



# 2019 Annual Report

# The mission of the OAC is to elevate and empower individuals affected by obesity through education, advocacy and support.

**The past year was an exciting one for the Obesity Action Coalition (OAC), full of change and progress.** We expanded our staff, welcomed new board members, created new and impactful programs and have continued to build partnerships that will have a lasting and positive impact for our organization.

We're proud to be working with a wide range of dedicated, caring individuals and organizations. From an inspired community of people living with obesity, to government and corporations, there's a genuine groundswell and focus on giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support.

In 2019, we continued to focus our priorities on impacting the lives of patients, many of which are left voiceless in the fight against obesity. From changing perceptions to challenging the barriers to care, we made strides in amplifying these voices.

We're excited to find that more information-seekers than ever before used our one-of-a-kind Obesity Care Providers Locator and were connected to physicians who were equipped to have caring, honest conversations about their health, and that we saw an uptick in the number of individuals taking the *Your Weight Matters* Campaign Challenge, committing to take charge of their health and have the conversation of weight with their healthcare provider.

We continued to make great progress with our global partners around the world. As a leader in Obesity Care Week, the OAC saw an unprecedented amount of participation from organizations and individuals alike. In 2019, we also helped to launch the first-ever global organization that brings together patient organizations from around the world to learn from one another and collaborate - the Global Obesity Patient Alliance (GOPA).

As with each year, advocacy has been an important tenant of what we did throughout the past year. We are proud of our Community who has stepped-up each and every time we've asked them to. In 2019, Community Members and supporters reached out to more than 550 elected officials, sending more than 2,500 unique messages emphasizing the importance to people with obesity having a voice.

With the ongoing support of our donors, partners, Board and volunteers, the OAC is ready for the challenges and achievements ahead in 2020.



Joseph Naglowski  
OAC President and CEO



Michelle Vicari  
OAC Chairwoman



## **In 2019, the OAC focused on...**

**Changing Perceptions**

**Fostering Growth of  
the Patient Voice**

**Helping those Seeking Treatment**

**Challenging Barriers to Care**

**Igniting Change through  
Grassroots Advocacy**

**Commitment to  
Science-based Education**

**Building a Powerful and  
Engaged Community**

# Changing Perceptions

*As a Coalition, the OAC strives to change perceptions associated with the disease of obesity that those affected face on a daily basis. We're impacting change through powerful campaigns that humanize the disease of obesity, fight weight bias and champion change.*

## Educating on Weight Bias

OAC senior leaders conducted in-person and webinar workshops for **Boehringer Ingelheim, Cerner, Eisai, Medtronic and Novo Nordisk**, educating thousands on weight bias, its impact, how to stop it and most of all – patient needs. **President and CEO, Joe Nadglowski**, gave talks on bias at The World Congress for Interventional Treatments of Diabetes, National Business Group on Health and International Federation for the Surgery of Obesity and Metabolic Disorders.



**Joe Nadglowski,**  
OAC President  
and CEO



## Weight of the World

The OAC's Weight of the World platform connected more than **9,000 individuals** through the sharing of real and honest perspectives in managing weight and health. More than **30 new personal stories** were added in 2019, offering individuals valuable support from those who have walked the same journey.

# Fostering Growth of the Patient Voice

*The OAC is working to incorporate the patient voice into all discussions surrounding the disease of obesity, with the goals of addressing questions that are important to patients and including outcomes of interest to patients.*

## Fostering Advocacy and Change in the U.S. and Beyond

The OAC took the lead on fostering patient advocacy around the globe through its active role in creating the **Global Obesity Patient Alliance (GOPA)**. Launched in late 2019, the OAC serves as the acting Secretariat of this new organization that is comprised of obesity patient organizations from around the globe.

## Ensuring the Patient Voice is Represented

For the first time, the voice of the patient was front and center at the **largest U.S. scientific meeting for obesity**, ObesityWeek 2019. Patients sat on various panels to educate healthcare providers, researchers and industry leaders. Additionally, patients had representation at Roundtable on Obesity Solutions at the National Academy of Medicine, Committees of the American Society for Metabolic and Bariatric Surgery, Global Obesity Taskforce and Obesity Policy Engagement Network.





# Helping those Seeking Treatment

*The OAC is proud to continue to offer resources that help individuals understand treatment, along with the complexity of obesity as a disease.*

## Your Weight Matters Campaign

The *Your Weight Matters* Campaign **helped more than 5,000 individuals** become more engaged in proactive conversations about their weight and health. The Public Service Announcement for the *Your Weight Matters* Campaign **aired in every U.S. state** with more than **103,000,000 impressions** and **\$5.5 million** in donated media value.

## Obesity Care Week

Through participation in Obesity Care Week, the OAC joined forces with **more than 50 organizations** to advocate on Capitol Hill for various issues, such as coverage for FDA-approved chronic weight management medications and to urge the passing of the Treat and Reduce Obesity Act.

## Obesity Care Providers Locator

Our one-of-a-kind Obesity Care Providers Locator helped to ensure that more than **60,000 individuals** were able to seek the care they needed by having access to healthcare providers that could help them manage their weight and health.



When my youngest daughter turned 18, it was time for her to transition from a pediatrician to an adult primary care provider. I was thankful that I knew of a very powerful tool available to me – the Obesity Care Providers website. This helpful website made what could have been a frustrating and traumatic experience for my child into a positive and affirming one.

The doctor did discuss her weight and its effects on her health, but from what I can tell, it wasn't the first thing they discussed. Also, according to my daughter, they made a plan and set some targets for a follow-up in three months. Everything she told me sounded very sensible. But more importantly, it felt very doable to her. Best of all, she felt empowered to start!

Knowledge is power. I can't say that enough. The more information you have, the better you can advocate for yourself in any situation – but especially for your health!

Nikki Massie, MA  
OAC Community Member

Full story of Nikki's journey to find a healthcare provider for her daughter appeared in the Spring 2020 Issue of *Weight Matters Magazine*.

# Challenging Barriers to Care

*The OAC made strides in our efforts to increase access to care for people with obesity. Access can mean different things for different people, but in the end, it is about people getting the help they need to treat obesity regardless of size, weight or economic status.*

## Legal Advocacy

OAC challenged barriers to care using the legal system in NY resulting in **four major insurers** dropping barriers to bariatric surgery from their requirements.

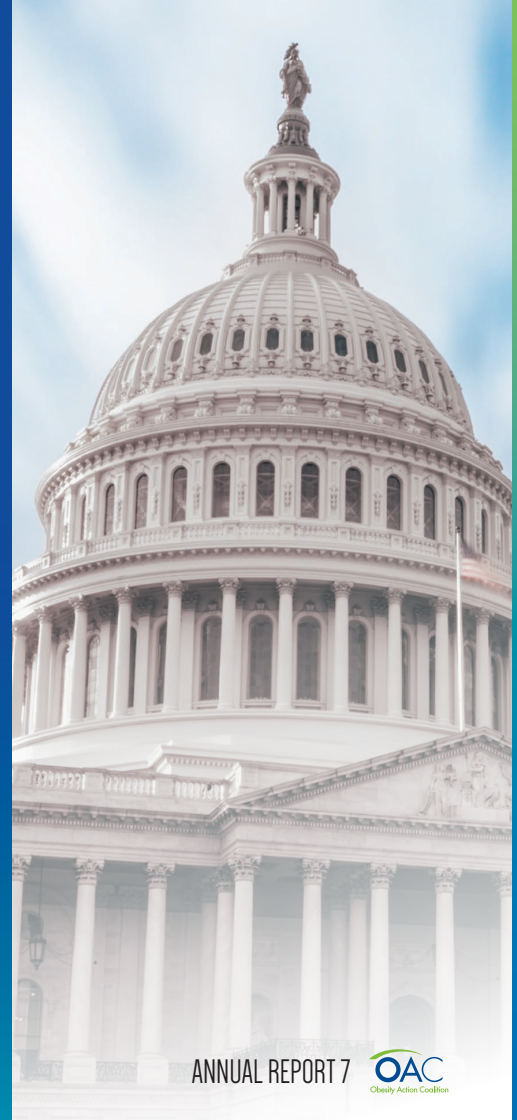
## State Advocacy

OAC's efforts focused on **encouraging coverage of obesity care for state employees**, especially in the states that do not cover bariatric surgery. Two states, Pennsylvania and Wisconsin, added a portion of the benefit after proactive advocacy.

Additionally, the OAC advocated **for increased coverage of obesity medications** under both state employee and Medicaid plans.

## Federal Advocacy

The **Treat and Reduce Obesity Act (TROA)**, which would improve access to obesity care under Medicare, had record co-sponsorship of **161 members of Congress**. The OAC recorded more than **150 legislative visits** in support of TROA during Obesity Care Week.



# Igniting Change through Grassroots Advocacy

*It was easier than ever for individuals to take action on issues that mattered to our Community. OAC Community Members were able to take action on important issues regarding access to care, policy and weight bias. No matter how big or small, actions create change!*



The **Action Program** was launched as a part of the OAC's grassroots mission to create change for those living with obesity.

The program is designed to help individuals be **proactive in advocating for the organization's core beliefs and demands** as well as reacting to arising public issues.

OAC Community Members and supporters:

- Reached out to **561 elected officials** with more than **2,500 messages**.
- The top 25 news outlets received more than **1,800 messages** about using people-first language and appropriate images.
- **229 signed** onto our letter to healthcare professionals asking them to include weight bias training in their continuing education.
- Took on CBS and NBC – resulting in a **response from CBS' Bluebloods** that promised a more examined approach to how they portray characters with obesity.



# Commitment to Science-based Education

*The OAC's educational resources gave the most up-to-date information needed for individuals to make informed decisions about their weight and health. All of the educational materials offered by the OAC are balanced, comprehensive and science-based.*

## Resources at No Cost

OAC distributed more than **200,000 pieces of educational information** to individuals and healthcare providers throughout the United States, and partnered with industry leaders in ensuring OAC's educational reach further extended into the patient population.



OAC's 2019 *Your Weight Matters* Convention and Expo brought together upwards of **400 passionate health advocates** who became empowered in their own health journeys and energized to continue changing the world for people living with obesity.

The OAC Convention Scholarship Program, designed to bring high-quality education to individuals-in-need by awarding grants to fund or offset the associated expenses in attending the Convention, awarded **\$16,000 in grants to 16 individuals.**



# Building a Powerful and Engaged Community

*The OAC continues to build and foster an active, vibrant Community of individuals who are connected to the greater mission of the organization. With engagement a central focus, OAC Community Members are active participants in our advocacy efforts and continue to gain knowledge through our educational offerings.*

**1,051,935**  
website visits,  
**36,293**  
social media  
engagers

**70,000+**  
new members,  
more than  
**500** joining  
per month

## OAC Community Discussion Forum

The OAC launched our **first-ever Discussion Forum** which serves as a valuable platform for the OAC to connect our Members and provide a supportive tool in their journey. There were **more than 950 posts** throughout the year.

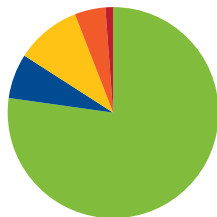
## New Ways to Get Involved

Our newest fundraising program was designed specifically to engage our supporters in active fundraising on behalf of the OAC. The **“6 Easy Ways to Give”** program contains easy and fun fundraising activities for individuals to give back. In 2019, we had **more than 50 active participants** in this program.



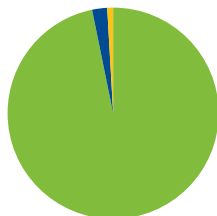
# 2019 Financials

**Revenue**  
**\$7,171,224**



- Donated Services
- Membership
- Grants
- Program Revenue
- Contributions

**Expenses**  
**\$7,171,489**



- Program Services
- Management Expenses
- Fundraising Expenses

# 2019 Chairman's Council

*Chairman's Council members play an integral role in helping the OAC continue our initiatives and serve millions of individuals affected by obesity through charitable donations to the Obesity Action Coalition.*

## Platinum

Novo Nordisk

## Gold

American Society for Metabolic & Bariatric Surgery  
Bariatric Advantage  
Potomac Currents

## Silver

Amgen  
Boehringer Ingelheim  
Eisai Inc.  
Ethicon  
Intercept Pharmaceuticals  
Medtronic  
New Life Center for Bariatric Surgery

## Bronze

Allurion Technologies  
FitForMe, LLC  
Geisinger Healthcare System  
KVK-Tech, Inc.  
Nestle Health Science  
Rhythm  
Rocky Mountain Associated Physicians

## Patron

Bariatric Medicine Institute  
Baronova  
Billings Clinic  
BonusLife.com/Walter Medlin, MD  
ConscienHealth  
Jaime Fivecoat, MBA  
Gainesville Medical Obesity Specialty Clinic  
GI Dynamics  
HorizonView Health  
Livliga® | Mindful Eating  
Medi-Weightloss  
Mercy Bariatric Center  
Naturally Slim®  
The Obesity Society  
Pennington Biomedical Research  
ProCare Health Bariatric Vitamins & Supplements  
Lloyd Stegemann, MD  
Christopher D. Still, DO  
Trinity Bariatric Surgery  
Weight & Life MD/Nadia B. Pietrzykowska, MD  
Woman's Hospital