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New *Your Weight Matters* Campaign PSA Aims to Raise Awareness of the Importance of Seeking Help with Chronic Weight Management from a Healthcare Provider

Tampa, Fla. – Each year, more Americans are diagnosed with excess weight or obesity as well as many of the more than 50 diseases related to obesity such as type 2 diabetes, hypertension, sleep apnea and heart disease. People living with obesity do not need to be alone in working to improve their health, talking with their healthcare provider (HCP) is an important and helpful step in chronic weight management.

Since 2010, the Obesity Action Coalition (OAC)—through their *Your Weight Matters* Campaign—has sought to improve awareness of both the impacts of weight on health and the benefit working with a healthcare provider can have when it comes to chronic weight management. The OAC is excited to release their third Campaign public service announcement (PSA) focusing on how weight can affect everyday life.

Individuals wanting to learn more can visit **YourWeightMatters.org** to access a variety of resources, also available in Español, from the Campaign Toolkit to why weight matters when it comes to health and the ability to locate a healthcare provider in their area who specializes in weight management.

“Studies have shown greater long-term weight management success when working with a healthcare provider. HCPs have a wide variety of science-based treatment options available for individuals to use to manage their weight. The *Your Weight Matters* Campaign exists to help people prepare for that important conversation with sample questions, a food journal and other valuable resources,” said Joe Nadglowski, OAC President and CEO.

To view the OAC’s newest *Your Weight Matters* PSA, please visit <https://youtu.be/saBB6YA6R-I>. To date, thousands of individuals nationwide have completed the *Your Weight Matters* Campaign challenge and the conversation of weight with a healthcare provider.

The Obesity Action Coalition (OAC), a more than 60,000 member-strong National non-profit organization, is dedicated to improving the lives of individuals affected by the disease of obesity through education, advocacy and support.

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