

THE  
BEST  
IS YET TO  
COME

THE *best* IS YET TO *come...*



# OAC MISSION

The mission of the Obesity Action Coalition is to elevate and empower those affected by obesity through education, advocacy and support. We want to create a society where:

- All individuals are treated with respect and without discrimination or bias regardless of their size or weight;
- Those affected by the disease of obesity have the right to access safe and effective treatment options; and
- All individuals understand that when it comes to health, **Your Weight Matters.**



# TABLE OF CONTENTS

○	<b>Letter from OAC Leadership</b>	<b>05</b>
○	<b>Education</b>	<b>06</b>
○	<b>Advocacy</b>	<b>08</b>
○	<b>Stop Weight Bias</b>	<b>10</b>
○	<b>Support</b>	<b>11</b>
○	<b>Awareness</b>	<b>12</b>
○	<b>Financials</b>	<b>13</b>

## LETTER FROM OAC LEADERSHIP

The theme of this year's report is **The Best is Yet to Come**. The Obesity Action Coalition (OAC) has set the groundwork to make a profound impact in our mission to elevate and empower all those affected by obesity in the coming year. In 2021, it became clear that we've already made an incredible impact in the key areas we fight: education, advocacy, support and awareness. We're confident as we move forward into 2022, we'll see significant breakthroughs in how our society cares for people living with obesity.

Along with our force of advocates, we were able to gain momentum in our determination to end weight bias and discrimination, expand access to care and ensure each person affected by obesity has a voice in the room where decisions are being made. Throughout the year, the OAC expanded our efforts to influence policy at the local, state and federal levels. We worked to enact weight bias legislation, pass the Treat and Reduce Obesity Act and act as the voice for fighting for the dignity of each person affected by obesity.

In January, we launched our newest awareness campaign: Stop Weight Bias, a movement that has been more than two years in the making. The campaign is committed to raising awareness, pushing equality forward and building a better world, free of weight bias, where everyone is treated with dignity and respect. Stop Weight Bias will change the way people are treated in the workplace, by their healthcare providers, while in school and at home.

While the Stop Weight Bias Campaign brought weight discrimination into the spotlight as an injustice that cannot be tolerated, our education continued to combat misinformation about obesity that continues. We continued our commitment to provide science-based education through more virtual opportunities than ever before, bringing OAC into the homes of more than 2,500 individuals.

This report showcases the strength and power of our Community. It's because of the incredible support we receive that we've been able to lay the essential groundwork to demand and create change in our fight for progress. As we stand on the brink of change, we are continually grateful for the generosity of our donors and volunteers who have supported our mission to elevate and empower all those affected by obesity.



**Joe Nadglowski**  
OAC President & CEO



**Patty Nece, JD**  
OAC Chair

# EDUCATION

More Americans than ever before are living with obesity, yet there continues to be an abundance of misinformation abound. The OAC reaffirmed our commitment to creating no-cost, science-based education that focuses on clarifying the true causes of obesity, exploring successful treatments and combating harmful misconceptions. In 2021, we brought new and diverse educational opportunities to individuals that need them most.

## → YWM-Virtual

In July, the OAC hosted our 10<sup>th</sup> Annual *Your Weight Matters* National Convention, **YWM2021 – Virtual**, providing science-based education, advocacy and support to more than 2,000 individuals. We welcomed individuals from all 50 states throughout the U.S. and 48 countries worldwide at this year's Convention. From insightful educational sessions on mental health and obesity, regulating body weight and managing weight with technology and much more, **YWM2021** offered something for everyone.



“

We continually strive to offer attendees a unique experience providing useful education that they can use in their journey with weight and health. Through open conversation and education, the OAC was able to help people recharge their health and their minds.

”

- Joe Nadglowski, OAC President & CEO

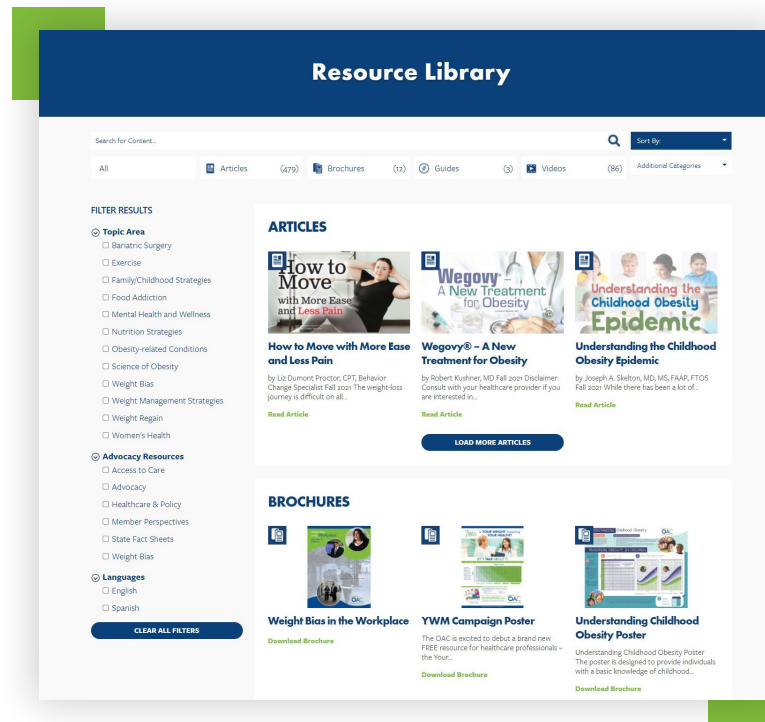


## → Introducing the Resource Library

Released with our recent website upgrades, our newest educational tool, the OAC Resource Library, features a wealth of information on topics such as, nutrition strategies, the science of obesity, bariatric surgery, weight bias, exercise, and much more! The library was developed to be a helpful resource to make all of OAC's education easy to find and access, all in one platform. The Library includes helpful tools to quickly find the topic you are looking for, including a robust search and filter feature. From resource articles to videos to guides, the OAC Resource Library is a true testament to the unparalleled science-based education that the OAC is known and respected for.

## → Expanding Virtual Education

The OAC launched our newest no-cost educational program for our Community in early 2021, **OAC Health Talks**. Health Talks are educational videos that dive deeper into relevant health and wellness topics. Designed as short, 20-min educational videos, Health Talks are designed to connect our Community to topics that we know are important in their everyday life. OAC was proud to produce four OAC Health Talks in 2021 and will expand this program in 2022 to offer bi-monthly educational videos.



## Our Impact: Educational Spotlights

### 100,000 pieces

In 2021, the OAC sent nearly **100,000 pieces** of science-based educational materials at no cost to individuals that were seeking vital health and wellness information.

### 32 experts

Throughout the year, OAC brought **32 experts**, renowned in their field, to the table to discuss everything from physical and mental health to the science behind BMI, and everything in between.

### 2,500 individuals

More than **2,500 individuals** from across the globe joined us LIVE in 2021. Participants were able to ask questions and share experiences in real-time.

### 27 interactive educational opportunities

In 2021, the OAC provided **27 interactive educational opportunities**, bringing viewers into discussions on timely topics and conversations important to our Community.

# ADVOCACY

Grounded in our values. Backed by the support of people who believe that equity is – and always has been – worth fighting for. This year we pushed tenaciously to end weight bias and discrimination, remove blocks to healthcare access and ensure each person affected by obesity has a voice in the room where decisions are being made.

OAC provides advocacy training and easy-to-use methods for anyone to have their voice heard. OAC's advocates have opportunities year-round to write to and meet with their decision-makers, sign petitions, report bias and access problems - all of which help move the needle toward improved care and quality of life for people with obesity.

## → Fighting for Anti-discrimination Legislation

Throughout the year, the OAC was hard at work in Massachusetts, working with legislators to make it unlawful to discriminate based on an individual's weight. There is no federal law protecting employees from weight discrimination, and currently, Michigan is the only state in the U.S. that provides this protection. OAC members and supporters made their voices heard through testimony and letters supporting the bill. Together, we sent 96 letters to key leadership during this call to action and will continue this effort in 2022.

## → Expanding Access to Care through the Treat and Reduce Obesity Act

In 2021, we made strides in our efforts to secure new support for the Treat and Reduce Obesity Act (TROA), essential legislation that would expand Medicare's coverage of obesity treatments. OAC advocates met with 113 members of Congress and successfully secured thirteen new TROA cosponsors.

13

new TROA  
cosponsors



## INFLUENCING POLICY

In 2021, we made critical progress in our fight for long-term solutions to the challenges our Community faces every day. Along with our force of advocates, we are creating lasting, systemic changes that ensure all those affected are not only treated with dignity and respect but can access and afford the care they need.

### → Meeting with Decision Makers

In the fall of 2021, OAC President & CEO, Joe Nadglowski, met with the White House Domestic Policy Council (DPC). The White House asked the OAC to contribute to the conversation about ongoing efforts to expand providers under Medicare Part B and the problems with Medicare Part D, which prohibits obesity medication. Additionally, OAC has been a part of discussions with the White House on the consequences of untreated obesity, inequities and the impact obesity has had on COVID-19.

### → Training on Weight Bias

This year, we expanded our Weight Bias Training program designed to teach **advocates, healthcare providers, companies and their employees** about the added complexity those with obesity experience due to weight bias. Partners who participated in training sessions learned what weight bias is, how it is displayed and how it impacts health. Participants were able to measure their own weight bias, hear from those with lived experience, and understand what is needed to stop this intolerance.

### → Presenting at the Global Obesity Forum

The OAC was invited to contribute to the 2021 Global Obesity Forum in September, hosted by the World Obesity Federation, World Health Organization and UNICEF. The OAC led a session at the forum on changing the narrative around obesity that included perspectives from youth advocates.

## Our Impact: Advocacy Successes

- ▶ **Georgia adds bariatric surgery coverage for state employees.** This win comes after several years of hard work by OAC and our membership and impacts about 500,000 state employees, teachers, public school employees, members of assembly, retirees, and their dependents.
- ▶ In 2022, **New Mexico will expand obesity drug coverage** that covered only those affected by severe obesity to include "those affected by obesity when medically necessary."
- ▶ **Louisiana passed Senate Bill 150** allowing up to 300 state employees a year with severe obesity to have bariatric surgery. OAC supporters sent 616 letters during this call to action, rallying for coverage that represents a critical first step toward more comprehensive coverage.
- ▶ OAC leaders **delivered testimony supporting MA Bill HB 1198**, a bill that would ensure access to the full range of treatment options for Massachusetts residents living with obesity.
- ▶ **OAC supporters sent 754 letters in support of Senate Bill 1007** in Connecticut. This legislation would expand the state Medicaid program and private health insurance plans to provide robust coverage for metabolic and WV surgery and FDA-approved obesity drugs.

# STOP WEIGHT BIAS

## CAMPAIGN

We're committed to changing the way people are treated, ensuring all individuals are treated with dignity and respect. After more than two years of planning, we launched the Stop Weight Bias Campaign in January 2021. Stop Weight Bias is the first of its kind and aims to build a better world where individuals aren't considered "less than" because of their weight and where everyone is treated with dignity and respect.

### Through the Stop Weight Bias Campaign, we:

- ▶ Conducted surveys that asked thousands of Americans to share their experiences regarding the impact of weight bias on their lives.
- ▶ Created and distributed a series of digital and radio national Public Service Announcements.
- ▶ Partnered with companies to "Pay it Forward" by sharing how they are combating weight bias.
- ▶ Created a series of personal vignettes and compiled stories from individuals who have experienced this injustice firsthand.
- ▶ Launched exclusive merchandise designed to help spread the word.
- ▶ Hosted a satellite media tour with more than 29 media outlets nationwide which generated more than 2.4 million impressions.

**562**  
**PLEDGES**  
to be a part of  
the solution

**4**  
**PSAs**  
with 5 million  
media impressions

**82**  
**PIECES**  
of campaign  
merchandise sold

**\$528**  
**THOUSAND**  
in corporate and  
individual support



# SUPPORT

We would not have been able to build momentum in our fight for progress without our tireless Community. The OAC Community is the driving force by which we make change happen – whether it's in our own weight and health journeys, in each other's lives or for anyone who has ever been affected by obesity.

## → OAC TV

In 2021, OAC continued to deliver engaging content via the OAC TV Broadcast each month. From navigating health insurance to looking at new treatments for obesity, the broadcast offered something for everyone. Looking ahead, the OAC has made the commitment to offer bold topics on the broadcast for discussion with subject matter experts each month.

## → Support Chats

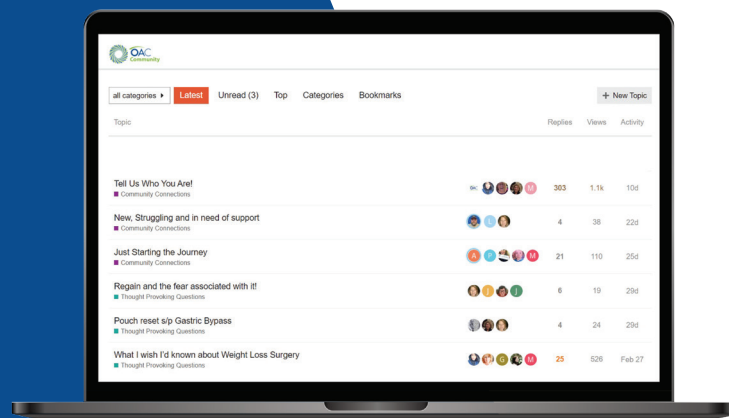
OAC hosted more virtual support chats than ever throughout the past year. Recognizing that people have been unable to meet with their regular in-person support groups as often as they have before, the OAC created a space for individuals to find the connection and motivation they need from the comfort of their own homes. Chats came to fruition during YWM2021 and have continued as a great way for the OAC Community to interact.

## → Community

The OAC has been able to continue the momentum in our efforts to change the world for people living with obesity because of the individuals fighting alongside us. 2021 saw continued growth of our voice through membership, with close to 7,500 new members joining. More Community Members means our voice can continue to get louder as we demand changes that will create a more conscious, equitable society.

## Discussion Forum

The OAC Discussion Forum is often the first stop for a new Community Member, and continues to be an excellent resource for our Community. We are constantly encouraged by the welcoming, informative discussions individuals engage in on this platform. In 2021, OAC's Community discussed a diverse range of topics to support them in their journey, with more than 250 unique posts on this valuable platform.



# AWARENESS

As the nation's largest grassroots obesity organization, one of our core pillars is to help raise awareness of obesity, access to care, weight bias and more. By raising awareness, we're educating the public about important issues and topics related to obesity so we can work together to improve our health and build a better world.

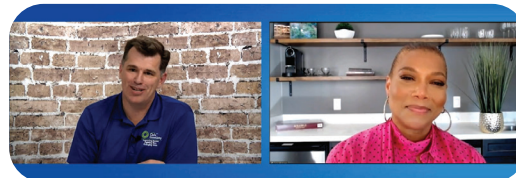
## → Obesity Care Week 2021

OAC led the coalition for Obesity Care Week (OCW), which took place from February 28<sup>th</sup> to March 6<sup>th</sup>. The OAC recruited individuals and more than 10 Champion non-profit and health organizations in 70 countries to help change the way we care about obesity through advocacy and education during this international week of action and education. Participants contacted 112 legislators and met with 35 elected officials throughout the week. During these meetings, participants urged legislators to make obesity care a priority and spread awareness of the issue through communication channels, including earned media, social media, videos, blogs, and emails, garnering more than 71 million impressions.



## → Partnership: It's Bigger Than Me

This year, the OAC was proud to be an official partner of Novo Nordisk's "It's Bigger Than Me" movement to change perceptions about living with the disease of obesity. The "It's Bigger Than Me" movement encourages individuals to educate themselves and others to understand that obesity is a serious health condition and not a character flaw. Through the OAC's partnership and support of this campaign, we hope to change the conversation about obesity.



As part of our partnership with Novo Nordisk for their "It's Bigger Than Me" Campaign, our President & CEO, Joe Nadglowski, interviewed Queen Latifah, Novo Nordisk's official spokesperson for this campaign. The interview took a deep dive into Queen Latifah's connection to obesity and why she felt motivated to represent this critical cause.

## → Childhood Obesity

In September, OAC honored Childhood Obesity Awareness Month with a fundraising campaign focused on ending the bullying and peer victimization that children with excess weight experience. With obesity bullying beginning as early as pre-school and worsening as children age, there's never been a more critical time to bring this issue to the forefront. Donors' contributions help children battling bullying and peer victimization through the OAC's efforts focused on education, advocacy and support.

## → Global Involvement

OAC was honored to lead the Global Obesity Patient Alliance (GOPA) in its third year of administration. As a central focus for this Alliance is to build patient advocacy and representation around the globe, GOPA was proud to have expanded membership in 2021 to bring in member organizations from Brazil, Mexico and Kuwait. Additionally, the Alliance welcomed a U.S. group dedicated to representing adolescents. Throughout the year, GOPA collaborated on key issues to support fellow obesity patient organizations from around the globe, including the exchange of information on navigating digital education and events, improving fundraising, and much more.



## → Strengthening the Cause:

**7,500**  
**NEW MEMBERS**  
to the OAC  
Community

**740,000**  
**VISITORS**  
to ObesityAction.org

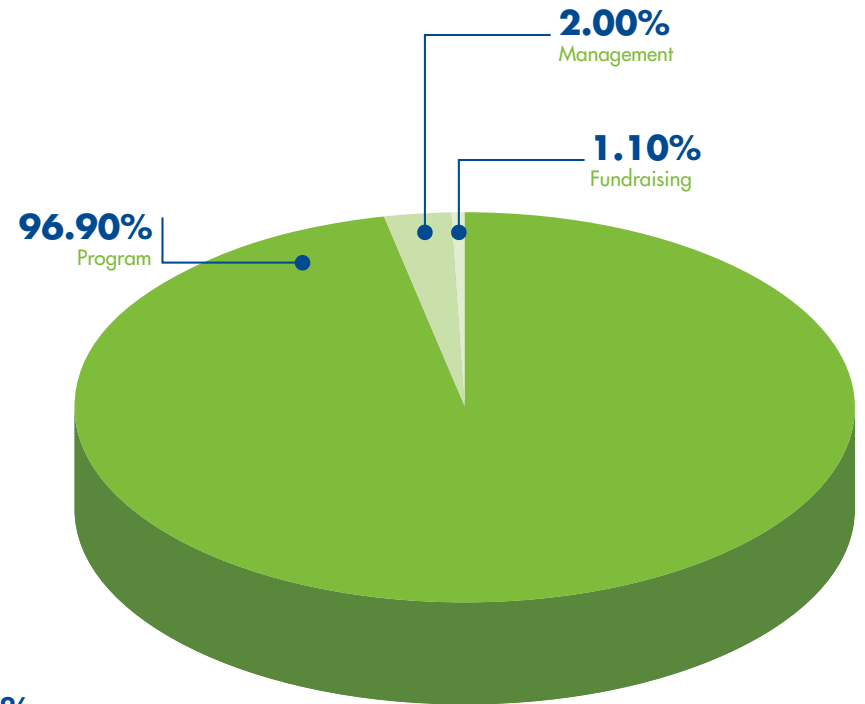
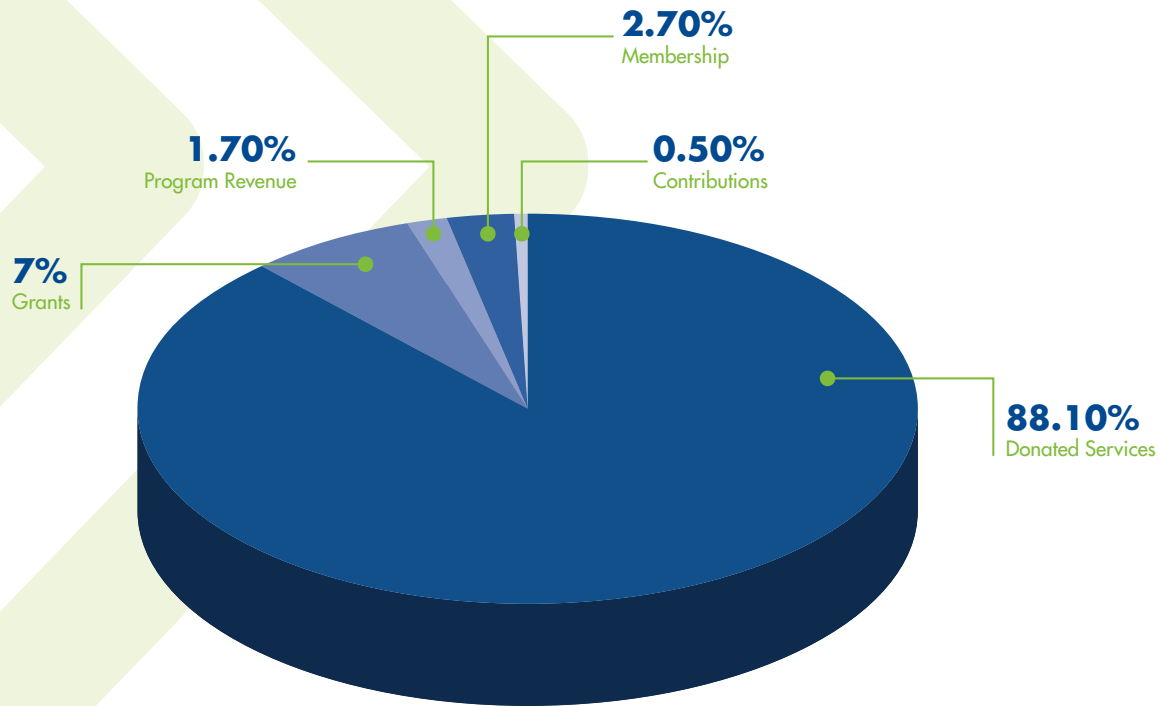
**589**  
**DONATIONS**  
received

**498**  
**SOCIAL MEDIA**  
**FOLLOWERS**

# FINANCIALS

Gifts to the OAC make a real difference in helping us elevate and empower those affected by obesity, guided by our pillars of support, education, advocacy and awareness. The charts below illustrate the operating efficiency of the OAC, with more than 90 cents out of every dollar going directly to program services.

**2021 Revenue \$14,402,068**



**2021 Expenses \$14,606,910**

# CHAIRMAN'S COUNCIL

## PLATINUM

Novo Nordisk

## GOLD

American Society for Metabolic & Bariatric Surgery

Bariatric Advantage

Potomac Currents

## SILVER

Amgen

Boehringer Ingelheim

Eli Lilly

Ethicon

Intercept Pharmaceuticals

Medtronic

Pfizer Inc.

## BRONZE

Geisinger Healthcare System

Naturally Slim®

OPTIFAST®

Rhythm

Rocky Mountain Associated Physicians

## PATRON

Bariatric Medicine Institute

Bariatric University.com

Billings Clinic

BonusLife.com/Walter Medlin, MD

ConscienHealth

Jaime Fivecoat

Gainesville Medical Obesity  
Specialty Clinic

Gelesis

HorizonView Health

Livliga® | Mindful Eating

Medi-Weightloss

New Life Center for Bariatric Surgery

Niagra Metabolic & Bariatric Services

The Obesity Society

ProCare Health Bariatric Vitamins  
& Supplements

Lloyd Stegemann, MD

Christopher D. Still, DO


Weight & Life MD/Nadia B.  
Pietrzykowska, MD


Woman's Hospital

# Together, we can make a better world for those affected by obesity.

The OAC relies on the support of partners like you to keep our mission moving forward. To share your personal story, learn more about our campaigns or make a tax-deductible gift, reach out to us today.



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# 2021 ANNUAL REPORT

[www.ObesityAction.org](http://www.ObesityAction.org)

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