



“I never realized how my weight was impacting my health.”

“I wasn't sure how to talk about my weight with my doctor.”

“I was ready to make a change, but I didn't know how.”

If you're reading this article, then the chance of you having said one of the above quotes is pretty good. But what if you haven't?

- WHAT IF YOU HAVEN'T ADDRESSED YOUR WEIGHT?
- WHAT IF YOU HAVEN'T SPOKEN TO YOUR HEALTHCARE PROVIDER ABOUT YOUR WEIGHT?
- WHAT IF YOU HAVE A LOVED-ONE OR FRIEND WHO WANTS TO ADDRESS THEIR WEIGHT BUT DOESN'T KNOW WHERE TO START?
- WHAT DO YOU DO?
- WHAT CAN YOU OFFER THEM?
- WHERE DO YOU START?

Well, the OAC has the answer and it's the *Your Weight Matters* Campaign.



## Focus of the Campaign

The *Your Weight Matters* Campaign, originally unveiled in 2010, will be re-launched this spring with brand new features, including a new Web site, a new Toolkit and much more. The focus of the *Your Weight Matters* Campaign is simple – Measure your weight and talk to your healthcare provider about how it may be impacting your health.

The OAC knows that one of the most difficult parts of battling excess weight or obesity is having that conversation with your healthcare provider. The goal of the *Your Weight Matters* campaign is to make the conversation easy for you.



## Get Started!

First things first, how does weight impact health? Located on the Campaign Web site, [www.YourWeightMatters.org](http://www.YourWeightMatters.org), you will first learn how weight impacts health in a variety of ways. Weight can impact your physical health, mental health and emotional health. There are more than 40 obesity-related conditions associated with excess weight, such as type 2 diabetes, hypertension, sleep apnea, some cancers and more. All of these obesity-related conditions have serious health implications and need to be addressed.

## The Challenge

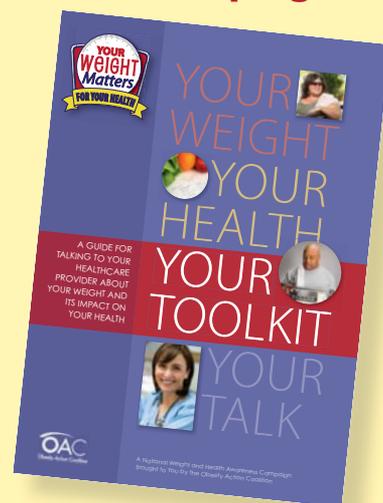
Taking the *Your Weight Matters* Challenge is simple. The Campaign challenge is a quick online form where you make the pledge to speak to your healthcare provider about your weight. But that conversation isn't always easy, right? It's not, and that is where the Campaign comes into play.

All those who take the Campaign challenge will receive the FREE *Your Weight Matters* Campaign Toolkit in the mail.

## The Your Weight Matters Campaign Toolkit

The *Your Weight Matters* Campaign Toolkit was specifically designed with you in mind. This toolkit will prepare you for that important conversation of weight with your healthcare provider.

Inside your toolkit you will find useful information on the following topics, sample questions for your first appointment with your healthcare provider and much more:

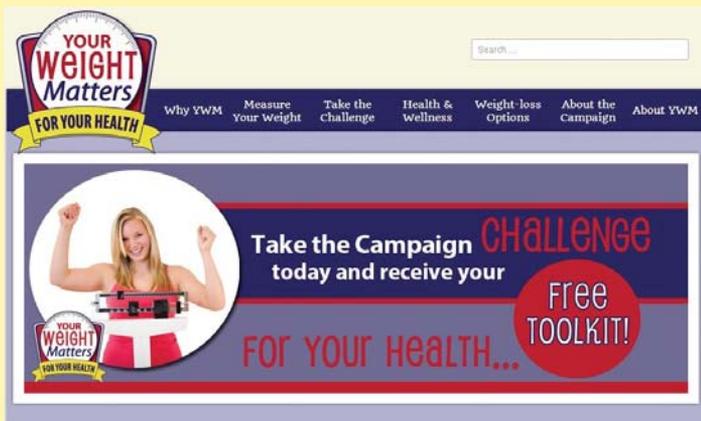


- Weight and Health
- Emotional Issues and Weight
- Health and Wellness Tips
- Weight-loss Options
- Benefits of Weight-loss
- Food Journal
- Body Mass Index (BMI) Chart
- And Much More!

The toolkit will help you prepare for your first appointment with your healthcare provider and it will help you in your weight-loss journey by providing you with basic resources to manage your weight and improve your health.

## Measure Your Weight

Next, you will measure your weight through body mass index (BMI) or waist circumference. Each method is simple to use and will help you identify your weight category. Once you measure your weight, if you find that you are affected by excess weight, obesity or severe obesity, you will then have the opportunity to take the *Your Weight Matters* Challenge.



## Family Members and Friends

The conversation of weight is never an easy one, especially when trying to talk to a loved-one or friend.

If you've already addressed your weight but have a family member or friend who has not, the *Your Weight Matters* Campaign is an excellent resource to help them learn more about how their weight impacts their health.

Located on the Campaign Web site, we've created a special section titled "Loved Ones and Weight" under the "Health and Wellness" tab. In this section, we offer information and tips on how to talk to a loved one or friend about their weight.



The *Your Weight Matters* Convention is designed to be a welcoming environment where any individual can come to learn useful, evidence-based weight management strategies to improve their health. Visit [www.YWMConvention.com](http://www.YWMConvention.com) for more information.

## Join the Campaign's Social Network

Stay connected with the *Your Weight Matters* Campaign and encourage others to learn more about it by joining the Campaign on Facebook, Twitter or Pinterest. Visit the Campaign Web site at [www>YourWeightMatters.org](http://www>YourWeightMatters.org), scroll to the bottom of the home page, and click on either social networking icon to join us today!



## Help Spread the Word

If you've already taken the *Your Weight Matters* Challenge, there are a variety of ways you can help us spread the word about the Campaign!

### Help Promote the *Your Weight Matters* Campaign

We've developed a special section on the Campaign Web site to help you promote this campaign. Visit the Campaign Web site and click on the "Promote the Campaign" link in the Sitemap section at the bottom of the website. This page will give you all the tools and resources you need to help us spread the word, such as:

- Sample newsletter stories to submit to your company newsletter
- Sample social media posts
- *Your Weight Matters* Campaign postcard
- Downloadable banner ads
- and much more!

### Attend the *Your Weight Matters* Annual Convention

Taking the Campaign Challenge is the first step in addressing your weight and improving your health. As you progress on your weight-loss journey, education will be the key to improving your health. The Obesity Action Coalition (OAC),

founders of the *Your Weight Matters* Campaign, host an event, titled *Your Weight Matters* National Convention, designed for those interested in learning more about weight and how it impacts their health.



## DO IT FOR YOUR HEALTH

As you know, weight and health go hand-in-hand. Having this important conversation with your healthcare provider, or encouraging a family member or friend to do so, can greatly impact your life and help you manage your weight and health.

The goal of the *Your Weight Matters* Campaign is simple – talk to your healthcare provider about your weight. Why do you need to have this conversation? Because *YOUR WEIGHT MATTERS – FOR YOUR HEALTH!*



Visit

[www>YourWeightMatters.org](http://www>YourWeightMatters.org)

Today and Take the Challenge!

# Membership Application

## OAC Membership Categories

(select one)

- Individual Membership: \$20/year
- Institutional Membership: \$500/year
- Chairman's Council Membership: \$1,000+/year

## OAC Membership Add-ons

### Add-on 1: Educational Resources

To order bulk copies of OAC resources, members can purchase educational packages. If you'd like to order resources, select one of the below packages.

- Standard Package**  
10-50 pieces/quarter \$50
- Deluxe Package**  
51-100 pieces/quarter \$100
- Premium Package**  
101-250 pieces/quarter \$150

### Add-on 2: Make a General Donation

Make a tax-deductible donation to the OAC when joining as a member. Your donation helps the OAC's educational and advocacy efforts.

- \$5
- \$10
- \$25
- \$50
- \$100
- Other \_\_\_\_\_

## Membership/Add-on Totals:

Membership Category: \$ \_\_\_\_\_

Add-on 1 (if applicable): + \$ \_\_\_\_\_

Add-on 2 (if applicable): + \$ \_\_\_\_\_

**TOTAL MEMBERSHIP PAYMENT:** \$ \_\_\_\_\_

## Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Information

- Check (payable to the OAC) for \$ \_\_\_\_\_.
- Credit card for my TOTAL membership payment of \$ \_\_\_\_\_.
  - Discover®
  - Visa®
  - MasterCard®
  - Amex®

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

### RETURN TO:

**Mail:** OAC  
4511 North Himes Ave., Ste. 250  
Tampa, FL 33614

**Fax:** (813) 873-7838

# OAC

## MEMBERSHIP



## Building a Coalition of those Affected

The OAC is the **ONLY** non-profit organization whose sole focus is helping those affected by obesity. The OAC is a great place to turn if you are looking for a way to get involved and give back to the cause of obesity.

There are a variety of ways that you can make a difference, but the first-step is to become an OAC Member. The great thing about OAC membership is that you can be as involved as you would like. Simply being a member contributes to the cause of obesity.

## Why YOU Should Become an OAC Member

Quite simply, because the voice of those affected needs to be built! The OAC not only provides valuable public education on obesity, but we also conduct a variety of advocacy efforts. With advocacy, our voice must be strong. And, membership is what gives the OAC its strong voice.

# Membership Benefits

## Benefits to Individual Membership

- Official welcome letter and membership card
- Annual subscription to the OAC's publication, *Your Weight Matters Magazine*
- Subscriptions to the *OAC Members Make a Difference* and *Obesity Action Alert* monthly e-newsletters
- "Bias Buster" Alerts, alerting specifically to issues of weight bias
- Immediate Advocacy Alerts on urgent advocacy issues and access to the OAC's expert advocacy team
- Ability to lend your voice to the cause

