



MODULE 4

# engage your at-risk population

Information and tips for motivating people with obesity to take action to manage their weight

the**weigh**  
**forward**▶

## A Wide Range of Activities Can Be Undertaken to Generate Interest in Weight Management Among People With Obesity

- Online health risk questionnaires
- Health and wellness seminars
- Healthy eating programs
- “Take the stairs” campaigns
- Host community “fun runs” or other weight loss-related events
- Incentivized participation through flexible spending account contribution

- Annual health risk assessment, including a Work Limitations Questionnaire
- Onsite biometric screenings
- Support programs, such as onsite coaching and nutritional counseling
- Behavioral modification and/or mental health services
- Employers, health systems, and community organizations can collaborate to conduct organized events



These activities **may be successful** in reducing healthcare costs, improving morale, and increasing employee productivity.



Consider **implementing these or similar approaches** or integrating them into your current efforts.



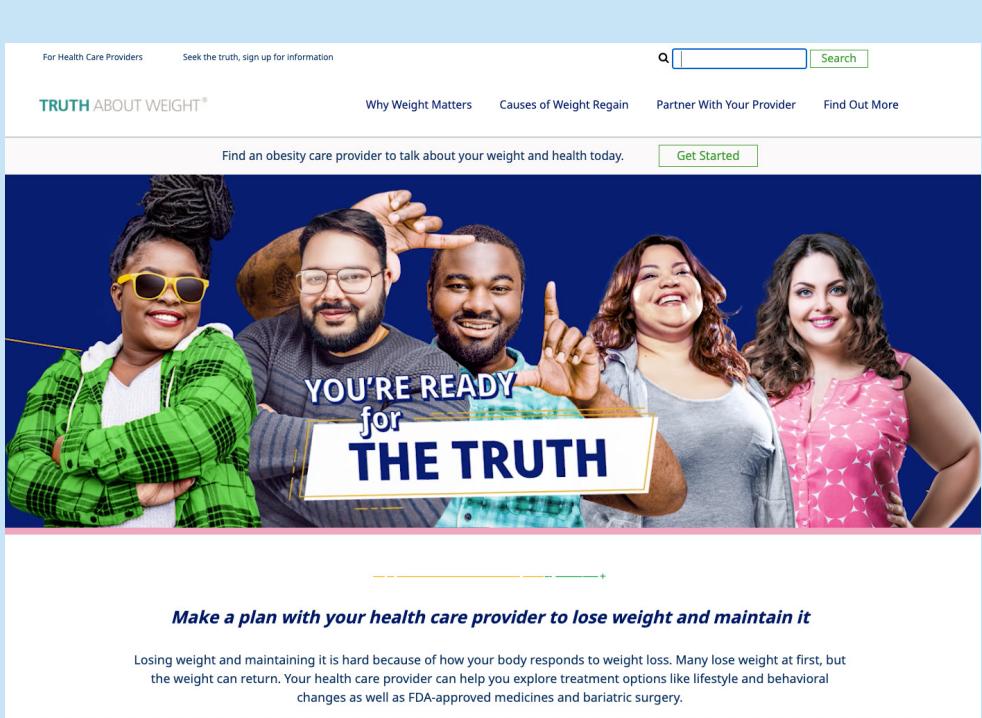
# Novo Nordisk Offers a Range of Resources to Assist You in Engaging Individuals With Obesity

## Truth About Weight® Website

Newly updated and enhanced, the Truth About Weight® website provides a wealth of information and resources about obesity and the benefits of weight management. Topics include

- **The science of weight loss**, including how science can explain why the weight may return, factors that contribute to obesity, and the health benefits of losing 5% to 10% of one's weight
- **Obesity care**: what to expect, including tips for finding the right healthcare professional
- **The weight-loss cycle** and the common phases that people with obesity go through in their attempts to lose weight
- **A guide to common assessments** a healthcare professional may use when taking a weight history and developing a weight-loss or weight-management plan
- **Real stories** (including videos) of people with obesity in which they share their experiences and learnings
- **COVID-19 and obesity**: information on how people with obesity may be affected by COVID-19

Visit [www.truthaboutweight.com](http://www.truthaboutweight.com) for more information



The screenshot shows the homepage of the Truth About Weight website. At the top, there are links for "For Health Care Providers" and "Seek the truth, sign up for information". A search bar with a magnifying glass icon and a "Search" button is also at the top. Below the header, there are navigation links for "TRUTH ABOUT WEIGHT®", "Why Weight Matters", "Causes of Weight Regain", "Partner With Your Provider", and "Find Out More". A prominent banner features five diverse individuals (three women and two men) smiling and pointing upwards. Overlaid on the banner is the text "YOU'RE READY for THE TRUTH". Below the banner, a call-to-action button says "Get Started". A section titled "Make a plan with your health care provider to lose weight and maintain it" includes a note about the challenges of weight loss and the support available from healthcare providers. At the bottom, a quote states: "Specifically developed for the patient audience, this website can help you explain weight-management options, including diet, anti-obesity medications, and bariatric surgery."

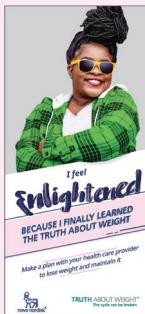
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The screenshot shows the TrueWeight® Report interface. At the top, there's a navigation bar with 'TRUTH ABOUT WEIGHT®' and 'TrueWeight® Report'. Below it, a section titled 'Your TrueWeight® Report Results' includes fields for 'Trying to lose weight' (Yes), 'Want to lose' (20 lbs), 'Current BMI' (23), 'Overall health' (Good), and 'Motivation' (4 - very motivated). A 'For less than 2 years' button is also present. A 'Weight History' graph plots weight (128 lbs at age 18, 180 lbs at age 25, 139 lbs at age 35, 156 lbs at age 45) against age (years). Below the graph, four points are labeled: A (128 lbs), B (180 lbs), C (139 lbs), and D (156 lbs). Each point has a legend: A (Another significant life event, Family change, Weight loss, Significant life event, Weight loss), B (A family change, Another significant life event), C (Physical activity, Portion control, Weight loss), and D (Family life, Physical activity). At the bottom, sections include 'Current weight-loss efforts include' (Portion control, Weight loss), 'Interested in exploring' (Mindfulness, Portion control), and 'Diagnosed with' (None).

## TrueWeight® Report

- Using this interactive tool, **patients answer a few simple questions** and receive a **free personalized report** that they can bring to a healthcare professional to start a conversation about weight management
- Available on the **Truth About Weight®** website at [www.truthaboutweight.com/take-the-next-step.html#/intro](http://www.truthaboutweight.com/take-the-next-step.html#/intro)



The brochure cover features a woman with dark hair in a bun, wearing sunglasses and a green plaid jacket, smiling. The title 'I feel enlightened' is prominently displayed in large, bold letters. Below it, the subtitle 'BECAUSE I FINALLY LEARNED THE TRUTH ABOUT WEIGHT' is written. At the bottom, there's a small note: 'Make a plan with your health care provider to lose weight and maintain it.' The Novo Nordisk logo is at the bottom left, and the 'TRUTH ABOUT WEIGHT®' logo is at the bottom right.

## Patient Brochure

Available through your Novo Nordisk representative, this complimentary brochure **provides comprehensive information** about the risks of obesity and the importance of weight management.

# How Your Organization Can Advocate for Improving Obesity Management

**Be part of the solution to improve obesity care by taking the following steps:**



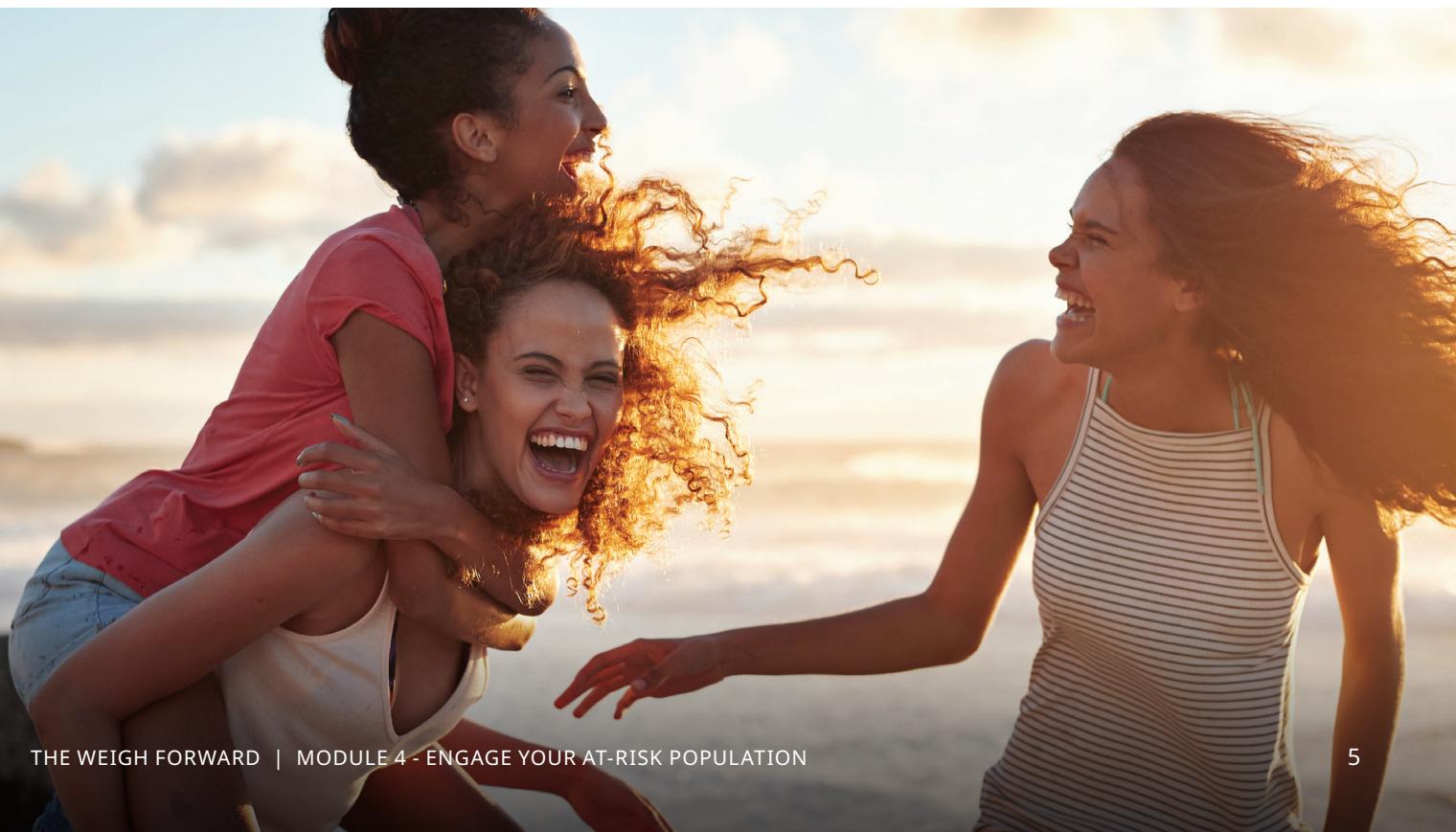
Show your support for the **Treat and Reduce Obesity Act** by contacting your senators or congressperson. For more information, visit [ObesityCareAdvocacyNetwork.com](http://ObesityCareAdvocacyNetwork.com).



Raise awareness in your community of the **need for insurance coverage** for obesity care that includes counseling, nutritional services, and anti-obesity medications.



Employers and health systems can collaborate to **increase the recognition of obesity** as the serious, chronic, and progressive disease that it is and take action to **drive proactive care** for those affected.



## Your Organization Can Become Involved With National Obesity Initiatives

### MyHealthyWeight

#### My Healthy Weight

- A collaboration among healthcare leaders, including private and public insurance payers and self-insured employers
- The **first-ever collective initiative offering insurance benefits** to cover obesity prevention and treatment for individuals of all ages
- Visit [myhealthyweight.org](http://myhealthyweight.org)



#### National Obesity Care Week

- This event is designed to educate healthcare professionals on the importance of a comprehensive approach to treating obesity
- Visit [ObesityCareWeek.org](http://ObesityCareWeek.org)



#### The Obesity Care Advocacy Network

- A diverse group of organizations that have come together with the purpose of **changing how we perceive and approach the problem** of obesity in the United States
- Visit [ObesityCareAdvocacyNetwork.com](http://ObesityCareAdvocacyNetwork.com)

### STOP OBESITY ALLIANCE

#### STOP Obesity Alliance

- The Strategies to Overcome and Prevent (STOP) Obesity Alliance uses a variety of strategies to **engage key stakeholders from multiple sectors** in solving the obesity crisis
- Visit [STOPObesityAlliance.org](http://STOPObesityAlliance.org)

## Where to Go for Additional Information

**These leading healthcare organizations can provide helpful information about the risks of obesity and the importance of weight management. They also provide patient literature and tools.**



**The Obesity Society** — Visit [www.obesity.org](http://www.obesity.org)



**American Diabetes Association** — Visit [www.diabetes.org](http://www.diabetes.org)



**American Association of Clinical Endocrinologists** — Visit [www.aace.com](http://www.aace.com)



**American Heart Association** — Visit [www.heart.org](http://www.heart.org)



National Heart, Lung, and Blood Institute

**National Heart, Lung, and Blood Institute** — Visit [www.nhlbi.nih.gov](http://www.nhlbi.nih.gov)

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