

Guidance to Raise Your Voice on Obesity Care

Addressing the obesity epidemic requires engagement from advocates like you. You're a critical voice to help policymakers understand challenges and solutions around obesity care - and see obesity as a chronic disease that results in health consequences.



100 million adults
& nearly **15 million children** in the United States live with obesity.¹



Obesity prevalence increased in **every state between 2011 and 2021**.²



Obesity drives over **200 related complications**.³



In 2019, U.S. health expenditures tied to obesity exceeded **\$173 billion**.⁴

You Can Make Change at Multiple Levels

OMA members and advocates can communicate with and educate elected officials and regulatory and administrative agencies and personnel - institutionally, locally, as well as at federal and state levels to build awareness and support for actions that promote health and access to care for individuals living with obesity and at-risk populations. Arenas to engage include:



Congress



The Executive Branch



State Medical Boards

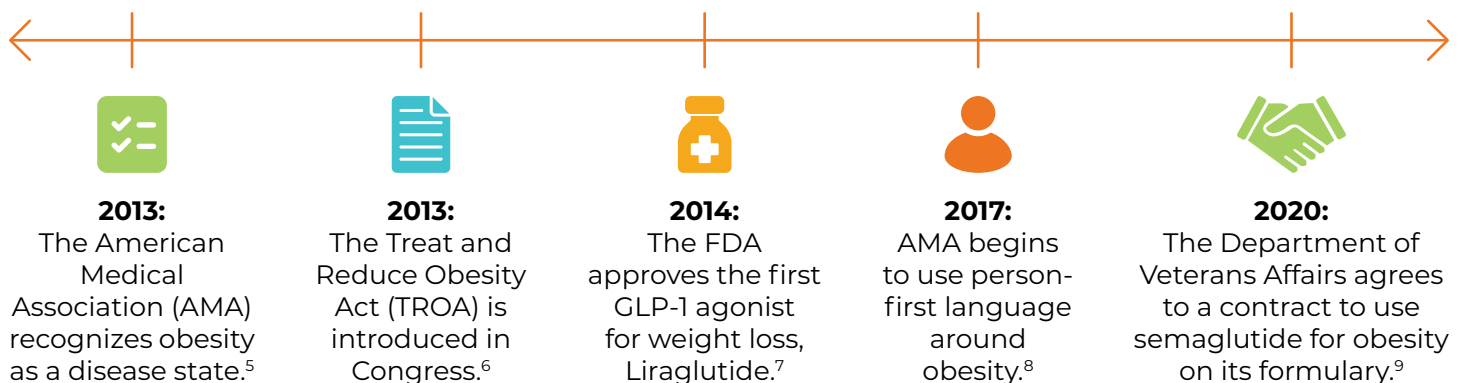


State Legislatures



State Governors

Key Obesity Treatment & Care Milestones



Tailor Your Message to Your Target Audience

OMA encourages you to personalize the message you are delivering to the legislator or decision-maker you are speaking to about obesity. For example, if you're meeting with a state legislator, you will likely be talking about a state House or Senate bill. If you're sitting down with a Governor or State Insurance Commissioner, your focus is going to be on highlighting gaps in obesity treatment coverage and the societal and economic benefits of providing coverage for obesity treatment services.

Customize and Personalize Your Talking Points

For example, any draft talking points before a state policymaker could follow the below format:

- *Your Story: "As an obesity medicine expert..."*
- *The Stakes: "100 million adults & nearly 15 million children in the United States live with obesity."*
- *The Call to Action: "Vote for House/Senate Bill XXX, which would..."*

About OMA

The OMA is the largest organization of physicians, nurse practitioners, physician assistants, and other health care providers working every day to improve the lives of patients affected by obesity.

The OMA Advocacy Committee has compiled this toolkit to help the Obesity Medicine Association (OMA) members better communicate the advocacy priorities of the OMA at the local, state and national levels.

The Four Pillars of Obesity Treatment



Contact Us



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