

OCW2023 Highlights

February 27th - March 3rd



OBESITY CARE WEEK HAS A GLOBAL VISION THAT
AIMS TO CHANGE THE WAY WE CARE ABOUT OBESITY.

OCW2023 FOCUSED 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.



134 CHAMPIONS
SUPPORTED
OCW2023



91 COUNTRIES
PARTICIPATED
IN OCW2023

OCW2023 IN ACTION:

OCW supporters had the chance to sign onto a letter to President Biden and write to their federal and state representatives urging them to prioritize obesity care, remove unnecessary hurdles, and expand access to FDA-approved obesity. Accomplishments include:



355 decision-makers
were contacted to support
expanding access to
obesity care



961 Letters
were sent to decision-makers
during Obesity Care Week



16%
increase in alert sign-ups
since last year

OCW2023 REACHED:



More than
105,000
educated online
through video about
OCW and obesity



More than
219M
media impressions
with over **378** press
articles



More than **2.3M**
social media impressions
with a **99.4%** positive
sentiment score.

OCW2023 TRENDING WORDS:



#OCW2023, #OBESITY, #OCW2022, #STOPWEIGHTBIAS, #OBESITYCAREWEEK, #OBESITYCARE, #OCW,
#WORLDOBESITYDAY, #WOD2023, #OACACTION, #OBESITYADVOCACY, #OBESITYADVOCATE, #OBESITYAWARENESS

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

PROUDLY
BROUGHT
TO YOU BY:



Silver

Patron

Supporters

OCW2023
PARTNERS:



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