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**OBESITY ACTION COALITION'S (OAC) *YOUR WEIGHT MATTERS* CAMPAIGN PREPARES ADULTS
FOR THE CONVERSATION OF WEIGHT WITH THEIR HEALTHCARE PROVIDER**

Tampa, Fla. – The OAC is excited to announce the re-launch of the *Your Weight Matters* Campaign. The goal of the Campaign is to encourage a dialogue between individuals and their healthcare provider about weight and educate about the impact of excess weight on health. "Millions of Americans are affected by excess weight or obesity, but unfortunately, regular conversations between patients and their healthcare provider about weight rarely occur. This is in spite of the significant health impact of obesity, such as increased risk for type 2 diabetes, hypertension, sleep apnea, some cancers and more," said Joe Nadglowski, OAC President and CEO.

Having the conversation of weight with a healthcare provider can often be an intimidating experience for those affected by excess weight or obesity. The *Your Weight Matters* Campaign aims to prepare individuals for the conversation of weight through the Campaign Challenge. Individuals interested in learning more about their weight and health can easily take the Campaign Challenge by visiting www.YourWeightMatters.org and clicking the "Take the Challenge" button.

"The conversation between a patient and physician about weight is essential in effectively managing an individual's overall health," said Christine Verini, vice president, Corporate Communications and Advocacy, Eisai. "We are proud to sponsor the *Your Weight Matters* Campaign."

Once an individual takes the Campaign Challenge by making a pledge to talk to their healthcare provider about their weight, they will receive the *Your Weight Matters* Toolkit for free, which is designed specifically to help them prepare for that first appointment with their healthcare provider. From a food journal and exercise tips to sample questions a healthcare provider may ask an individual, the *Your Weight Matters* Toolkit provides Campaign participants with an excellent resource that they can utilize throughout their weight-loss journey.

"Talking to someone, especially a healthcare professional, about your weight is not an easy task; however, it is necessary. The *Your Weight Matters* Campaign and its resources prepare the individual for their talk," said Pam Davis, RN, CBN, BSN, OAC Chairman.

To learn more about the *Your Weight Matters* Campaign or to take the Campaign Challenge, please visit www.YourWeightMatters.org.

About the *Your Weight Matters* Campaign

The Your Weight Matters Campaign is a National Weight and Health Awareness Campaign Brought to You by the Obesity Action Coalition. Eisai Inc. had no control over the contents of the Your Weight Matters Campaign.

About the OAC

The OAC, host of the [Your Weight Matters National Annual Convention](#), is a National nonprofit charity dedicated to helping individuals affected by obesity. The OAC was formed to bring together individuals struggling with weight issues and provide educational resources and advocacy tools.

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