



20 Years of Progress. A Future of Promise.

For 20 years, the Obesity Action Coalition has advanced education, advocacy and support for individuals affected by obesity, driving meaningful change and building a stronger future for all.

2025 ANNUAL REPORT

OAC's Year in Focus

This report reflects how the OAC community continues to move forward—expanding access, strengthening advocacy and supporting individuals affected by obesity through action that makes a difference.

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THE PEOPLE POWERING OUR MISSION

A Stronger Community. A Clearer Direction.

In 2025, the Obesity Action Coalition (OAC) continued to expand its reach and deepen its impact—strengthening education, advancing advocacy and building a more connected community. As we reflect on 20 years of progress, we remain focused on what matters most: ensuring individuals affected by obesity are supported, respected and able to access care.

Message from Leadership:

“As we celebrated 20 years of OAC, one thing became clear: an informed and supported community is a powerful force for change. Together, we are not only growing, we are leading efforts to improve understanding, fight bias, expand access and drive progress in obesity care. Our community is stronger than ever. Thank you for being part of what comes next.”

— Joe Nadglowski, OAC President & CEO



“The heart of the OAC is our people. We lead with empathy because this mission is personal. Together, we can continue shaping the future of obesity care, rooted in science, kindness and compassion, while empowering our community to thrive.”

— Nikki Massie, MA, Chair, Board of Directors



WHO WE ARE

National Board of Directors:

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Diane Enos, EdD, MPH, RDN, CAE, FAND
John Scott, MD
Bharti Shetye, MD



OUR MISSION & VISION

Our Purpose. Our Responsibility.

Since 2005, OAC has worked to ensure individuals affected by obesity are treated with respect, have access to care and are supported through every stage of their journey. This mission continues to guide every program, campaign and initiative we lead.

OUR MISSION

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

OUR VISION

As one of the nation's leading voices on obesity, our core focuses are to raise awareness and improve access to the prevention and treatment of obesity, provide science-based education on obesity and its treatments, fight to eliminate weight bias and discrimination, elevate the conversation of weight and its impact on health and offer a community of support for the individual affected.



"The support, connections and sense of community that OAC provides are truly life-changing. The friendships I have made through this organization are invaluable and have become an important part of my journey."

– Christine J., OAC Member

Finding Common Ground

After being introduced to OAC by friends, Christine attended her first *Your Weight Matters* National Convention and immediately felt inspired.

One of Christine's most meaningful takeaways came during the 2025 Convention, where she learned that obesity is not a personal failure, but a complex chronic disease. After years of self-blame, she gained a deeper understanding of obesity and left with a renewed sense of hope, empowerment and self-compassion. The experience reinforced the value of education, support and connection in helping individuals navigate their obesity journey.



20 YEARS OF IMPACT

From a Meeting to a Movement

In 2005, during a meeting of U.S. legislators, it became clear that there was no unified organization dedicated solely to representing the interests and needs of individuals affected by obesity. From that realization, the OAC was founded with a simple but powerful goal: to create meaningful change for those living with and affected by the disease of obesity.

Twenty years later, OAC has grown into a national nonprofit organization with a strong and engaged community united by a shared vision of a world where individuals affected by obesity are treated with respect, have access to evidence-based care and never have to navigate their journey alone.

While much has changed over the past two decades, OAC's purpose remains the same. Through education, advocacy and support, we work to elevate the voices of individuals affected by obesity, challenge stigma and improve access to quality care. Together, we are creating a future where understanding replaces judgment, access replaces barriers and every person has the opportunity to live a healthier life.

Then

A small group determined to make its voice heard.

Now

A thriving community educating, advocating and driving change.

Next

A future where understanding replaces stigma, access replaces barriers and every person affected by obesity has the opportunity to live a healthier life.

Leave a Legacy of Support

Build a future where every voice is heard.

By including OAC in your will or estate plans, you help ensure OAC programs and patient advocacy continue for generations to come.

Your legacy strengthens OAC's mission of education, advocacy, awareness and support.

Learn more:
obesityaction.org/legacy



"You don't have to show up confident, you just have to show up. The OAC will meet you where you are."

— Casey F., OAC Member

What That Looks Like

- A person finding hope through education and support
- An individual gaining the confidence to advocate for their health
- A community coming together to create change
- Voices being heard where they once went unheard
- People discovering they are not alone in their journey

WHY OUR WORK IS URGENT

We're Not Done Yet

While progress has been made, significant challenges remain.

Millions of individuals continue to face stigma, limited access to care and misinformation about obesity.

- Obesity affects more than 100 million Americans
- Access to care remains inconsistent and often unaffordable
- Weight bias continues to impact treatment and outcomes

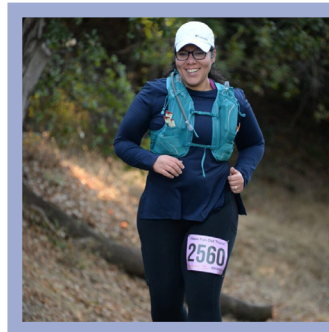


WHAT WE HEAR FROM THE COMMUNITY



"Despite healthy habits and an active lifestyle, [my teen] still faced frustrating barriers to accessing treatment."

— Jessica H., OAC Member



"While I'd often lose the weight, it always came back. It was exhausting—physically, emotionally and financially."

— Kathrin B., OAC Member



"We aren't asking for special treatment. We aren't asking for hand-outs. People of size are asking for transparency."

— Patty N., OAC Board Member



"Healing starts when we feel safe enough to thrive."

— Jess P., OAC Member

EDUCATION & AWARENESS

Changing Understanding. Changing Outcomes.

Education remains one of the most powerful tools in addressing obesity. In 2025, OAC expanded its reach, providing science-based resources that help individuals better understand their health and take informed action.

In 2025, OAC:

- Hosted **8 Regional Events across 8 states**, expanding into high-need areas and increasing accessibility
- More than **80% of attendees were new to OAC**, demonstrating strong reach into new audiences
- Celebrated OAC's **20th Anniversary** at the *Your Weight Matters* National Convention, bringing the community together for connection and shared purpose
- Distributed **thousands of bilingual *Your Weight Matters* Campaign toolkits** to support patient-provider conversations
- Engaged more than **150 Obesity Care Week Champions**, amplifying awareness and the need for accessible, science-based care

EXPANDING OUR REACH



Facebook grew by nearly **1,000** new followers



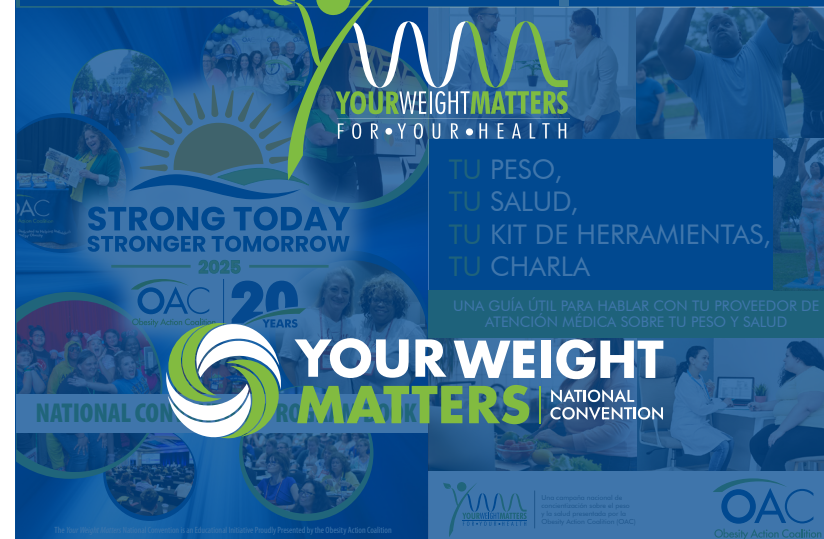
Instagram grew by more than **1,600** followers



LinkedIn grew by more than **1,500** followers

OAC expanded its digital presence in 2025, using consistent, mission-driven content to increase engagement and connect more individuals to education and resources.

2025 LOCATIONS



WHAT THIS LOOKED LIKE

- A first-time attendee gaining clarity at the *Your Weight Matters* Convention
- A family accessing resources through the Thrive Together Youth and Families Program
- A healthcare conversation shifting because of new understanding of obesity as a disease

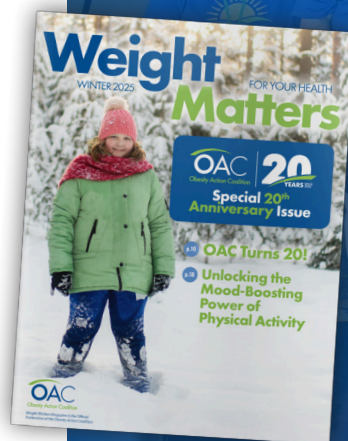
KEY INITIATIVES

- *Your Weight Matters* National & Regional Events
- Health Talks and Fresh Perspectives
- Stop Weight Bias Campaign
- Thrive Together Youth & Families Program

EXPANDING EDUCATION & RESOURCES

- Published **four issues of *Weight Matters* Magazine**, including a special 20th Anniversary edition
- Launched a **quarterly Thrive Together newsletter** supporting youth, teens and families
- Added **52 new resources** to the OAC Resource Library
- Expanded digital education with new **Health Talks and Fresh Perspective episodes**
- Updated key materials to reflect the latest science, including treatment and childhood obesity resources

Across all programs, OAC continued to expand access to education, support and community—meeting individuals where they are and helping them take the next step in their journey.



"OAC gave me hope. But most of all, the Thrive program created a sense of inclusion and understanding while helping me understand my disease."

— Nick H., Thrive Together Program Attendee

FIGHTING FOR OUR COMMUNITY

Voices Driving Change

Advocacy drives progress in access to care. In 2025, OAC strengthened its national presence by mobilizing advocates, influencing policy and expanding efforts to address weight bias and treatment access.

In 2025:

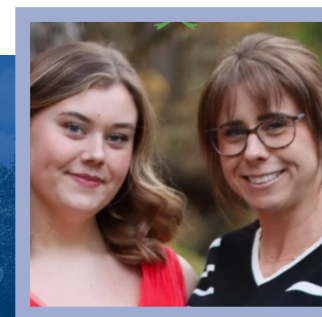
- Advocacy efforts reached **38 states**
- **57 public policy letters** submitted
- **7,499 individuals took action** through the OAC Action Center

KEY ADVOCACY MILESTONES

- **Federal Access to Care Progress**
 - CMS proposed rule for Medicare and Medicaid coverage of obesity medications
 - **1,603 public comments submitted**
 - Treat and Reduce Obesity Act (TROA) reintroduced with bipartisan support
 - White House announced pathway for expanded coverage
- **OAC Action Teams (20th Anniversary Initiative)**
 - 176 members engaged
 - 44 states represented
- **Your Weight Matters 2025 Hill Day**
 - 75 advocates participated
 - 50 scheduled meetings + 9 drop-ins
 - 26 new advocates | 43 first-time advocates
 - 26 states represented
- **Weight Bias Advocacy**
 - Expanded national efforts to address weight bias
 - Launched proactive action alerts to mobilize advocates

WHAT THIS LOOKED LIKE

- Advocates meeting directly with lawmakers on Capitol Hill
- First-time advocates turning lived experience into policy influence
- National conversations shifting toward access to evidence-based obesity care
- Direct advocacy efforts included OAC representation in meetings on Capitol Hill to support the Treat and Reduce Obesity Act (TROA)



"OAC is fighting for families like ours and for every person who deserves care, respect and understanding."

— Dana & Allena B.,
OAC Members



THE HEART OF OUR WORK

A Community That Shows Up. Support That Sustains It.

20 Years Strong

Support has always been at the heart of OAC. Over the past 20 years, the organization has grown from a small group of passionate advocates into a national community united by a shared mission: improving the lives of people affected by obesity.

From raising awareness about weight bias and expanding access to evidence-based treatment to creating educational resources, advocacy opportunities and supportive communities, OAC has remained focused on ensuring that individuals affected by obesity are heard, respected and empowered. While much has changed over two decades, one thing remains constant: people are at the center of everything we do.

Building Community Through Connections

What began as a grassroots effort has become a thriving community where individuals can find support, understanding and purpose. Through education, advocacy, events and peer connection, OAC has helped thousands of people discover they are not alone.

In 2025, the community continued to grow not only in size, but in engagement and diversity. More men, youth, young adults and individuals from diverse racial and ethnic backgrounds became involved in OAC programs, helping to strengthen and broaden the voices represented throughout the organization.

The Power of the Patient Voice

For 20 years, OAC has remained committed to ensuring that people living with obesity have a seat at the table. Through advocacy efforts, focus groups, surveys and listening opportunities, members continue to shape conversations about obesity care, treatment access and public policy.

In 2025, advocates across the country shared their stories, engaged in policy discussions and helped elevate the real-life experiences of people affected by obesity. By combining lived experience with education and advocacy, OAC continues to drive meaningful change while ensuring that the patient voice remains at the center of its work.



"OAC is an amazing organization that has saved and helped so many lives, and I am so grateful to have been able to be a part of that, and I am so grateful for the education that I've learned from the OAC that helped me advocate for people with obesity and for many other organizations that I work with. The work that we do is very important, and it really does save lives..."

— Jaime F.,
OAC Advocate and Member



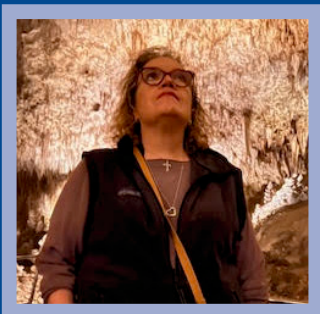
"I finally felt like I belonged."

— Michelle T., OAC Board Member



“Advocacy for me also means self-advocacy. As a person who has been affected by obesity my entire life, I have managed to assemble a care team that listens to me, treats me with dignity and respect... For me, OAC not only gives me hope, but it saved my life.”

— Amber H., OAC Member



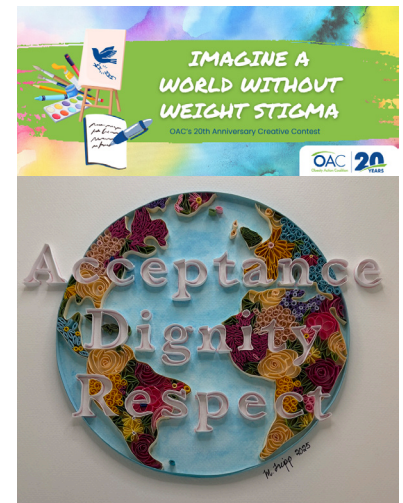
“The bias we experience in medical, educational and social settings is valid and does lead, at least has led me a couple of times, to re-evaluate whether we should seek care. Internalized bias is also very real for the things I’ve said to myself can mirror things others have said unto me.”

—Donna L., OAC Member

Stories Inspiring Change

As part of OAC’s 20th Anniversary celebration, members shared stories, artwork and reflections through the “Imagine a World Without Weight Stigma” Creative Contest. Their submissions highlighted themes of resilience, hope, advocacy and self-discovery while offering a powerful vision of a future free from weight bias.

These stories served as a reminder that sharing lived experiences can foster connection, inspire change and help others feel seen, understood and supported.



Movement With Purpose

In 2025, OAC Members came together through the 20 Million Step Challenge, a community-wide initiative that encouraged intentional movement while celebrating OAC’s 20 years of impact.

Together, participants logged more than 31 million steps, demonstrating the power of community, encouragement and shared goals. The challenge reinforced an important message: movement is personal, every step counts and meaningful progress happens when people support one another.

Opening Doors Through Opportunity

For many individuals affected by obesity, attending the *Your Weight Matters* National Convention can be a life-changing experience. Through the Rob Portinga Memorial Scholarship Fund, OAC helps remove financial barriers and create opportunities for individuals and families to access education, support and connection.

In 2025, OAC awarded more than 30 convention scholarships across 16 states, creating the largest and most diverse scholarship class in the organization’s history. These scholarships helped more people experience the power of the OAC community firsthand and continue Rob Portinga’s legacy of ensuring others feel seen, supported and welcomed.

Community Impact by the Numbers



92,000+

individuals connected
through the OAC Community



31,651,208

steps logged during
the OAC Step Challenge



30+

convention scholarships
awarded across 16 states



**Largest and
most diverse**

scholarship class
in OAC history



25+

focus groups,
surveys and listening
opportunities conducted



150+

nonprofit and community
organizations
engaged through OAC's
Champion Program



Increased engagement

among men, youth, young adults
and individuals from diverse racial
and ethnic backgrounds



Thousands

of meaningful connections
made through education, support,
advocacy and community engagement

For 20 years, OAC has worked to ensure that no one affected by obesity has to navigate their journey alone. These milestones reflect the strength of a growing community united by education, advocacy, support and hope.

As we look to the future, we remain committed to expanding our reach, amplifying the patient voice and creating opportunities for more individuals to connect, learn, advocate and thrive. The past 20 years have shown what is possible when a community comes together. The next 20 years begin now.

**Join. Engage.
Stay connected.**



"The OAC provides me with the tools to help me keep up on not only what the issues are in our community today, but also the means by which to help combat those issues. The education and fellowship of our conventions are the heart of what keeps me hopeful that change is possible. It takes us all to make a difference!"

— Tammy B., OAC Member



"I love, love, love hiking with my son! It fills all of my cups. I'm fulfilled emotionally and physically."

— Kesha C., OAC Board Member

GRATITUDE THAT FUELS OUR WORK

Because of You

The generosity of individuals, Corporate Council members and partners fuel OAC's mission, ensuring education, advocacy and community continue to grow.

OAC Corporate Council

Platinum

Boehringer Ingelheim
Eli Lilly and Company
Novo Nordisk

Gold

American Society for Metabolic & Bariatric Surgery
Amgen
Pfizer
Potomac Currents

Silver

AstraZeneca
Boston Scientific
Curax Pharmaceuticals
Dexcom
Elite Research Network
Genentech
INTUITIVE
Kailera Therapeutics
Madrigal Pharmaceuticals
Medtronic
Metsera
Nestlé Health Science
Regeneron
Rhythm Pharmaceuticals
seca
Structure Therapeutics Inc.
Wave Life Sciences
Zealand Pharma

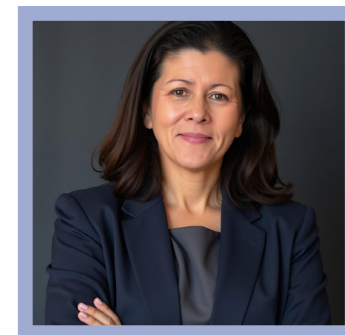
Bronze

Biohaven Pharmaceuticals
Carmot Therapeutics Inc.
Geisinger Healthcare System
KVK Tech
Rocky Mountain Associated Physicians
Wondr Health®

Patron

Bariatric Advantage
Billings Clinic
Click Therapeutics
ConscienHealth
Fay Nutrition
FlyteHealth
Gainesville Medical Obesity Specialty Clinic
Healthy Interactions
ProCare Health
ProSciento
The Obesity Society
Weight In Gold Wellness
Woman's Hospital

Support from individuals and partners fuels every program, every resource and every advocacy effort across the OAC.



"I believe that small steps add up to big changes, so I wanted my giving to reflect that belief. I am a monthly giver because consistent support means OAC can plan programs and outreach with confidence. If you believe in the mission, monthly giving, no matter how small, is one of the most powerful ways to sustain it. More education, more advocacy, more voices heard."

— Robyn P., OAC Board Member

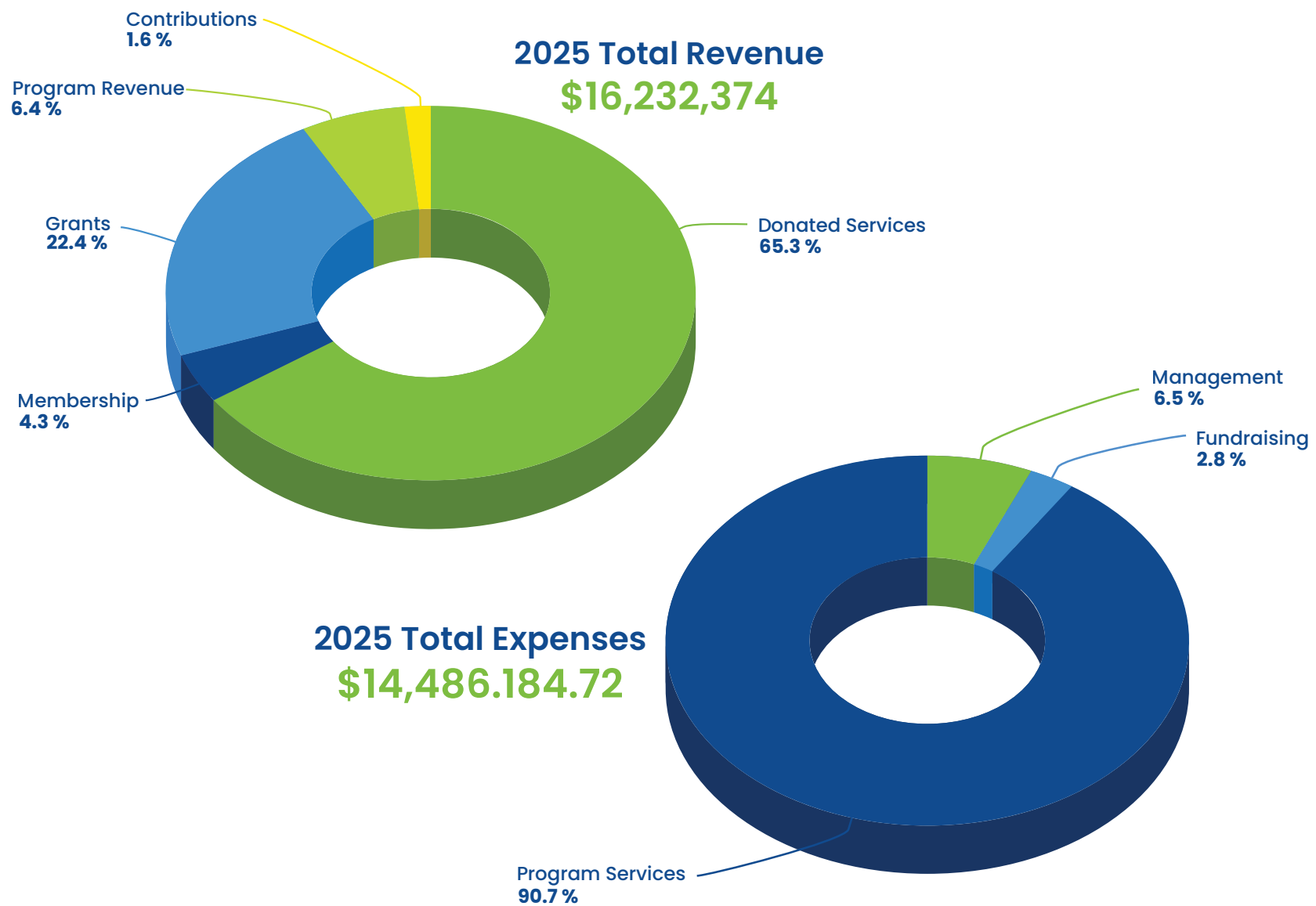


Every gift strengthens OAC's mission to educate, advocate and support those affected by obesity.

FINANCIAL OVERVIEW

Responsible. Focused. Impact-Driven.

OAC remains committed to ensuring resources are used effectively to maximize impact.



LOOKING FORWARD

The Next Chapter Starts Now

Twenty years ago, OAC was founded to address a critical gap in obesity care, education and advocacy. What began as a vision to create change has grown into a national community dedicated to improving the lives of individuals affected by obesity.

While much has been accomplished over the past two decades, our work is far from finished. Millions of people continue to face barriers to care, weight bias and misunderstanding.

With the support of our members, donors, volunteers, healthcare professionals, partners and advocates, OAC will continue to educate, advocate and support those affected by obesity while advancing a future built on dignity, respect and access to science-based care.

**Thank you for being part of our first 20 years
and helping shape what comes next.**

20 Years of Progress. A Future of Promise.



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