

# CHAMPION PROSPECTUS

OBESITY CARE WEEK



February 27<sup>th</sup> – March 3<sup>rd</sup>  
2023



## SUPPORT OBESITY CARE WEEK

## BECOME A CHAMPION TODAY!

### WHAT IS OCW?

Obesity Care Week (OCW) is an annual awareness week aimed at increasing understanding about the disease of obesity and improving the way we care for, and about, those affected.

## VISION

To advance a science-based understanding of obesity and widespread access to respectful, comprehensive and appropriate care.

## MISSION

A society that understands, respects and accepts the complexities of obesity and values science-based care.

## KEY THEMES

### OCW TARGET AUDIENCES:

**Public**  
**Healthcare**  
**Providers**  
**Policy Makers**

OCW will help to educate and activate individuals, healthcare facilities and others to change the way we care about obesity!

OCW2023 will aim to provide clarity about the disease of obesity and assist those affected by offering support, ideas, and community. What is obesity? What isn't obesity? Even with an increased scientific understanding, why is this disease treated as a moral failing and not a medical issue that necessitates treatment with healthcare professionals from multiple fields? Obesity Care Week 2023 will dispel myths and help people identify their best next step toward improved health.

## THE NEED FOR OCW...

Today, more than 40% of the U.S. population is affected by the disease of obesity. For too long, people with obesity have been stigmatized, preventing the effective treatment of the disease. Individuals affected by obesity frequently struggle with not only the health and physical consequences of their disease but also with weight bias and other social consequences. Discrimination against individuals affected by obesity occurs in schools, workplaces, doctors' offices and more. No person should be discriminated against based on their size or weight.

Now, more than ever, the U.S. needs to take obesity seriously and **CHANGE THE WAY WE CARE!** Data suggests that half of people with obesity report they have never had a conversation about their weight with a healthcare provider (HCP), and only 4 in 10 patients say they have been counseled about their weight by their HCP.

To address these national and societal issues, the Obesity Action Coalition (OAC), The Obesity Society (TOS), the STOP Obesity Alliance, the Obesity Medicine Association (OMA) and the American Society for Metabolic and Bariatric Surgery (ASMBS) launched OCW with a vision to create a society that understands, respects and accepts the complexities of obesity and values science-based care. **OCW will achieve this vision to change the way we care about obesity by:**

**ELEVATING** societal awareness of the disease of obesity, those affected by it, its science-based treatments and weight bias.

Since 2015, OCW has welcomed organizations and partners from all throughout the world in an effort to raise awareness of the week and its mission.

obesity  
care  
week<sup>SM</sup>

**BUILDING** a fact-based understanding of obesity among individuals impacted by the disease, healthcare professionals, medical societies, policy makers, payers, and other stakeholders.

**FACILITATING** a shift to science-based treatments for those living with obesity.

## OCW HIGHLIGHTS



**112  
CHAMPIONS**  
Organizations Supported  
OCW2022



More than  
**70  
COUNTRIES**  
Participated in OCW2022



**165  
DECISION  
MAKERS**  
Were contacted and  
58 legislative visits occurred



More than  
**42,000  
USERS**  
Visited ObesityCareWeek.org



OCW2022 generated  
**219  
MILLIONS**  
Media Impressions



**1.9  
MILLIONS**  
Social Media impressions

# WHAT DOES IT MEAN TO BE A “CHAMPION” OF OCW?

Being a Champion of OCW is one of the most powerful ways your organization can lend its voice and support this national effort to raise awareness of obesity, its treatments, weight bias, access to care and much more! Let's take a closer look at what your organization can do as a Champion:



## E-communication

- As an OCW Champion, one of your most powerful resources is the reach you have within your own organization. All Champions should send at least one electronic communication (email, e-blast, etc.) to your members stating your involvement in OCW and highlighting the week.
- All Champions should have the OCW Champion logo posted on their website and/or social media.



## Social Media

The power of social media is truly paramount to any other form of mass communication. For OCW, we need your help and reach via your social media channels. Here are just some of the various social tactics you can take part in for OCW:

- All Champions should post on each platform that you use in support of OCW (content for posts will be provided).
- Change your organization's profile picture/icon to the OCW logo for the week of OCW.
- Post about each area of interest (content for posts will be provided).



## Share Your Voice

Champions are welcome to designate a spokesperson from their organization that will make themselves available for any potential media interviews (web, print, radio, television, etc.).



## Media

The media is a great resource to help get the word out about OCW. Sending out a news release stating your organization's support of OCW is an excellent way to raise awareness of OCW. The OAC is able to create a media list of potential influencers in your area upon request.



## And More!

We welcome any unique ideas to raise awareness of OCW that your organization may be able to provide. Please let us know what you want to do!

## BENEFITS OF BEING A OCW CHAMPION:

We know your organization's time and resources are extremely valuable and we're grateful for your interest in supporting OCW. In return for your support, we would like to offer the following benefits to your organization:



A formal, individual announcement of the organization as a "Champion" on all OCW social media platforms.



Champion name and logo on OCW website.



Champion name listed in written media-related activities (news release).



Champion website link on the OCW website.

**PROUDLY  
BROUGHT  
TO YOU BY:**



## Ready to Become a OCW Champion?

If you would like to have your organization help support OCW by becoming a Champion, please email [info@obesitycareweek.org](mailto:info@obesitycareweek.org) for more information. We are excited to have you be part of Obesity Care Week!