



OBESITY CARE WEEK

CHAMPION PROSPECTUS

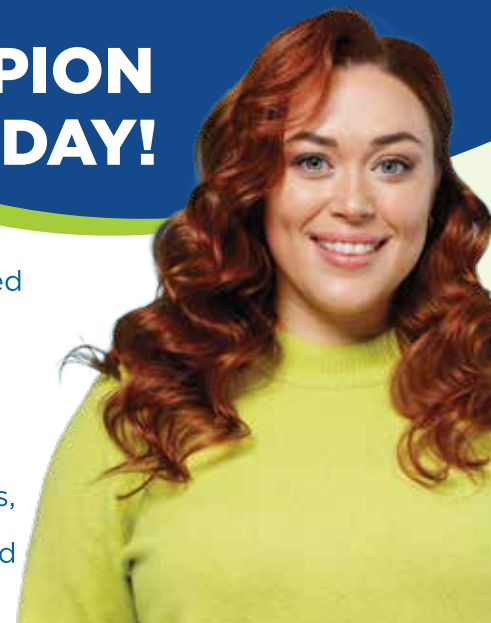
Obesity Care Week

February 27th- March 5th, 2022



SUPPORT OBESITY CARE WEEK –

BECOME A CHAMPION TODAY!



WHAT IS OCW?

Obesity Care Week (OCW) is an awareness week aimed at increasing understanding about the disease of obesity, prevention, treatments, weight bias, access to care issues and most importantly – **CHANGING THE WAY WE CARE ABOUT OBESITY.**

MISSION

To advance a science-based understanding of obesity and widespread access to respectful, comprehensive and appropriate care.

VISION

A society that understands, respects and accepts the complexities of obesity and values science-based care.

OCW TARGET AUDIENCES:

Public
Healthcare
Providers
Policy Makers

OCW will help to educate and activate individuals, healthcare facilities and others to change the way we care about obesity!

OCW Priority Issue Areas:



Recognize obesity as a serious disease



Combat weight bias and stigma



Treat obesity with science-based treatments



Advocate for access to care



Expand prevention programs

THE NEED FOR OCW...

Today, more than 40% of the U.S. adult population is affected by the disease of obesity. For too long, people with obesity have been stigmatized, preventing the effective treatment of the disease. Now, more than ever, the U.S. needs to take obesity seriously and **CHANGE THE WAY WE CARE!** Data suggests that half of people with obesity report they have never had a conversation about their weight with a healthcare provider (HCP), and only 4 in 10 patients say they have been counseled about their weight by their HCP.

To address these national and societal issues, the Obesity Action Coalition (OAC), The Obesity Society (TOS), the STOP Obesity Alliance, the Obesity Medicine Association (OMA) and the American Society for Metabolic and Bariatric Surgery (ASMBS) launched OCW with a vision to create a society that understands, respects and accepts the complexities of obesity and values science-based care. **OCW will achieve this vision to change the way we care about obesity by:**

ELEVATING societal awareness of the disease of obesity, those affected by it, its science-based treatments and weight bias.

BUILDING a fact-based understanding of obesity among individuals impacted by the disease, healthcare professionals, medical societies, policy makers, payers, and other stakeholders.

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week™

OCW has welcomed organizations and partners from all throughout the world in an effort to raise awareness of the week and its mission.

FACILITATING a shift to science-based treatments for those living with obesity.

OCW HIGHLIGHTS

More than **100**
Champion
Organizations Supported
OCW2021



Individuals from **80**
Countries
Participated in OCW2021



More than **135**
Legislative
visits



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OCW2021 generated
71.2
Million
Media Impressions



More than
5,200 **Social**
Media Users
Participated in OCW2021



More than **42,000**
Social Media
Interactions



WHAT DOES IT MEAN TO BE A “CHAMPION” OF OCW?



Being a Champion of OCW is one of the most powerful ways your organization can lend its voice and support this national effort to raise awareness of obesity, its treatments, weight bias, access to care and much more! Let’s take a closer look at what your organization can do as a Champion:



E-communication

As an OCW Champion, one of your most powerful resources is the reach you have within your own organization. All Champions are encouraged to send at least one electronic communication (email, e-blast, etc.) to your members stating your involvement in OCW and highlighting the week.



Social Media

Today, the power of social media is truly paramount to any other form of mass communication. For OCW, we need your help and reach via your social media channels. Here are just some of the various social tactics you can take part in for OCW:

- Change your organization’s profile picture/icon to the OCW logo for the week of OCW.
- Post on all platforms in support of OCW (content for posts will be provided).
- Post about each area of interest (content for posts will be provided).



Share Your Voice

Champions are welcome to designate a spokesperson from their organization that will make themselves available for any potential media interviews (web, print, radio, television, etc.).



Media

The media is a great resource to help get the word out about OCW. Sending out a news release stating your organization’s support of OCW is an excellent way to raise awareness of OCW. The OAC is able to create a media list of potential influencers in your area upon request.



And More!

We welcome any unique ideas to raise awareness of OCW that your organization may be able to provide. Please let us know what you want to do!

BENEFITS OF BEING A OCW CHAMPION:

We know your organization’s time and resources are extremely valuable and we’re grateful for your interest in supporting OCW. In return for your support, we would like to offer the following benefits to your organization:



A formal, individual announcement of the organization as a “Champion” on all OCW social media platforms



Champion name and logo on OCW website



Champion name listed in written media-related activities (news releases)



Champion website link on the OCW website.

PROUDLY BROUGHT TO YOU BY:



Ready to Become a OCW Champion?

If you would like to have your organization help support OCW by becoming a Champion, please email info@obesitycareweek.org for more information. We are excited to have you be part of Obesity Care Week!