

2022

OAC

ANNUAL REPORT

OUR MISSION

The mission of the OAC is to **elevate** and **empower** all those affected by obesity through **education, advocacy** and **support**.



The Obesity Action Coalition is built on one simple but powerful belief: that each person living with obesity deserves to be treated with dignity and respect. We are driven by the belief that no one should face discrimination due to their weight or size, that everyone deserves to have access to safe and effective treatment options and that **when it comes to health, your weight matters**.

Our staff and member coalition are fighting to deliver changes that will impact the lives of every person affected by obesity, working tirelessly to end weight discrimination, improve access to care and create a community of support for all those who need it. As passionate advocates for change, the Obesity Action Coalition is an indispensable component of the fight for equality.



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LETTER FROM OAC PRESIDENT/CEO

Last year was another remarkable year for the Obesity Action Coalition (OAC) as we continued our advocacy, education, support and awareness programs focused on elevating and empowering people with obesity.

We achieved steady progress regarding core narratives impacting people with obesity, such as treatment options and the harmful impact of weight bias. While this was a step in the right direction, rest assured that there is more work to be done and we will lead it together.

One of the most exciting and rewarding aspects of 2022 was our involvement with the major motion picture *The Whale*, which received multiple awards, including Brendan Fraser winning the Academy Award for Best Actor in a Leading Role. We rarely see characters with obesity portrayed as full-fledged individuals in mass media. We thank Brendan Fraser, A24 Productions, director Darren Aronofsky, playwright Sam Hunter and all the OAC volunteers who dedicated time to sharing their stories and experiences. We hope to see continued progress in media sharing the lived experience of those of us with obesity. We have lives and purposes, and our stories deserve to be told. We extend special thanks to Brendan Fraser for his compassion, empathy and advocacy on behalf of those living with obesity.

We also saw the return of OAC's first in-person activities, though scaled back, in the COVID-19 era. Engaging again with our members, supporting each other, and building greater interest and skills in advocacy and education was fantastic. We look forward to even more in-person activities in the future.

Last year, we also achieved significant progress with our advocacy efforts to improve access to care and treatment. Our biggest win ensured that federal government employees will have expanded access to obesity care beginning in 2023 by adding medications and expanded childhood obesity care services to their benefits. Our work on access continues as the Treat and Reduce Obesity Act (legislation to improve access to medication and counseling) did not receive a vote. The legislation will need to be re-introduced in 2023. OAC also saw several wins at the state level and will double down on state work in 2023.

Lastly, 2022 saw the passing of long-time OAC Member and National Board Member Rob Portinga. Rob's warm and welcoming personality was only surpassed by his passion for volunteering and advocacy. His contributions to the organization will forever be missed. Rob's legacy lives on in the Rob Portinga Memorial Scholarship fund, created this year in his honor. This fund aims to help individuals attend OAC's in-person educational events and echoes Rob's drive to help others.

Our successes are only possible with our dedicated members, volunteers and donors. Because of your support, we have made strides in creating change for those living with obesity in 2022. We are so very grateful for the generosity of our Community, which supports us in our mission to elevate and empower people affected by obesity every day.



Joe Nadglowski
President/CEO

A handwritten signature in black ink, appearing to read 'Joe Nadglowski'.

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Patty Nece, JD,
OAC Chair



Kristal Hartman,
Incoming Board Chair

ADVOCATING FOR CHANGE

The issues and challenges that impact the lives of those living with obesity are **complex and evolving.**

This year, the OAC addressed the shifting nature of need, focusing on state and federal issues where we can help make life better for our Community. Along with OAC, our force of advocates worked independently and collectively toward a future without weight bias and discrimination and one where everyone has access to the safe, effective and timely care they need and deserve.

STRENGTHENING THE COALITION: TRAINING OAC ADVOCATES

While we fight for expanded access to care and to stop weight bias through education and advocacy, it is our formidable force of advocates who drive our powerful goals. In 2022, OAC continued to develop, empower, and engage its most potent tool for change: our supporting member advocates! Throughout the year, we worked to train and empower our coalition to advocate for a better world for people with obesity by teaching critical skills such as targeting, telling your story, and overcoming hurdles.

State Of Obesity Fact Sheets:

We have updated our factsheets to reflect the most recent information concerning the impact of obesity for each state across the country. The updated information will help advocates articulate the case with legislators, employers, insurance companies and more.

YWM-Engage Training:

OAC dedicated its second day of our patient meeting, YWM-Engage, to building advocacy skills and helping participants become comfortable in finding and using their voice and engaging in advocacy tactics in real-time. Attendees were trained and practiced their skills in areas including why advocacy matters, harnessing the power of your lived experience, how to talk about obesity, access to care, stopping weight bias, and everyday advocacy.

Advocacy Town Hall Series:

OAC hosted its first Advocacy Town Hall series in the Fall of 2022. The series continued to build on the information from YWM-Engage, covering topics such as advocacy issue priorities, targeting, your voice is your power, overcoming hurdles, and year-end advocacy strategy. More than 600 people signed up for town hall information, and we trained over 350 via live and recorded training sessions.

OAC Action Center:

This powerful page continues to be the central hub of current events and opportunities to get involved for OAC's advocates. Nearly 2,000 people acted via the Action Center in 2022.

ADVOCATING FOR CHANGE

Fighting for Equality: OAC Leads the Charge to Stop Weight Bias

In 2022, 325 people signed up to participate in the Stop Weight Bias (SWB) campaign joining in the movement to raising awareness, putting a stop to weight discrimination and pushing equality forward. The SWB campaign PSAs aired 29,856 times (estimated value \$762,706) and totaled an impressive 6.6 million impressions throughout the year. SWB had 33 champion organizations and campaign sponsors who signed on to **Be a Part of the Solution.**

The Stop Weight Bias Campaign continues to put weight discrimination into the spotlight as an injustice that cannot be tolerated. Currently, only one state in the U.S. has passed a law prohibiting this prejudice. This year, the OAC and our advocates have been hard at work in Massachusetts, working with legislators to make the state the second to enact this legislation. In 2023, the OAC will replicate this critical work in other states across the country.

EXPANDING ACCESS TO CARE:

Throughout 2022, Obesity Action Coalition was hard at work advocating to expand access to care for people with obesity. Too often, the healthcare someone needs is dependent on their employer, their zip code, denied by insurance, or comes at a price that is simply out of reach. We believe everyone should have access to quality, affordable treatment options and continue to educate people about these issues while advocating for change at the federal, state, and local levels.



- **Federal Highlights:** OAC has worked throughout 2022 to secure support and cosponsors for the Treat and Reduce Obesity Act (TROA) which would expand coverage for obesity treatments under Medicare. Although TROA did not pass in this 117th Congress, OAC and its allies have made significant progress with US Representatives by increasing awareness and support for prioritizing obesity. TROA ended the year with 153 Congressional Cosponsors and 22 Senate Cosponsors.
- **State Highlights:** OAC worked at the state level to expand access to care for state workers and Medicaid recipients and to stop weight bias by creating protections for people who experience weight-based discrimination.

ADVOCATING FOR CHANGE

Influencing Policy:
2022 was a
remarkable year in
terms of advocacy
successes



- The Office of Personnel Management announced they will add access to anti-obesity medications (AOMs) and expand access to childhood obesity treatments under federal employee health plans beginning in 2023. That amounts to more than 8 million people with improved access to obesity care.
- During the White House Conference on Hunger, Nutrition and Health, President Biden announced a call for expanded access to nutrition and obesity counseling.
- The Centers for Disease Control and Prevention (CDC) acknowledged obesity as a disease by releasing annual obesity maps and called for expanded access to obesity treatment. The CDC has never directly expressed support for access to treatment prior to this move.
- Several states made improvements to their health plan benefits covering obesity care, including Pennsylvania (Medicaid, affecting 3.5 million lives), Florida (affecting 170,000 state employees starting in 2024), and Georgia (affecting 71,000 state employees). In addition, both Florida and Ohio amended regulations that previously limited how healthcare providers treated obesity.
- Institute for Clinical and Economic Review (ICER) called for better insurance coverage of AOMs. In addition, they called for AOM manufacturers to develop patient assistance programs and make such medications more affordable.
- Major players in the healthcare policy arena, the American Medical Association (AMA) and the American Diabetes Association (ADA) began adding their voices to advocacy efforts to improve obesity care.

THE FIGHT CONTINUES:

- Progress was again promising in 2022 with record cosponsors, but disappointment came when the 117th Congress did not act on the Treat and Reduce Obesity Act. While the bill will need to be reintroduced in the 118th Congress, there is unprecedented attention and interest from key Members of Congress and Committees to advance a bill that addresses barriers to access to obesity care in 2023-2024. OAC and our partners will increase advocacy efforts to leverage the momentum and advance the Treat and Reduce Obesity Act.
- While we've seen many improvements at the state level, the fight continues in others. Activities in Connecticut, Louisiana, Massachusetts, New Jersey, Tennessee, Wisconsin, and others are planned for legislative sessions in early 2023.

BUILDING AWARENESS

As the nation's largest grassroots obesity organization, it is vital to our work to ensure the public is educated, informed and empowered to recognize and understand the central issues and topics related to obesity.

In 2022, OAC worked to raise awareness and improve access to appropriate, reliable information. We believe that with awareness comes the power to influence outcomes that will create a kinder, more inclusive and more equitable place for all.

Obesity Care Week: Obesity Care Week (OCW) 2022 aimed to raise awareness and inspire action on the issues that matter most: improved health, access to care and weight bias. Throughout the week, OAC provided education and resources for people affected by obesity, healthcare providers, decision-makers and the general public. This year, 112 organizations were "Champions" of OCW, and over 42,000 users visited the campaign website to learn and take action.

Childhood Obesity Awareness Month: In September, OAC observed 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 preschool 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 Obesity Action Coalition's efforts focused on education, advocacy and support.



The Whale

The Obesity Action Coalition is honored to have participated in the Oscar-winning film *The Whale*. The film's production company, A24, approached OAC in January with the opportunity to offer the production team and the film's lead actor, Brendan Fraser, insight into the realities of living with severe obesity.

Before shooting on the film began, a core group of OAC staff and volunteers spoke with Director Darren Aronofsky and lead actor Brendan Fraser about the realities of living with severe obesity. We shared the significant physical, emotional and social impacts of obesity, and we see that insight reflected in many of Charlie's (Brendan Fraser) movements, actions and emotions throughout the film. We were also able to share concerns about the inaccurate and disrespectful ways the media portrays people of size and the resulting harm to people with obesity.

After filming, the OAC continued to engage with A24, briefing them on weight bias and advising on media and marketing for the movie to ensure that all messages, images and language used are respectful and non-stigmatizing.

EXPANDING EDUCATION & SUPPORT

Since the very start, the OAC has been resolute in its commitment to providing **science-based education** and **support resources** to our community for low or no cost.

In 2022, the OAC strengthened that commitment by creating resources that focus on clarifying the true causes of obesity, exploring successful treatments and combating harmful misconceptions. This year, we brought new and diverse educational opportunities to the people that need them most.



YWM2022-Engage

The OAC was thrilled to be back together this year for our first in-person convention since 2019! In July 2022, we hosted a 3-day event at the Westin Lake Las Vegas Resort & Spa in Henderson, NV. **YWM2022-Engage** was full of powerful educational sessions and robust advocacy workshops. Speakers addressed informational topics such as genetics, weight bias and the future of obesity care, while workshops taught attendees how to be impactful with their advocacy efforts. We had 110 people in attendance due to our COVID-19 policies and protocols set in place to protect everyone at the event.

YWM2022-Virtual

In 2022, the OAC hosted our third annual **YWM2022-Virtual** Convention. During **YWM2022-Virtual**, OAC delivered a deep dive into eight topics over two days, providing relevant weight and health information presented by the country's leading experts and researchers in the field. Attendees heard about issues relating to the science of obesity and weight gain, nutrition strategies, exercise, mental health, the impact of weight bias on obesity care and much more.

EXPANDING EDUCATION & SUPPORT



Expanding Virtual Support

Health Talks

In 2022, OAC expanded Health Talks and dove deeper into topics our community and the public care about. We designed this year's lineup to empower individuals by educating and connecting them to trusted health experts who rely on science to provide straightforward, practical answers and insight. This year's Health Talks provided an open space that supported conversation, engaged viewers in specific and relevant health topics, and allowed attendees to connect with peers while watching.

The Outstanding Topics and Speakers Featured in 2022 Health Talks:

- Find a Program that Works for You – Setting Yourself Up for 2022, Holly Lofton, MD
- Eating Disorders: What to Know and Identifying Signs, Connie Stapleton, PhD
- Understanding and Managing Your Food Cravings, Jill Cruz, MS, CNS
- Helping Your Child Who Has Challenges with Weight, Aaron Kelly, PhD
- How to Cope with Seasonal Stress and Depression, Presented by: Robyn Pashby, PhD
- Robotic Surgery: The Future of Obesity Care, Presented by: Walter Medlin, MD, ASMBS

Quick Takes

In late 2022, the OAC launched a new initiative called OAC TV Quick Takes. These short videos featuring key opinion leaders were designed to start a new type of conversation, one that values the science behind obesity and fosters respect for people of all sizes. After each Quick Take, we encouraged our viewers to comment and share their thoughts to get the conversation going around the topic.

We produced six Quick Takes in 2022 with key opinion leaders like Ted Kyle, RPh, MBA, who addressed body weight in culture; Patty Nece, JD, who discussed nonjudgmental language around weight and others. These videos sparked meaningful conversations among members and viewers.

Fresh Perspectives

In late 2022, alongside OAC TV Quick Takes, the OAC launched the newest OAC TV segment, Fresh Perspectives. Fresh Perspectives with OAC is a place for thought-provoking discussions on weight, health and more. Viewers can tune in for monthly, intimate interviews with OAC Community members as they share their insights into the obesity space. In 2022, we brought viewers four Fresh Perspectives with OAC Community members and professionals. We discussed multiple challenging topics, from childhood obesity to overcoming internalized weight bias and more.

EDUCATIONAL SPOTLIGHTS

- In 2022, the OAC sent nearly 100,000 pieces of science-based educational materials at no cost to individuals seeking vital health and wellness information.
- Throughout the year, OAC brought 42 experts, renowned in their field, to discuss everything from physical and mental health to the science behind BMI and everything in between.
- More than 2,000 individuals from across the globe joined us LIVE in 2022. Participants were able to ask questions and share experiences in real time.
- In 2022, the OAC provided 33 interactive educational opportunities, bringing viewers into discussions on timely topics and conversations important to our community.

REMEMBERING ROB PORTINGA

In April 2022, the OAC said goodbye to a remarkable obesity advocate and one of our beloved Board Members, Rob Portinga.

Rob will be remembered for many reasons, not only because he was an incredible person but because his passion for the cause of obesity leaves behind a legacy that will forever impact this organization. Rob was celebrated in our Community for his positivity and dedication, working tirelessly to connect people to our organization. He had the vision to bring the OAC to more people than ever and unite them while advancing the OAC's mission together.

Rob was loved and celebrated for his kindness, balanced perspective on life and tireless advocacy work. He fought against weight stigma, inspired others and sought a better world for people affected by obesity. The OAC will miss Rob greatly, but his legacy for constructive, thoughtful conversation and connectivity with each other will continue to live on.

THE ROB PORTINGA MEMORIAL SCHOLARSHIP FUND

During a Celebration of Life honoring Rob at **YWM-Engage**, the OAC introduced the Rob Portinga Memorial Scholarship Fund. Through this fund, we honor Rob's legacy by ensuring everyone has the opportunity to develop the bonds that can only be found at OAC's in-person events.

Formerly the Convention Scholarship Program, this designated fund helps cover or offset event expenses by awarding a scholarship grant to those with financial hardship. The fund aims to make it possible for all to access the impactful education and connection opportunities that OAC's in-person meetings offer.

Scholarship grants are fully funded by the generosity of donors – individuals committed to inviting others to access quality education and an unrivaled Community of support. If you wish to donate to celebrate and honor Rob's legacy, please visit obesityaction.org/scholarshipfund.



OAC STAFF

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Madison Manley

Education and Events Manager

Kendall Griffey

Communications Associate

Yunus Bulutoglu

Communications Coordinator

Lynsie Nichols

Administrative and Database Coordinator



FINANCIALS

The Obesity Action Coalition puts money to work, making sure every dollar has the **greatest possible impact.**

Guided by our pillars of education, advocacy, support and awareness we invest in the needs of those affected by obesity to create the future we all deserve. The charts below illustrate the operating efficiency of the OAC, with more than 87 cents out of every dollar going directly to program services.



- Donated Services 80.10%
- Membership 3.50%
- Grants 12.60%
- Program Revenue 3.10%
- Contributions 0.70%

- Program Services 87.60%
- Membership 8.60%
- Fundraising 3.70%



CHAIRMAN'S COUNCIL

Members of the OAC Chairman's Council play an integral role in helping

advocate for and provide education and resources to the millions of individuals affected by the disease of obesity while creating an extensive and unparalleled community of support.

By joining the Chairman's Council, these organizations show their generosity, support and commitment to our mission. Together, we are able to elevate the conversation of weight and its impact on health.

PLATINUM

Novo Nordisk

GOLD

American Society for Metabolic & Bariatric Surgery
Bariatric Advantage
Boehringer Ingelheim
Eli Lilly and Company
Pfizer
Potomac Currents

SILVER

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HorizonView Health
New Life Center for Bariatric Surgery
ProCare Health
Rhythm Pharmaceuticals
The Better Weigh Center
The Obesity Society
Weight & Life 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.

obesityaction.org/donate



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