

OAC Launches National Weight and Health Awareness Campaign:

Your Weight Matters

www.yourweightmatters.org



The Obesity Action Coalition (OAC) recognizes that weight and health go hand-in-hand. We also know that many Americans don't stop and think about their weight as it impacts their health. That's why the OAC proudly launched its newest initiative in January 2010, the *Your Weight Matters* Campaign.

About the *Your Weight Matters* Campaign

The *Your Weight Matters* Campaign is a national public awareness campaign aimed to get the American public talking about their weight. The Campaign challenges every American to talk to their healthcare provider about their weight.

The Campaign Web site, located at www.yourweightmatters.org, has all the tools you will need to get educated about weight

and health and also offers ways for you to get more involved in this important initiative.

The Campaign also issues a Challenge: to pledge to talk to your healthcare provider about your weight. Once individuals take the Campaign Challenge they will receive an e-toolkit with helpful resources and information to take with them to their first office visit.

Campaign Web site

The Campaign Web site, www.yourweightmatters.org, is the central hub for the campaign and also is a great resource for anyone wanting to learn more about weight and health topics. On the site, visitors have access to valuable nutritional, exercise and weight measurement information, including a BMI calculator.

The site also offers a "Kids Corner," a special section geared toward kids containing health topics relating to children. Here, kids are able to learn how their weight is measured and also can read some frequently asked questions about weight-related topics.



The OAC is Challenging Every American to Take the **Your Weight Matters** Challenge and Talk to their Healthcare Provider about their Weight

OAC Thanks Partnering Organizations

Getting the message out to Americans nationwide is important. The OAC is grateful to the organizations and media representatives that have signed on as "Partners" to help spread the word about the campaign.

Organizational Campaign Partners

ASMBS Foundation
Healthy Dining Finder & HealthyDiningFinder.com
National Association of Bariatric Nurses (NABN)
National Association of Pediatric Nurse Practitioners (NAPNAP)
STOP Obesity Alliance
Take Off Pounds Sensibly (TOPS)
Walk from Obesity

Media Campaign Partners

BariatricBuddy.com
BariMD
Bariatric Support Centers International
Bariatric Times
Medi-Weightloss Clinics®
mybiglife.com

If your organization would like to help spread the word and get recognition in return, become an official *Your Weight Matters* Campaign Partner. For more information email info@yourweightmatters.org.

Make a Tax-deductible Donation

The OAC developed this Campaign with no sponsorships or restricted campaign grants. We want this Campaign to continue and expand to every city across the U.S., and to do this, we need the support of individuals like **YOU**. Make a tax-deductible donation to the *Your Weight Matters* Campaign.

As a Thank You for Your Donation

When making your tax-deductible donation, you will have the option to have your name included as a "Campaign Champion" on the Campaign Web site. Your name will be prominently placed under the appropriate donor category, showing that you support the *Your Weight Matters* Campaign. In addition, when making just a \$5 donation, we will automatically send you the official *Your Weight Matters* Campaign awareness bracelet. **To make a donation, please visit the "Donate" section on the Campaign Web site.**



Here's What You Need to Do:

- Visit the Campaign Web site: www.yourweightmatters.org
- Take the *Your Weight Matters* Challenge
- Help in promoting the Campaign by using the resources and materials provided
- Make a tax-deductible donation to help the Campaign continue and expand

Helping to Promote the Campaign

We want to spread the word and get all Americans to talk to a healthcare professional about their weight and health, so we need your help!

We need as many individuals to sign-on as possible, and we've made it easy by providing all the resources you will need! Here are the promotional materials available in the "Promote the Campaign" section on the *Your Weight Matters* Web site:

- Official *Your Weight Matters* Poster
- *Your Weight Matters* Postcards
- Campaign News Releases
- Newsletter Stories
- Public Service Announcements
- Web site Banner Ads
- Facebook and Twitter Links





ABOUT THE OBESITY ACTION COALITION (OAC)

The Obesity Action Coalition (OAC) is a National non-profit organization dedicated to giving a voice to individuals affected by obesity and helping them along their journey toward better health. Our core focuses are to elevate the conversation of weight and its impact on health, improve access to obesity care, provide science-based education on obesity and its treatments, and fight to eliminate weight bias and discrimination.



VIBRANT COMMUNITY



NATIONAL AWARENESS CAMPAIGNS



ANNUAL CONVENTION



ADVOCACY



PUBLIC EDUCATION

LEARN, CONNECT, ENGAGE

The OAC knows that the journey with weight can be challenging but we also know that great things happen when we learn, connect and engage. That is why the OAC Community exists. Our Community is designed to provide quality education, ongoing support programs, an opportunity to connect, and a place to take action on important issues.

Through the OAC Community, you can get access to:

- Weight & Health Education • Community Blogs
 - Community Discussion Forum
 - Ongoing Support • Meaningful Connections
- AND MUCH MORE**



JOIN TODAY: GO TO OBESITYACTION.ORG/JOIN

info@obesityaction.org

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



@ObesityActionCoalition

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