**OCW2023 Email Template**
*Week-Of*

**To Be Sent:** February 27th

**Note to Champions & Partners:** Please use this as a template for emails to be sent at the start of OCW2023. Feel free to use this as-is and also add personal/organizational stories/priorities that will make this more impactful for your audience.

**Obesity Care Week 2023 is Here!**

Quality, compassionate obesity care requires teamwork, and it starts with you! Obesity Care Week 2023 (OCW2023) kicks off today, and we need your support to make an impact. Unlike most other diseases, obesity is one that continues to be stigmatized, and in many cases, those impacted struggle to receive adequate care. OCW2023 aims to raise awareness, educate, and advocate for people living with obesity and provides us the opportunity to create lasting change. [Sign up now for OCW alerts](https://www.obesitycareweek.org/ocw-alerts/?utm_source=action-cta-hp) to receive the latest news, information and resources that will be rolled out this week so you can take action for people living with obesity!

**It’s time to change the way we care for – and about – obesity! OCW2023 will focus on:**

* Raising awareness about what the disease of obesity is – and isn’t,
* Providing valuable, science-based resources on weight and health,
* And creating a more positive and impactful relationship between a patient and their healthcare provider.

**The change required to adequately and appropriately treat obesity can only happen with your help. You can make a difference during OCW2023 by reposting content on social media, sharing OCW resources and taking action to call for change. Visit** [**ObesityCareWeek.org**](https://www.obesitycareweek.org/) **to learn more!**

**About Obesity Care Week**

Obesity Care Week is an annual public awareness event supported by over 100 health organizations and leaders in 70 countries around the world. OCW2023 Champions and Partners stand together to acknowledge obesity as a complex, chronic, recurring disease. Despite extensive research and studies, stigma and misperceptions continue to negatively shape the way people with obesity are treated medically and generally within society. OCW2023 aims to strengthen the relationship between a patient and their healthcare provider by encouraging open, empathetic and evidence-based conversations about weight and health. To learn more about Obesity Care Week and sign up for alerts, visit [ObesityCareWeek.org](https://www.obesitycareweek.org/).