
A person is shown from the chest up, wearing a patterned jacket and a necklace, with their arms raised in a celebratory gesture. The background is a solid blue color.

OAC **Annual** **Report**

20 **20**

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MESSAGE FROM OAC LEADERSHIP

The past year has been remarkable in so many ways. In a matter of months, not only has the world changed, but lives have changed dramatically, especially for those affected by obesity. When COVID-19 gripped our nation in early 2020, the Obesity Action Coalition quickly stepped up in our role as a trusted advocate and supporter for our Community, just as we have for the last 15 years. Understanding that the outbreak would be particularly hard on those living with obesity, we worked tirelessly to provide the support that would guide individuals through this time.

We are proud of what the OAC team has been able to accomplish, meeting this year's obstacles and confronting them head-on. Guided by our pillars of support, education, advocacy and awareness, we've had to become innovators and reimagine how we accomplish our mission in this new normal.

This past year, we created a virtual platform that allowed us to reach more individuals than ever before, formed international partnerships that help to amplify patient voices, strengthened our bond with our active Community, embarked on programs that focus on a more equitable future for diverse communities and continued to advocate for a better world for all.

2020 marks the 15th anniversary of the OAC, and when we look back at all we've accomplished, we're thrilled at how far we've come. Our membership has grown to more than 70,000 dedicated individuals who work with us to influence public policy at the local, state and federal levels. We've produced and distributed millions of educational resources. We're celebrating our 10th *Your Weight Matters* Convention and EXPO in 2021. We've also helped millions better understand the healthcare system and find the care providers and treatments that work for them. While we never thought we'd be navigating through such uncertainty in 2020, we are excited for the potential of 2021 and for the future of the OAC.

Of course, none of this is possible without the support of our Community. We are continually grateful for the generous donors and volunteers who have joined the OAC in our efforts to elevate and empower all individuals affected by obesity. Here's to the next 15 years!

MISSION:

The mission of the Obesity Action Coalition is to elevate and empower individuals affected by obesity through education, advocacy and support.



Joseph Nadglowski
OAC President and CEO



Michelle Vicari
2020 OAC Chairwoman



Patty Nece, JD
2021 OAC Chairwoman

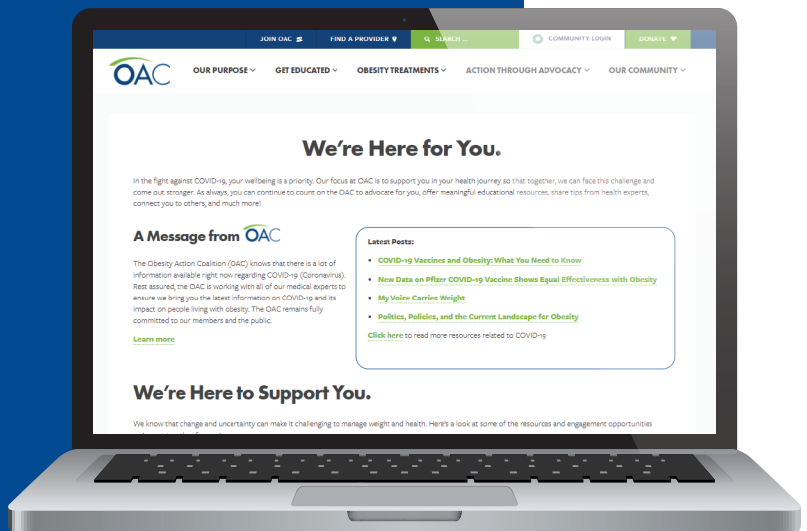
TURNING CHALLENGES INTO OPPORTUNITIES

Like the rest of the world, the OAC was forced to change course as we dealt with the realities of the COVID-19 health crisis. We didn't expect the year to play out as it has, requiring us to navigate a challenging "new normal." But through it all, there have also been opportunities in disguise.

COVID-19 SUPPORT

We quickly learned COVID-19 posed a significant threat to those living with obesity. As the nation's premier patient organization, the OAC took swift and bold action to provide the most up-to-date information and resources, advocate for suspension of pre-bariatric surgery requirements, explore telehealth and telemedicine options, inform about vaccine options and efficacy, and more.

The OAC also offered our Premium Access Membership to individuals at no cost, motivated by the need to provide access to quality education and support resources produced by the OAC.



ASSEMBLING THE ORGANIZATION FOR THE FUTURE

The OAC is proud we were able to keep staffing levels the same throughout the pandemic. Our hardworking staff smoothly transitioned to 100% remote work, allowing us to continue to operate and represent our Community's needs and interests without skipping a beat.

We are eager to continue our momentum into 2021 with a dynamic team that has remained in place throughout all the changing events in 2020.

LEVERAGING TECHNOLOGY TO EXPAND OUR REACH

INTRODUCING OACTV

In 2020, the OAC responded to the needs of our Community for a greater presence in a virtual setting through the construction of a brand-new video studio at our headquarters in Tampa, Florida. Using state-of-the-art equipment, we are now able to stream and record video with ease, bringing virtual education, advocacy and support to more individuals than ever before.



BRINGING THE OAC ANNUAL CONVENTION TO THOUSANDS



After learning that we wouldn't be able to meet in-person at our annual *Your Weight Matters* Convention and EXPO in 2020, we responded quickly by moving events and activities to a virtual format, creating **YWM2020-VIRTUAL**. Throughout three separate weekends in July, we were able to bring the education and support that can only be found at OAC's Convention to more individuals than ever before. More than 2,500 event registrants representing 47 U.S. states and 59 countries logged-on to learn from a lineup of renowned obesity medicine specialists, health psychologists, research scientists, dietitians and more.

MAKING ADVOCACY EASIER

In order to continue keeping advocacy front and center for our Community, the OAC created a new online video training series – **Advocacy 101: All the Ways You Can Make a Difference**. This new 8-part video series is designed to walk individuals through the basics of advocacy and how to get started, and also explores themes such as how to tell a personal story, drive legislative change, share OAC education and resources, tackle key issues in obesity and more.

GOING LIVE: OAC MONTHLY BROADCAST

In October, the OAC went live on Facebook for our first-ever monthly broadcast. Using the power behind our newly-created video studio, OAC broadcasted on Facebook LIVE, welcoming viewers from all over the country and globe for our first episode: "Challenging the Narrative – Dispelling Common Myths about Obesity."

Through our monthly broadcasts, individuals are able to listen in on important conversations about weight and health and connect with the OAC in real-time through comments and questions.



STRENGTHENING THE CAUSE

Our partners make many of our initiatives possible through their generous support and collaboration. From corporations to individuals, each partnership the OAC makes helps strengthen our mission and expand and innovate programs that ensure the patient voice is front and center.



EXPANDING OUR PARTNERSHIPS THAT AMPLIFY THE PATIENT VOICE

In 2020, the OAC expanded our partnerships to include more international collaborations than ever before. We have joined forces with nearly 30 leading international groups including academia, industry and advocacy organizations to participate in the SOPHIA project which seeks to find better solutions to address obesity and its consequences. In addition, the OAC was integral in the formation of the Global Obesity Patient Alliance (GOPA) – an organization of obesity patient organizations from around the globe, committed to collaborating and increasing patient advocacy on a global level.



IMPROVING THE WAY WE ENGAGE WITH OUR MEMBERS

The OAC refreshed our communication structure which enabled an improved way to communicate with our supporters based on their key areas of interest. This project resulted in five refreshed email newsletters that cover topics and themes such as: the latest news and updates from the OAC, health and wellness education, upcoming events and educational opportunities, and much more. Through audience segmentation, this strategy helped us streamline the way we communicate with OAC Members, ensuring that we give them the information they want and are genuinely interested in.

BUILDING A SOLID FOUNDATION FOR GIVING

Throughout the year, we focused on enhancing the donor experience by updating stewardship policies, expanding story-telling, and highlighting our Easy Ways to Give.

More than ever before, donors were able to understand the impact of their donations on OAC, choose to donate in a way that works best for them and recognize the effect their generosity has on the lives of people living with obesity.

74,102
COMMUNITY
MEMBERS

1,119,801
WEBSITE VISITS

40,010
SOCIAL MEDIA
FOLLOWERS

356
DONATIONS

FOCUSING ON A BETTER FUTURE

The OAC is committed to enhancing the lives of all people affected by obesity. Through our newest campaigns and initiatives, we are working to create a better world, one in which all people are treated with dignity and respect.

FORMATION OF THE STOP WEIGHT BIAS CAMPAIGN

In 2020, we took the first steps toward our newest public awareness campaign, Stop Weight Bias. The campaign, focused on raising awareness, putting a stop to weight bias, and pushing equality forward, is the first of its kind and aims to eradicate weight bias in all aspects of life. The OAC surveyed thousands of Americans about their experiences with weight bias, partnered with companies and organizations, and began the process to launch this national campaign anchored by public service announcements, a dynamic website, a robust digital ad strategy and more.



EMPHASIS ON INCLUSION AND DIVERSITY

In 2020, the OAC dedicated itself to building a more equitable society in which every individual has a fair and just opportunity for optimal, physical and mental health. Understanding that equity is foundational to policymaking at all levels, the OAC formed our newest committee, the Inclusivity and Diversity Taskforce. The taskforce has several objectives aimed at ensuring the OAC is committed to increasing inclusivity and diversity internally and creating programs and partnerships that increase diversity in all areas such as ethnicity, gender, age, treatment-type and more.

CREATION OF MEDICAL ADVISORY BOARD

OAC formalized its partnership with key medical professionals through the creation of its Medical Advisory Board. This new group serves to advise and assist on a range of topics relating to the health and wellbeing of patients with obesity. Comprised of a designated group of medical experts, the Medical Advisory Board is called-on for special expertise to help drive the OAC's content and awareness in issues relating to patients with obesity.

RAISING OUR VOICES FOR CHANGE

The OAC conducts advocacy throughout the U.S. on the National and state levels and encourages individuals to become proactive advocates for change. Through our advocacy efforts, OAC aims to create meaningful change in a variety of areas, recognizing that it takes all of us to spread the vital message of the need for obesity treatment and awareness.



ACTION CENTER SPOTLIGHT ACTIONS

The OAC works with our Community of advocates to take action on key issues regarding access to care, policy and weight bias. All actions help create change, and the OAC works to make taking action easy and meaningful for our Community and the public.

- In April and May, we educated our members and the public about common obesity misperceptions, why they're wrong, and how they're harmful. We then followed up with a pledge to challenge obesity perceptions and share the truth. **This pledge received more than 100 signatures.**
- On World Obesity Day, the OAC asked our Community to sign the Childhood Obesity Petition to raise awareness of health issues in children that were once only seen in adults, such as type 2 diabetes. **Several hundred members signed in the belief that children with obesity deserve the same access to healthcare as adults.**
- On #GivingTuesdayNow, a newly-created global day of generosity prompted by Covid-19, the OAC asked our members and the public to contact their elected officials to support the Treat and Reduce Obesity Act and include its policy provisions in the next COVID-19 relief package. **We had several hundred members take part in this effort.**
- In our consistent fight to ensure access to safe and affordable care, OAC Members were asked to send letters to their Governors urging them to support access to and coverage of obesity care, as well as eliminate arbitrary barriers to treatment. As part of this effort, Member letters demanded Governors prohibit state health plans from excluding coverage for science-based obesity treatment services such as intensive behavioral therapy, FDA-approved obesity drugs and bariatric surgery. **A total of 154 members sent this letter to their Governor.**
- As the end of the year approached, we continued our efforts in support of the Treat and Reduce Obesity Act from September - November and asked members to contact their legislators and urge them to work with the current (Trump) administration to include provisions in the pandemic relief package.

RAISING OUR VOICES FOR CHANGE

A CALL TO SUSPEND PRE-SURGERY REQUIREMENTS DURING COVID-19

The OAC, along with the American Society for Metabolic and Bariatric Surgery (ASMBS), sent more than 100 letters to insurers urging them to suspend their pre-surgical requirements during COVID-19 to ensure that patients are not penalized for the impact that COVID-19 is having nationwide.

VIRTUAL VISITS TO CAPITOL HILL

In place of traveling to Capitol Hill in-person, the OAC participated in virtual Hill Visits to continue our work advocating for congress to pass the Treat and Reduce Obesity Act and include its policy provisions in COVID-19 relief packages.



CDC GUIDELINES ON PEOPLE-FIRST LANGUAGE

In August, the Centers for Disease Control listed the OAC as an authority on the use of respectful imagery and people-first language in a new section on their website. The section, titled Overweight and Obesity, links to our Guidelines for Media Portrayals of Individuals Affected by Obesity.

This action is a significant push for the visibility of OAC and an essential step in the fight to increase awareness of obesity as a disease and the existence of weight stigma.

FEATURE IN CREATIVE COALITION PSA

As part of their Artists Using their Voices series, the Creative Coalition released a PSA encouraging people to get to know the facts about COVID-19 and its impact on people living with obesity. On their webpage, they featured the OAC as the top patient resource and encouraged people to use OAC resources to find the latest information on COVID-19 and obesity.

LOOKING BACK ON 15 YEARS OF PROGRESS

In 2020, the OAC celebrated 15 years of progress. The OAC was founded in 2005 when, during a meeting of legislators, a congressperson stood up and pointed out a serious need: a group whose only focus was on supporting those affected by obesity. Throughout the past 15 years, OAC has become a powerful voice for changing the world for people with obesity.

Today, the OAC is a nearly 75,000 member-strong National organization – a dynamic coalition seeking to transform the way obesity is understood and treated. With this community of advocates, we’ve made unbelievable strides toward accomplishing our mission. Here’s a look back at some of our key milestones:



LOOKING FORWARD TO 2021

The OAC is looking toward 2021 with excitement for the future. We have an ambitious agenda planned with brand-new developments in nearly every aspect of our organization.

EXPANSION OF DIGITAL OFFERINGS

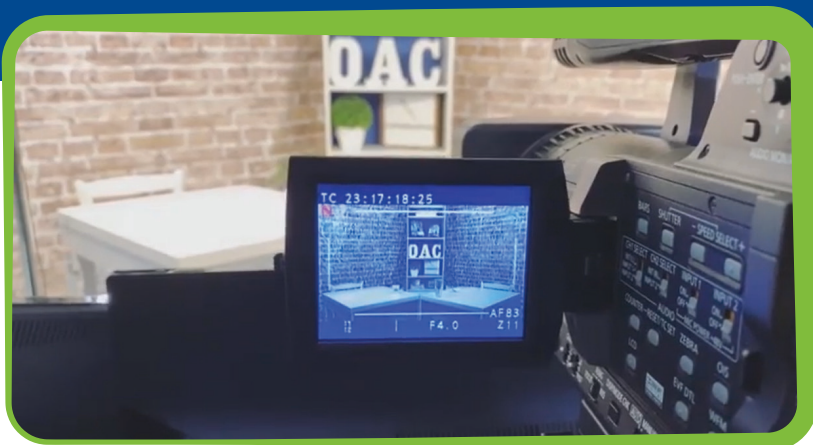
We're excited to continue the use of our video studio in the coming year by producing even more content for OACTV, continuing our Monthly Broadcast, creating a free webinar series, and more! We are constantly working to find new, innovative ways to use our digital platform to bring the OAC Community much needed education and support.

REGIONAL COMMUNITY NETWORKS

Seeing a great need to connect individuals in a more frequent and meaningful way, the OAC will launch Regional Community Networks in 2021. When it comes to engagement, the OAC believes that organizing regionally will lead to more active, passionate members, volunteers and advocates. We look forward to launching our pilot networks starting in regions with a phased plan to progress into state chapters in the future.

STOP WEIGHT BIAS CAMPAIGN

Work on the Stop Weight Bias Campaign has only just begun. In early 2021, we will unveil the campaign website, release digital and radio public service announcements, expand our partnerships, work with corporations to "Pay it Forward" and release resources to educate individuals about the dangers of weight bias.



WEBSITE OVERHAUL

In 2021, the OAC will debut a restructured website that is highly focused on the user-experience. Visitors to the website will be able to better navigate all of the resources the OAC has to offer and gain a better understanding of how to get involved in the work we're doing. This project, started in 2020, is essential to expanding our reach and advancing the cause of obesity.

PREMIUM ACCESS MEMBERSHIP PORTAL

The OAC is constantly evaluating the benefits included with the Premium Access Membership add-on. It's important that we offer Community members with this expanded benefit the most sought-after education and resources available. In 2021, we will unveil a new Premium Access Membership Portal in which users will be able to better navigate these current benefits and explore new ones.

OAC 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

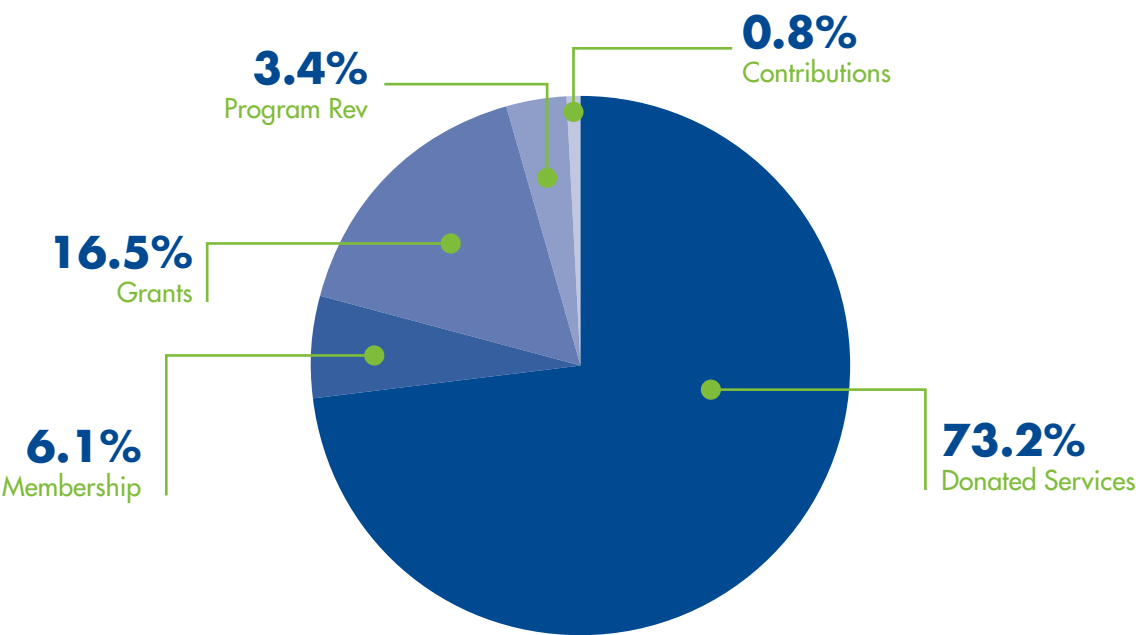
Christopher D. Still, DO

Weight & Life MD/Nadia B. Pietrzykowska, MD

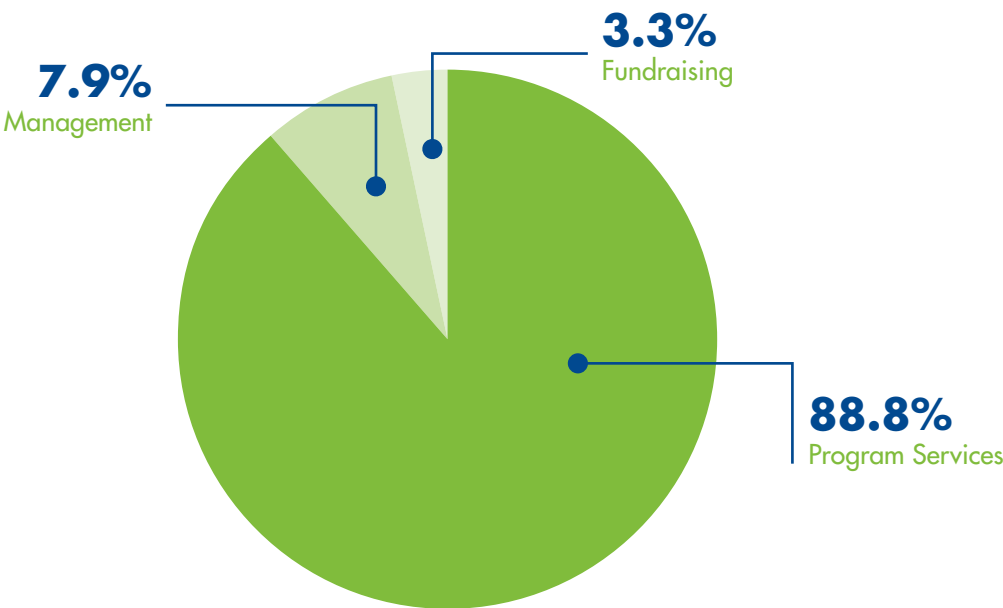
Woman's Hospital


FINANCIAL REPORT

2020 REVENUE \$7,313,003



2020 EXPENSES \$6,902,202



A smiling woman with braids is shown on the left side of the image, partially obscured by a dark blue overlay. A thick yellow horizontal bar is at the top left.

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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