



Champion Prospectus

Obesity Action Coalition

Today, more than 130 million American adults are affected by the disease of obesity, and this number continues to surge each year. Despite the increasing prevalence of obesity, increasing scientific knowledge of the disease and rapidly-improving treatment options, stigma endures and bias persists. Oftentimes, this leaves people with obesity without the information or resources required to navigate continuous hurdles in the way of accessing care and weight bias and discrimination in nearly every aspect of their lives.

About Obesity Action Coalition

The Obesity Action Coalition (OAC) was founded in 2005, and remains the only patient-centered obesity nonprofit organization dedicated to giving a voice to each individual affected by the disease of obesity and helping them along their journey toward better health through education, advocacy and support. OAC's core focuses are to raise awareness and improve access to the prevention and treatment of obesity, provide evidence-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.



About OAC's Campaigns and Programs



Your Weight Matters

The *Your Weight Matters* (YWM) campaign is an ongoing national public awareness campaign that aims to educate, support, and empower people affected by obesity and provide educational resources for healthcare providers. YWM helps people better understand the connection between weight and health and challenges them to schedule an obesity-focused appointment with their healthcare provider. YWM provides both patients HCPs with high-quality resources free of charge, including the YWM Toolkit and appointment discussion guide. This campaign is featured in nation-wide advertisements on television and online.

Overall Campaign Highlights

- Over 1.9 billion media impressions.
- Over 275,000 television PSA airings.
- The YWM campaign website averages more than 150,000 unique visits annually.

Visit YourWeightMatters.org for more information.



Stop Weight Bias

The Stop Weight Bias (SWB) campaign is an ongoing nation-wide effort to raise public awareness of weight bias from childhood to adulthood, increase understanding of obesity and broaden understanding of weight bias and stigma. The campaign provides educational resources about weight bias including the negative impacts, dangers of internalized bias, and challenges the public to be a part of the solution by offering best practices and practical ways to help stop weight bias.

2022 Campaign Highlights

- Over 8.6 million media impressions.
- Over 2,900 television PSA airings.
- The SWB campaign website averages more than 27,000 unique visits annually.

Visit StopWeightBias.com for more information.



Obesity Care Week

Obesity Care Week (OCW) is an annual international awareness week which aims to increase understanding about the disease of obesity and improve the way we care for, and about, those affected. OCW seeks to advance a science-based understanding of obesity and widespread access to respectful, comprehensive and appropriate care. OCW endeavors to realize a society that understands, respects and accepts the complexities of obesity and values science-based care.

2023 Campaign Highlights

- Over 105,000 people educated in over 90 countries through website visits and educational videos.
- Over 219 million media impressions.
- Over 2.3 million social media impressions.

Visit ObesityCareWeek.org for more information.



Your Weight Matters Convention

OAC's annual in-person (YWM-Engage) and virtual (YWM-Virtual) conventions have stood strong as the nation's leading conferences dedicated to bringing together individuals concerned about their weight and health to learn science-based strategies from the country's leading experts. OAC's Conventions have transformed the lives of thousands of individuals for over a decade by offering top-notch education on proven strategies and tools in weight management, practical tips that can be used in everyday life, a place to connect with OAC's supportive Community, and ways to engage in OAC's advocacy efforts which aim to expand access to obesity treatment and stop weight bias.

Event Highlights

Your Weight Matters – Engage: OAC's in-person convention focuses on science-based, dynamic and diverse educational topics related to weight management, mental health, nutrition and more. The event also boasts daily fitness activities, advocacy training, and a welcoming Community of people where attendees create life-long, supportive friendships and support systems.

Your Weight Matters – Virtual: OAC's online platform offers this interactive educational experience each year. The Convention provided attendees with quality, science-based education, valuable tools and resources, as well as connected them to a community of individuals who share a passion for education, connection and action.

Visit YWMConvention.com for more information.

Become an OAC Champion Today!

What Does It Mean to Be a Champion of OAC? Being an OAC Champion is a powerful way that your organization or company can lend its voice in support of OAC's mission! As you know, one of the most difficult aspects of a person's journey to improved health is a lack of science-based, non-partisan, no "costs," "strings," or "agendas" attached, reliable information. At no cost to you, all Champions receive educational materials, promotional content, and opportunities to get more involved in the campaigns seeking to expand access to care and stop weight bias that can be shared with your patients or followers.

Who Can Become a Champion? OAC is seeking support from organizations in the following industries: nonprofit, healthcare providers, local or state governments, elected or appointed decision makers, health-focused foundations, and media. For-profit companies, please visit [ObesityAction.org/Corporate-Partners](https://www.obesityaction.org/Corporate-Partners) for Sponsor information.

Champion Responsibilities

- Champions should designate a primary and secondary point of contact from your organization to receive campaign email updates and materials, and be responsible for ensuring that the deliverables below are completed and reported to the OAC point of contact each year.
- Each Champion should submit a minimum of one written (1-2 sentences) or video (under 30 seconds) statement of support when joining, and update as needed/requested.
- One email/newsletter per campaign, per year.
- One post per campaign per year on each platform.
- Champion status automatically renews on January 1st each year. If you wish to remove your organization as an OAC Champion in the future, simply email info@obesityaction.org.

Champion Benefits

- Champion logo and link will be featured on each campaign website and the OAC website.
- Your organization will be promoted on each of the campaign's social media pages a minimum of once per year, per campaign.
- Champion logos will be promoted (in groups) on OAC's main social media channels once per year.
- Champions will receive a discount code for your members to attend in-person or virtual events. (Codes may not be displayed publicly.)
- Champion organizations will receive one 50% discounted registration to OAC's annual *Your Weight Matters* Convention. (Attendee must be organizational staff or board member.)
- Champions will receive a 25% discount for the exhibit hall at convention.
- Access to OAC's Society Partner Program which provides over 50% off member rate.
- All campaign communications will be provided for you, and you can customize OAC's Champion templates to align with your organizational mission and values.
- All campaign press releases will include a link to the Champion page.

Visit [ObesityAction.org/Champion-Signup](https://www.obesityaction.org/Champion-Signup) to sign up today!

For questions or additional information please email info@obesityaction.org.