

# National Obesity Care Week Champion Prospectus

OCTOBER 7<sup>th</sup> - 13<sup>th</sup>

Support National Obesity Care Week – Become a Champion Today!

On behalf of National Obesity Care Week (NOCW), we, the Obesity Action Coalition (OAC) would like to invite your organization to become a proud Champion of the 2018 NOCW set for October 7<sup>th</sup> – 13<sup>th</sup>.

## What is NOCW?

National Obesity Care Week (NOCW) is a national awareness week aimed at raising awareness of the disease of obesity, its treatments, weight bias, access to care issues and most importantly – CHANGING THE WAY WE CARE ABOUT OBESITY.



### mission:

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

### vision:

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

## Targeted Populations:

- Public
- Healthcare Providers
- Policy Makers

By targeting these three populations, NOCW will help educate and activate individuals, healthcare facilities and others to change the way we care about obesity! In addition to targeting these key audiences, NOCW will highlight key areas of interest each day of the week.

### Sunday – NOCW Launch Day

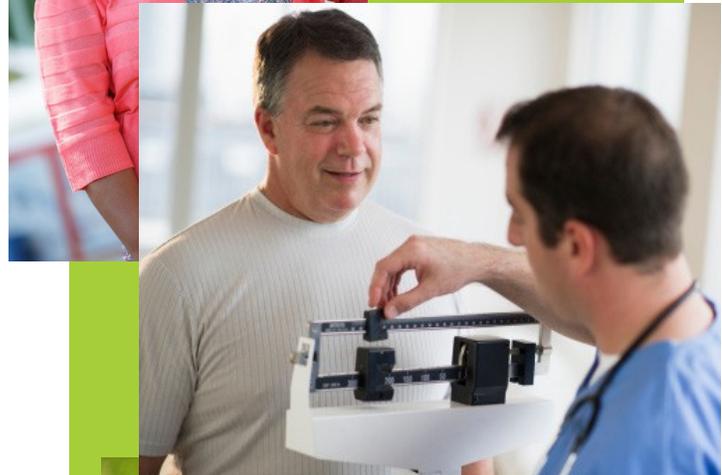
**Sunday, October 7<sup>th</sup>**, will function as the launch day for NOCW. On this day, we'll highlight the various activities for the week and provide overall insight into why we need to change the way we care about obesity.

### Monday – Behavioral Management Day

**Monday, October 8<sup>th</sup>**, will focus on behavioral management and how this important component plays a key role in any weight-loss therapy. From community programs to support groups, behavioral components can greatly help an individual dealing with obesity or caring for a loved-one affected by the disease.

### Tuesday – Medical Weight Management Day

**Tuesday, October 9<sup>th</sup>**, will focus on the various medically managed weight-loss options available today for people with obesity. For more than a decade, people with obesity went without any science-based medications to treat their obesity; however, today we're learning more and more about the effectiveness of medically managed weight-loss with a variety of treatment options. Unfortunately, access to these options is very limited and requires effective advocacy efforts to impact change.



## Wednesday – Bariatric Surgery Day

Wednesday, October 10<sup>th</sup>, will highlight bariatric surgery and various facets of the treatment. Surgery is thought of as the “last resort” for individuals affected by severe obesity, and it is frequently impacted by a negative stigma surrounding the treatment option itself. This day will aim to increase public awareness of bariatric surgery as a valid, scientific-based treatment option for the disease of obesity/severe obesity and showcase positive bariatric surgery patient stories to help the public and potential patients better understand this treatment option.

## Thursday – Weight Bias Day

Thursday, October 11<sup>th</sup>, will be the day NOCW tackles weight bias. As obesity is the last acceptable form of discrimination, weight bias day will aim at raising awareness of bias and educating each target population on bias and what we can do to eradicate it in today’s society, especially in healthcare.

## Friday – Access to Care Day

Friday, October 12<sup>th</sup>, will be the Access to Care day. This day will focus on the hurdles that many patients affected by obesity face when attempting to access treatment for their weight. From insurance provider obstacles to erroneous requirements, access to scientific-based treatments in the U.S.

## Saturday – Patient Stories Day

Saturday, October 13<sup>th</sup>, will be the culmination of the 2018 NOCW. There is no better way to bring NOCW to a close than to feature patient stories. Patients at all stages of the weight management journey will share their experiences, triumphs and heartaches dealing with the disease of obesity.

## Why Do We Need NOCW?

Today, more than 93 million adult Americans are affected by the disease of obesity. For too long, people with obesity have been stigmatized, preventing the effective treatment of the disease. Half of people with obesity report they have never had a conversation about their weight with a healthcare professional (HCP), and only 4 in 10 patients say they have been counseled about their weight by a HCP.

The conversation about weight between healthcare providers and their patients is avoided for many reasons, including healthcare provider-based weight bias and a lack of knowledge regarding obesity’s impact on health.

To address a lack of appropriate, evidence-based care, 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) have launched NOCW with a vision to **create a society that understands, respects and accepts the complexities of obesity and values science-based care**. NOCW 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
- 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

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



## NOCW Highlights

- More than 40 Champion Organizations Support NOCW
- In 2017, the NOCW Website Generated More than 32,500 Page Visits (Oct. 1-Nov. 4, 2017)
- Proclamations Securing an Official Week, National Obesity Care Week in Los Angeles, New Orleans and Washington, D.C.
- Robust Social Media Presence and Engagement on Multiple Platforms such as Facebook, Twitter and LinkedIn!
- NOCW had 227 Media Mentions in 2017 with a Potential Reach of More than 180 Million Individuals!



## What Does It Mean to be a “Champion” of NOCW?

Being a Champion of NOCW is one of the most powerful ways your organization can lend its voice to help 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 NOCW Champion, one of your most powerful resources is the reach you have within your own organization. All Champions are encouraged to send at least one electronic communication (email, e-blast, etc.) to your members stating your involvement in NOCW and highlighting the week (email to be sent on first day of NOCW, October 7<sup>th</sup>, 2018).
- **Social Media**  
Today, the power of social media is truly paramount to any other form of mass communication. For NOCW, we want 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 NOCW:
  - Change your organization’s profile picture/icon to the NOCW logo for the week of NOCW.
  - Post on all platforms in support of NOCW (content for posts will be provided).
  - Post about each focused-day (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 NOCW. Sending out a news release stating your organization’s support of NOCW is an excellent way to raise awareness of NOCW and educate your members. 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 NOCW that your organization may be able to provide. Please let us know what you want to do!





## Benefits of being an NOCW Champion:

We know your organization's time and resources are extremely valuable and we're grateful for your interest in supporting NOCW. 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 new "Champion" on all NOCW social media platforms
- Champion name and logo listed on NOCW website
- Champion name listed in written media-related activities (news releases)
- Champion link from NOCW website

## Proudly brought to you by:



## Ready to Become an NOCW Champion?

If you would like to have your organization help support NOCW by becoming a Champion, please email [nocw@obesityaction.org](mailto:nocw@obesityaction.org) for more information. We are excited to have you be a part of NOCW 2018!

