



4511 North Himes Ave., Suite 25  
Tampa, FL 33614

(800) 717-3117  
(813) 872-7835  
Fax: (813) 873-7838

[info@obesityaction.org](mailto:info@obesityaction.org)  
[www.ObesityAction.org](http://www.ObesityAction.org)

February 16, 2026

MAHA Center  
307 W 36th St  
New York, NY 10018

Dear Mr. Lyons,

On behalf of the Obesity Action Coalition (OAC), thank you for your continued focus on improving the health of Americans. We share the belief that advancing nutrition, encouraging healthier environments and supporting prevention efforts are essential components of a stronger, healthier nation. As an organization representing more than 90,000 members and advocating for the more than 100 million Americans affected by the disease of obesity, we appreciate the health awareness highlighted in your recent *Eat Real Food* campaign featuring Mr. Mike Tyson.

At the same time, we would welcome the opportunity for dialogue regarding some of the language used in the advertisement. While direct and forceful messaging can capture attention, certain phrasing, such as "...obese fudgy people," may unintentionally reinforce harmful weight bias or oversimplify obesity as solely a matter of food choices or willpower. Decades of scientific evidence shows that obesity is a complex, chronic disease influenced by biology, genetics, environment, medications, stress and numerous other factors, not simply personal responsibility.

When public messaging focuses heavily on individual blame, even unintentionally, it can discourage people from seeking medical care and increase consumption of low-quality foods. Weight bias is well-documented to worsen health outcomes and create barriers in healthcare settings. As organizations committed to improving public health, we all benefit when conversations about nutrition and obesity reflect scientific accuracy and respect for individuals affected by the disease.

Importantly, prevention and treatment are not interchangeable. Improving dietary patterns nationwide is a worthy and necessary goal. However, millions of Americans are already living with the disease of obesity and require access to comprehensive, science-based care — including behavioral support, nutrition counseling, FDA-approved medications and metabolic and bariatric surgery when appropriate. A balanced public message that supports prevention while also affirming access to obesity treatment helps ensure that no one is left behind.

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



4511 North Himes Ave., Suite 25  
Tampa, FL 33614

(800) 717-3117  
(813) 872-7835  
Fax: (813) 873-7838

[info@obesityaction.org](mailto:info@obesityaction.org)  
[www.ObesityAction.org](http://www.ObesityAction.org)

The OAC looks forward to continuing to work with the Administration and MAHA partners on expanding access to obesity treatments, improving food quality, reducing barriers to care and eliminating weight bias. We believe there is a meaningful opportunity for collaboration to ensure that national health campaigns promote both improved nutrition and equitable access to evidence-based obesity care.

We would welcome the opportunity to meet with you to share research on weight bias, helpful communication tips and information on evidence-based obesity treatments. Our shared goal is a healthier America and we believe we can best achieve that goal when messaging is both motivating and grounded in science, compassion and dignity. Thank you for your consideration. We look forward to working together.

Sincerely,

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

Joe Nadglowski  
OAC President & CEO

A handwritten signature in black ink, appearing to read "Nikki Massie".

Nikki Massie, MA  
OAC Board Chair

A handwritten signature in black ink, appearing to read "Patty Nece".

Patty Nece, JD  
OAC Weight Bias Committee Chair