



# OCW2021 Highlights

Obesity Care Week has a global vision that aims to change the way society cares about obesity.

OCW2021 took place from Feb. 28<sup>th</sup> - March 6<sup>th</sup> and had different focus days:



OCW2021 was supported by **100** Champion Organizations



Individuals from more than



**80** countries participated!



Thousands of People signed-up for OCW Alerts to learn how to support OCW2021!

During OCW2021 Action Takers had the chance to:

- Support the Treat and Reduce Obesity Act (TROA)
- Support our World Obesity Day 2021 Letter to President Biden



More than **100** Legislators were contacted to support TROA and more than **35** Virtual Legislative Visits occurred during OCW2021!



**71.2** Million Media Impressions



More than **42,000** social media interactions



**95%** Positive sentiment score across social media!



More than **5,200** Social media users participated in OCW2021!



More than **6,500** OCW2021 mentions and posts on social media!

## OCW2021 Trending Words

#OCW2021 #ObesityCareWeek #ICare #TROA #OCW #Obesity #Health #ChildhoodObesity #WorldObesityDay #Comprehensive #Support #Treatment #WOD2021 #Care #Change #Weight

Thank You for Helping Us Change the Way We Care about Obesity!

PROUDLY BROUGHT TO YOU BY:



PLATINUM

BRONZE

PATRON

SUPPORTER

OCW2021 PARTNERS:



TO LEARN MORE ABOUT OBESITY CARE WEEK, VISIT: [OBESITYCAREWEEK.ORG](https://obesitycareweek.org)!