

**Appendix**  
**Impact of *Weight of the Nation* Community Screenings on Obesity-Related Beliefs**  
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**Appendix Table 1.** Short-term Change in Efficacy, Intentions for Action, and Support for Policy Changes by BMI Status

	Pre Mean (SE)	Post Mean (SE)	Change Mean (95% CI)
<b>Self-efficacy for achieving a healthy weight (individual)</b>			
Underweight	3.58 (0.26)	4.11 (0.25)	<b>0.53 (0.18)<sup>a</sup></b>
Normal weight	4.40 (0.05)	4.51 (0.04)	<b>0.10 (0.04)<sup>b</sup></b>
Overweight	3.86 (0.08)	4.11 (0.08)	<b>0.24 (0.07)<sup>b</sup></b>
Obese	3.44 (0.14)	4.00 (0.11)	0.57 (0.10)
<b>Self-efficacy for community-level change on obesity</b>			
Underweight	3.50 (0.27)	3.64 (0.26)	0.15 (0.25)
Normal weight	3.18 (0.07)	3.51 (0.06)	0.33 (0.05)
Overweight	2.98 (0.09)	3.35 (0.09)	0.38 (0.08)
Obese	3.27 (0.14)	3.54 (0.13)	0.27 (0.13)
<b>Collective efficacy for community-level change on obesity</b>			
Underweight	3.61 (0.23)	3.87 (0.21)	0.26 (0.22)
Normal weight	3.65 (0.05)	3.86 (0.05)	0.22 (0.05)
Overweight	3.41 (0.08)	3.72 (0.08)	0.32 (0.07)
Obese	3.70 (0.12)	3.96 (0.11)	0.27 (0.11)
<b>Intentions for achieving a healthy weight (individual)</b>			
Underweight	3.84 (0.28)	4.00 (0.26)	0.16 (0.16)
Normal weight	4.47 (0.05)	4.65 (0.04)	0.18 (0.04)
Overweight	4.20 (0.08)	4.32 (0.08)	0.12 (0.06)
Obese	4.06 (0.14)	4.37 (0.11)	0.33 (0.12)
<b>Intentions for community action on obesity</b>			
Underweight	3.29 (0.35)	3.67 (0.29)	0.34 (0.20)
Normal weight	3.20 (0.07)	3.58 (0.06)	0.39 (0.05)
Overweight	3.08 (0.10)	3.46 (0.10)	0.39 (0.07)
Obese	3.43 (0.15)	3.58 (0.14)	0.16 (0.11)
<b>Support for policy changes that may affect obesity</b>			
<b>Restricting advertising of high-fat and high-sugar foods to children</b>			
Underweight	3.74 (0.31)	4.05 (0.31)	0.32 (0.19)
Normal weight	4.43 (0.06)	4.65 (0.05)	0.23 (0.05)
Overweight	4.28 (0.09)	4.37 (0.09)	0.08 (0.08)
Obese	4.25 (0.13)	4.35 (0.12)	0.12 (0.14)
<b>Increasing the price of less healthy foods</b>			
Underweight	3.50 (0.28)	3.83 (0.32)	0.33 (0.21)
Normal weight	3.80 (0.08)	4.18 (0.07)	0.35 (0.05)

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Overweight	3.63 (0.12)	4.11 (0.11)	0.46 (0.09)
Obese	3.63 (0.17)	3.97 (0.15)	0.31 (0.10)
Changing government farm subsidies to encourage fruit and vegetable production			
Underweight	4.28 (0.25)	4.22 (0.31)	0.06 (0.20)
Normal weight	4.41 (0.05)	4.71 (0.04)	0.30 (0.05)
Overweight	4.41 (0.08)	4.52 (0.08)	0.11 (0.07)
Obese	4.45 (0.10)	4.72 (0.07)	0.28 (0.11)

*Note:* Boldface indicates statistical significance ( $p < 0.05$ ). ANOVA with Tukey post-hoc comparisons used to assess differences between BMI groups.

<sup>a</sup> Indicates mean change different from mean change of normal weight BMI group.

<sup>b</sup> Indicates mean change different from mean change of obese BMI group.

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Weight of the Nation Community Screening Survey



Completing this brief survey will assist us in learning about your impressions of the *Weight of the Nation* documentary. You may choose not to answer any questions on this survey. Also, all of your answers will remain confidential.

Date: \_\_\_\_\_

Survey code:

**1. Which parts of *The Weight of the Nation* documentary series have you seen before today?**

- Video 1: Consequences                       Video 4: Challenges                       None  
 Video 2: Choices                               Video short (Please specify below)       Other (Please specify below)  
 Video 3: Children in Crisis                      \_\_\_\_\_                      \_\_\_\_\_

**Consider the following definitions when answering the questions below:**

Policy – laws, rules, or regulations put in place by national/local government or organizations. *Examples:* federal regulations about food marketing; worksite rules allowing 15 minute activity breaks.

Environment – aspects of a person’s physical surroundings that impact obesity. *Examples:* presence of sidewalks, community gardens, and parks; lower prices for healthy food in a cafeteria or restaurant

**2. How confident are you about the following:**

	Not at all confident		Somewhat confident		Extremely confident
I believe <u>I can achieve or maintain a healthy weight</u> .	1	2	3	4	5
I believe <u>I can influence policies</u> that affect obesity.	1	2	3	4	5
I believe <u>I can influence factors in the environment</u> that affect obesity.	1	2	3	4	5
I believe <u>my community can influence policies</u> that affect obesity.	1	2	3	4	5
I believe <u>my community can influence factors in the environment</u> that affect obesity.	1	2	3	4	5

**3. How likely or unlikely is it that you will take these actions in the *next 6 weeks*:**

	Extremely unlikely		Somewhat likely		Extremely likely
I intend to take action toward achieving or maintaining a healthy weight for myself.	1	2	3	4	5
I intend to take action to influence policies that promote healthy weight.	1	2	3	4	5
I intend to take action toward making my community an environment that promotes healthy weight.	1	2	3	4	5

**4. Do you support or oppose the following policy changes:**

	Strongly Oppose	Oppose	No Opinion	Support	Strongly Support
Restricting advertising of high-fat and high-sugar foods to children?	1	2	3	4	5
Increasing the price of less healthy foods?	1	2	3	4	5
Changing government farm subsidies to encourage fruit and vegetable production?	1	2	3	4	5

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**5. Do you work (either paid or volunteer) in a health- or public health-related field?**

- Yes  No

**6. In thinking about your average week, how much of your time at work is spent on obesity-related issues?**

- None  25-49%  100%  
 1-24%  50-99%

**7. What is your gender?**

- Male  Female

**8. What is your race or ethnic identity? Check all that apply.**

- White  Hispanic or Latino  American Indian or Alaska Native  
 Black or African American  Asian-Pacific Islander  Other (please specify) \_\_\_\_\_

**9. What is your age?**

- < 18  25-34  45-64  
 18-24  35-44  65+

**10. What is the highest level of education you have completed?**

- Less than high school  2 year college degree (Associates)  Doctoral degree  
 High school/GED  4 year college degree (BA, BS)  Professional degree  
 Some college  Master's degree

**11. About how much do you weigh without shoes?**

\_\_\_\_ pounds

**12. About how tall are you without shoes?**

\_\_\_\_ feet \_\_\_\_ inches

**13. Has a health care professional ever told you that you are overweight or at risk for being overweight?**

- Yes  No  Don't know

**14. Do you now consider yourself to be overweight, underweight, or about right for your height?**

- Overweight  
 Underweight  
 About right  
 Don't know

**15. In general, would you say that your health is:**

Poor 1	Fair 2	Good 3	Very Good 4	Excellent 5
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**\*STOP! PLEASE DO NOT RESPOND TO THE QUESTIONS BELOW UNTIL YOU HAVE WATCHED THE ENTIRE DOCUMENTARY.\***

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**1. How confident are you about the following:**

	Not at all confident		Somewhat confident		Extremely confident
I believe <u>I can achieve or maintain a healthy weight.</u>	1	2	3	4	5
I believe <u>I can influence policies</u> that affect obesity.	1	2	3	4	5
I believe <u>I can influence factors in the environment</u> that affect obesity.	1	2	3	4	5
I believe <u>my community can influence policies</u> that affect obesity.	1	2	3	4	5
I believe <u>my community can influence factors in the environment</u> that affect obesity.	1	2	3	4	5

**2. How likely or unlikely is it that you will take these actions in the *next 6 weeks*:**

	Extremely unlikely		Somewhat likely		Extremely likely
I intend to take action toward achieving or maintaining a healthy weight for myself.	1	2	3	4	5
I intend to take action to influence policies that promote healthy weight.	1	2	3	4	5
I intend to take action toward making my community an environment that promotes healthy weight.	1	2	3	4	5

**3. Do you support or oppose the following policy changes:**

	Strongly Oppose	Oppose	No Opinion	Support	Strongly Support
Restricting advertising of high-fat and high-sugar foods to children?	1	2	3	4	5
Increasing the price of less healthy foods?	1	2	3	4	5
Changing government farm subsidies to encourage fruit and vegetable production?	1	2	3	4	5

**4. How effective do you think this documentary will be in getting people to:**

	Not at all effective		Somewhat effective		Very effective
Take action toward achieving or maintaining a healthy weight?	1	2	3	4	5
Take action toward making one's community an environment that promotes healthy weight?	1	2	3	4	5
Take action to influence policies that promote healthy weight?	1	2	3	4	5

**5. Do you plan to talk with anyone about the *Weight of the Nation* documentary? (check all that apply)**

- No one                                       Co-worker                                       Policy maker                                       Friend  
 Neighbor                                       Classmate                                       Spouse/Significant other                                       Family member  
 People at this screening                                       Other (please specify) \_\_\_\_\_

**6. How would you describe this documentary? (circle the number that best reflects your opinion)**

Can't be trusted	1	2	3	4	5	Can be trusted
Inaccurate	1	2	3	4	5	Accurate
Unfair	1	2	3	4	5	Fair
Doesn't tell the whole story	1	2	3	4	5	Tells the whole story
Biased	1	2	3	4	5	Unbiased
Not intellectually stimulating	1	2	3	4	5	Intellectually stimulating
Does not present clear information	1	2	3	4	5	Presents clear information
Does not reveal new information	1	2	3	4	5	Reveals new information

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Forgettable	1	2	3	4	5	Memorable
Not convincing	1	2	3	4	5	Convincing

**7. How does each of the following affect your perception of the documentary's credibility?**

	Very negatively		Neutral		Very positively
Production by HBO	1	2	3	4	5
Production by the Institute of Medicine	1	2	3	4	5
Association with the Centers for Disease Control and Prevention	1	2	3	4	5
Association with the National Institutes of Health	1	2	3	4	5
Partnership with Kaiser Permanente	1	2	3	4	5
Partnership with Michael and Susan Dell Foundation	1	2	3	4	5
Explanations provided by experts in the film	1	2	3	4	5
Testimony of those struggling with overweight/obesity	1	2	3	4	5
Perspective offered by <i>other</i> community members	1	2	3	4	5
Presentation of data/statistics	1	2	3	4	5

**8. How would you describe the conversation that took place after the documentary today?**

Not at all constructive		Somewhat constructive		Very constructive	N/A
1	2	3	4	5	

**9. How likely is it that you will do the following in the *next 6 weeks*?**

	Extremely Unlikely		Somewhat Likely		Extremely Likely
Talk with family about making changes at home	1	2	3	4	5
Talk with neighbors and friends about making changes in your community	1	2	3	4	5
Get involved with a community organization	1	2	3	4	5
Write, email, or call a local decision maker	1	2	3	4	5
Write, email, or call a state decision maker	1	2	3	4	5
Write, email, or call a federal decision maker	1	2	3	4	5
Write a letter to the newspaper	1	2	3	4	5
Get involved with my child's school	1	2	3	4	5
Take steps for myself to get more physical activity	1	2	3	4	5
Take steps for myself to have a healthier diet	1	2	3	4	5
Other (please specify) _____	1	2	3	4	5

**10. Which *single* action item from the list above are you most likely to take in the *next 6 weeks*? Please list the action item below and describe how you plan to accomplish it.**

**Action item:**

**Plan:**

**11. If you have any other thoughts on the documentary or this survey, please state them below.**

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**12. May we contact you via email in 6 weeks to ask you a few follow-up questions? All participants who provide us with their valid email address below will be entered into a drawing to win 1 of 3 \$75 Amazon gift cards. Those who fill out the survey in 6 weeks will be entered into another drawing to win 1 of 3 \$100 Amazon gift cards. Your email address will not be shared with anyone outside of our research team.**

**My email address (please print clearly): \_\_\_\_\_**