The Public Good Projects/A Healthy America Team Conducts Site Visit in East Tennessee

The Tennessee Institute of Public Health (TNIPH), housed in the ETSU College of Public Health, hosted the Public Good Projects and the Tennessee Department of Health on a visit to northeast Tennessee. The group was exploring the potential role the region could play as a pilot site for a national initiative called “A Healthy America.” In collaboration with the Institute of Medicine, “A Healthy America” is mounting a marketing campaign that will utilize the power of media and storytelling to impact and ultimately change the behaviors and culture that impact our health.

John Hoffman, creator of the award winning HBO Documentary Series “The Weight of the Nation” and his team from the newly formed The Public Good Projects, a non-profit media company, along with Morgan Kanarek from the Institute of Medicine, visited East Tennessee on November 9 – November 12, 2014. The regional tour was orchestrated by Ginny Kidwell, TNIPH director, and included a regional stakeholders event hosted by Dr. Randy Wykoff, dean of the ETSU College of Public Health.

The project is supported by the Bristol-Myers Squibb Foundation, and foundation director Patti Doykos was among the distinguished visitors to the region. The visiting team met with innovators from various sectors that have implemented new approaches to preventing chronic disease, community organizations working to improve the health of people suffering from chronic disease, and with individuals whose stories underline the importance of this region’s prevention efforts.