel free to use your own language and context when asking questions. The statements below are only suggestions for how your discussion may flow.

Consider building a “walk and talk” into the agenda to integrate physical activity into the meeting.

Welcome 15 min

Please see Facilitator Tips on page 19 for suggested ground rules.

- Welcome everyone and do introductions of key participants
- Briefly review goals of the screening and dialogue
- Establish ground rules

Share our experiences

10–15 min

- Invite participants to discuss these questions with the person sitting next to them.
 - Briefly describe what brought you to this meeting.
 - Obesity can be a challenging topic to discuss. What makes it hard to talk about weight and obesity?
- Invite several people to share highlights of their discussion with the whole group.

Watch *The Weight of the Nation™*: Part 4

20–70 min

Screen chapters 1 & 11 from *The Weight of the Nation™* Part 4: Challenges (18 min).

If you have more than two hours, consider showing additional chapters or all of Part 4 (68 min).

- Introduce film
HBO created *The Weight of the Nation™* a 4-part documentary to confront America’s obesity epidemic in order to help us
 - Learn more about America’s obesity epidemic.
 - Hear what communities around the country are doing to change things.
 - Spark ideas for what we can do here.

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Explore actions we can take

30–45 min

Project the discussion questions on a screen or post them on flipchart paper where everyone can see them.

Capture the key ideas from this discussion electronically or on newsprint.

For Communities That Are Just Getting Started With Efforts to Fight Obesity

- Invite participants to discuss these questions at their table or with two or three people sitting next to them.
 - What stood out for you when you watched the film?
 - The film gave examples of several kinds of actions communities are taking to reduce obesity and improve health. Which of these seem especially promising?
 - Implement workplace wellness
 - Build new parks, bike paths or sidewalks
 - Create community gardens at schools
 - Distribute healthy food through supermarkets, food carts, or roving trucks
 - If we wanted to make a change in our community that would make a big difference, what would that change be?
- Invite several people to share a few highlights from their discussion with the whole group.

For Communities That Have Existing Coalitions or Projects Underway to Fight Obesity

- Invite participants to discuss these questions with two or three people sitting next to them:
 - What stood out for you when you watched the film? 10 min
- Give presentation or distribute fact sheet to describe current efforts. 10 min
- Discuss local efforts. 25 min
Invite participants to discuss these questions at their table or with two or three people sitting next to them:
 - How would you characterize our current efforts? What seems to be working well? Are there examples from the film that could work well here? What strengths can we build on?
- Invite several people to share the highlights of their discussions with the whole group.

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Priority setting activity

15–30 min

Decide on a technique ahead of time to help participants prioritize possible actions. Below are a few suggestions:

Invite each table to share their top 1 or 2 priorities with the larger group

Electronic voting using keypad polling or cellphones.

“Dot” voting using large pieces of newsprint containing each of the ideas and sticky dots

- Invite participants to choose their top priorities. Offer a list of choices that includes examples from *The Weight of the Nation™* list below. Also include examples from local initiatives.
 - Examples of possible actions from *The Weight of the Nation™*
 - Implement workplace wellness
 - Build new parks or create community gardens
 - Build bike paths and increase sidewalks
 - Increase amount of physical activity children get at school
 - Create safe routes so children can walk to school
 - Serve healthier school lunches
 - Open a supermarket or distribute food through roving trucks
- Invite someone to read through the list of possible actions.
 - Ask if anything important is missing and add it to the list
 - Once the list is complete, invite people to surface their top 2–3 priorities

Break

5 min

- During the break, review the results of the priority setting exercise and prepare to report them back to the group.

Plan next steps

15 min

- Present the top priorities back to the group, looking for areas where there may be energy for further action
- Invite and gain agreement on next steps to be taken to make progress on the top priorities that were just identified. Possible next steps:
 - Continue the dialogue on one of the priorities (see Moving to Action on page 16)
 - Join existing efforts
 - Contact local officials and policy makers
 - Identify and agree on next steps and who is responsible for them
 - Thank everyone for participating