

MODULE 4

engage your at-risk population

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

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 for more information

For Health Care Providers Seek the truth, sign up for information Search

TRUTH ABOUT WEIGHT® Why Weight Matters Causes of Weight Regain Partner With Your Provider Find Out More

Find an obesity care provider to talk about your weight and health today. [Get Started](#)

**YOU'RE READY
for
THE TRUTH**

Make a plan with your health care provider to lose weight and maintain it

Losing weight and maintaining it is hard because of how your body responds to weight loss. Many lose weight at first, but the weight can return. Your health care provider can help you explore treatment options like lifestyle and behavioral changes as well as FDA-approved medicines and bariatric surgery.

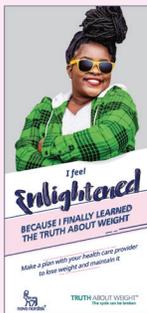
Specifically developed for the patient audience, this website can help you explain weight-management options, including diet, anti-obesity medications, and bariatric surgery.

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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



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](https://www.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



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



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



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

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



American Diabetes Association — Visit www.diabetes.org



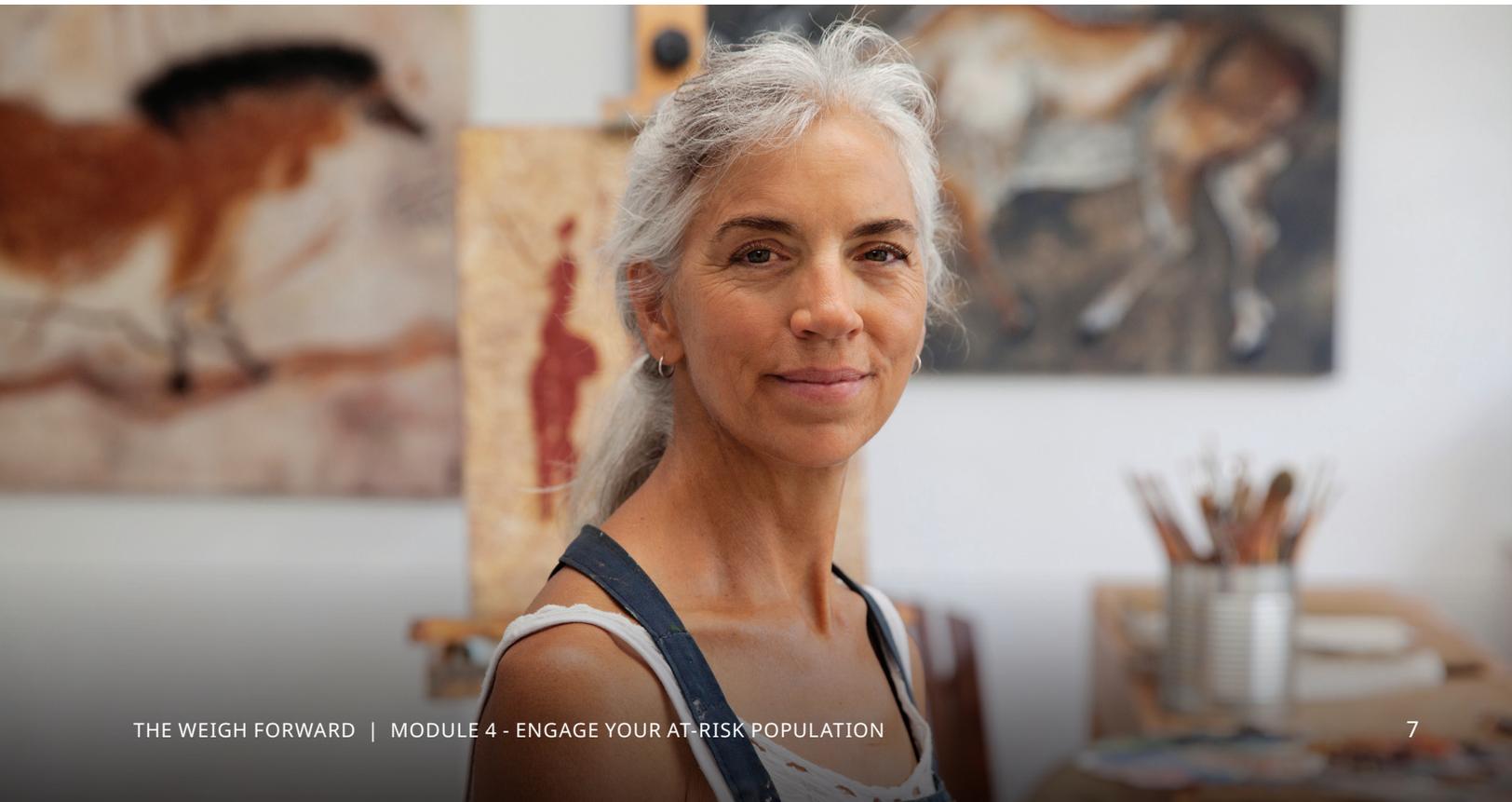
American Association of Clinical Endocrinologists — Visit www.aace.com



American Heart Association — Visit www.heart.org



National Heart, Lung, and Blood Institute — Visit www.nhlbi.nih.gov



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