



WALK FROM OBESITY MEDIA KIT

WALK *from* OBESITY<sup>SM</sup>

Prevention, Education, Research & Treatment

Partnering to improve the lives of all of those affected by obesity  
through education, research and advocacy.



# Table of Contents

<b>Welcome to the <i>Walk from Obesity</i>.....</b>	<b>01</b>
<b>The <i>Walk from Obesity</i> at a Glance.....</b>	<b>02</b>
<b>Beneficiaries of the <i>Walk from Obesity</i>.....</b>	<b>03</b>
<b>How Monies Raised by the <i>Walk from Obesity</i> Are Utilized .....</b>	<b>04</b>
<b>Public Relations .....</b>	<b>06</b>
<b><i>Walk from Obesity</i> Q &amp; A .....</b>	<b>08</b>
<b><i>Walk from Obesity</i> Terminology and Usage .....</b>	<b>10</b>
<b>References to the Obesity Action Coalition.....</b>	<b>11</b>
<b>References to the ASMBS Foundation.....</b>	<b>12</b>
<b>National Office and Staff Contact Information.....</b>	<b>13</b>



## Welcome to the *Walk from Obesity*

Thank you for taking the time to learn more about the *Walk from Obesity*. Each year in the fall and spring in major cities throughout the United States, individuals affected by obesity, their family members, friends, colleagues and many others come together and proudly walk to raise awareness of obesity, childhood obesity and morbid obesity in the *Walk from Obesity*.

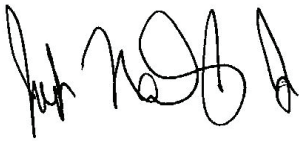
As obesity affects more than 93 million Americans, it is imperative that we continue to raise awareness of this increasing epidemic. From California to New York, walkers join forces and Walk to represent their battle with obesity or support their loved-ones or friends. Funds raised from the event help to support the research and professional education initiatives of the ASMBS Foundation and the general public educational materials and advocacy programs of the Obesity Action Coalition (OAC).

The *Walk from Obesity* also allows us to provide the Bryan G. Woodward Community Grants program which returns portions of the funds raised by the *Walk from Obesity* to the communities hosting Walk events.

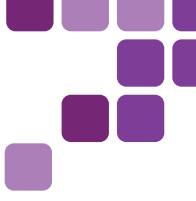
The *Walk from Obesity* Media Kit will provide you with a basic knowledge and understanding of the event and the importance of spreading the message of the Walk.

Again, we thank you for your time and consideration.

Warmest regards,



Joseph Nadglowski, Jr.  
Executive Director, ASMBS Foundation  
President and CEO, Obesity Action Coalition



## The *Walk from Obesity* at a Glance

The *Walk from Obesity* is a national fundraising event aimed to raise awareness of obesity and funds to improve the quality of life and health of those affected. The mission of the Walk is to bring together all who are affected by obesity to draw National attention to the need for awareness, treatment and advocacy initiatives.

The *Walk from Obesity* is held in the fall and spring each year in cities across the nation. Walk locations are designated based on responses from volunteers wishing to host a Walk in their area.

The theme of the Walk is “participation on foot.” Participants of the Walk include:

- Individuals affected by obesity, morbid obesity or childhood obesity
- Family members
- Friends
- Healthcare Professionals
- Community Members
- and others

Participants come together on the specific Walk date in their local area and walk along a designated course to bring awareness to obesity and raise funds for education, research and treatment of obesity. Funds are raised through various means such as: registration fees, general donations, national sponsorships, local sponsorships, etc.



## Beneficiaries of the *Walk from Obesity*

### The ASMBS Foundation



In 1997, members of the American Society for Metabolic and Bariatric Surgery, the largest society for this specialized branch of medicine in the world, formed the ASMBS Foundation, a non-profit 501(c)(3) organization dedicated to raising funds to help support obesity research and to increase professional and public awareness of bariatric surgery and its role in treating the devastating disease of morbid obesity. Currently, the ASMBS Foundation is made up of volunteers and a full-time staff at the national headquarters located in Gainesville, Fla.

The ASMBS Foundation is serious about improving the lives of the morbidly obese by focusing on the following issues:

- Increased funding of research specifically in morbid obesity
- Increased public and professional education

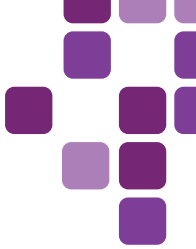
### Obesity Action Coalition (OAC)



The OAC is the only non-profit organization whose sole focus is representing those affected by obesity. The OAC is dedicated to providing obesity education and advocating on behalf of individuals affected. Currently, the OAC is made up of volunteers and a full-time staff at the national headquarters located in Tampa, Fla.

The OAC engages in a variety of educational and supportive programs designed to:

- Educate individuals affected by obesity, family members and the general public on obesity and its effects on health
- Help individuals gain access to medical treatment for obesity
- Work to ensure that those obesity treatments are safe and effective
- Strive to eliminate the negative stigma associated with obesity
- Elevate and empower individuals affected by obesity to take action and make a difference in their lives and the lives of others



## How Monies Raised by the *Walk from Obesity* Are Utilized

Financial revenues raised by the *Walk from Obesity* are utilized to support the missions of the ASMBS Foundation and the OAC including:

### **Funding Research**

The ASMBS Foundation is committed to supporting continuing research into obesity and its treatments. Research grants are awarded on an annual basis with a call for proposals taking place annually in November. To date, the ASMBS Foundation has awarded more than \$850,000 in research grants.

### **Increasing Education**

Both the ASMBS Foundation and the OAC are dedicated to increasing education about obesity. Each organization focuses their educational outreach efforts in specific areas, such as:

#### **ASMBS Foundation**

The ASMBS Foundation concentrates their efforts on professional education including such past efforts as a nurse credentialing program and sponsoring a consensus conference on obesity treatments. Current educational efforts focus on educating healthcare providers and providing professional-based seminars.

#### **OAC**

OAC educational efforts focus on individuals affected by obesity and the general public. The OAC produces a wide variety of educational materials including the popular “Understanding Obesity” brochure series, *Your Weight Matters Magazine* and multiple e-newsletters focusing on obesity, nutrition, exercise and more. The OAC also raises national awareness of weight and health through the “Your Weight Matters Campaign.”

### **Raising Awareness of Obesity and its Treatments**

The OAC has conducted and will continue nationwide efforts on both the state and federal level raising awareness of obesity and its related conditions and the importance of seeking medical assistance in treating it. In addition, both the ASMBS Foundation and the OAC continue to conduct exhibits at major health-related trade shows on obesity and its treatments, diabetes, nutrition and more.





### **Conducting Advocacy**

The OAC was founded as a grass-roots advocacy organization. Its primary focus is to represent those affected by obesity with a goal of increasing access and insurance coverage to the treatments of obesity. The OAC targets elected officials and government officials as well as insurance companies, the healthcare industry and the general public with its efforts.

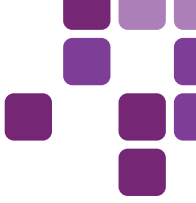
### **Eliminating Weight-stigma**

The OAC continues to call attention to weight-stigma issues. The OAC has various resources specific to fighting obesity stigma, such as its “Understanding Obesity Stigma” brochure. Through its Coalition of members, the OAC will continue to challenge issues faced by individuals affected by obesity and will advocate for proactive change.

### **Supporting Community Initiatives**

Through the Bryan G. Woodward Community Grant Program, the ASMBS Foundation supports initiatives to address obesity in local communities hosting a *Walk from Obesity* event. Ten grants of \$5,000 or less are awarded on an annual basis with preference given to those organizations actively participating in the Walk. To date, the Bryan G. Woodward Community Grant Program has funded more than \$50,000 in community projects.





## Public Relations

### Raising Awareness and Spreading the Message

We gladly welcome publicity for the *Walk from Obesity*. As non-profit organizations, media attention and publicity are an excellent and cost-effective method for us to raise awareness of obesity and increase the *Walk from Obesity's* message throughout the country.

The following are three primary talking points that we feel are an integral part of the Walk and articulate the need for its existence in the community.

#### Talking Point 1

The ASMBS Foundation and the Obesity Action Coalition sponsor the *Walk from Obesity* to raise awareness of the obesity epidemic in the United States. Obesity related illness accounts for more than 100,000 deaths each year and we want to take the lead in changing this at the community level.

- More than 93 million Americans are affected by obesity and more than 15 million affected by morbid obesity.
- More than 2/3 of all Americans are classified as overweight or obese.
- Obesity costs our healthcare system more than \$117 billion each year.
- Obesity is a leading cause of preventable death.
- Obesity increases the likelihood of diabetes, heart disease and cancer.
- Obesity is a disease treated through a combination of methods that may include behavioral modification, nutritional guidance, exercise and/or medication.
- For those affected by morbid obesity, 100 pounds or more overweight, weight-loss surgery may be an effective treatment option. Individuals need to consult with a healthcare professional to help determine which methods are appropriate for them.





### Talking Point 2

The ASMBS Foundation and the Obesity Action Coalition have partnered with individuals affected by obesity, healthcare professionals, the healthcare industry and concerned citizens in many cities throughout the U.S. for the annual *Walk from Obesity*.

- In previous years, the *Walk from Obesity* received support from healthcare leaders.
- Local and national volunteers include individuals affected by obesity, obesity specialists, nurses, community workers, healthcare professionals and many more.
- Each year the Walk continues to grow. In 2010, the *Walk from Obesity* added “Spring” walks in addition to the “Fall” walks to accommodate more cities and participants nationwide.

The ASMBS Foundation and the Obesity Action Coalition play an integral role in fighting obesity by funding research, providing educational resources and advocating on behalf of the more than 93 million Americans affected by obesity.

### Talking Point 3

The ASMBS Foundation and the Obesity Action Coalition have partnered with individuals affected by obesity, healthcare professionals, healthcare industry supporters and concerned citizens in cities throughout the country for the *Walk from Obesity*.

The *Walk from Obesity* raises money to continue research and education that is a vital part of obesity and its treatments. All local citizens can get involved in a local Walk by walking or sponsoring someone who walks. More information can be found by visiting [www.walkfromobesity.com](http://www.walkfromobesity.com).

# Public Relations

## Walk from Obesity Q & A

### **Q: What is the Walk from Obesity?**

A: The annual ASMBS Foundation and Obesity Action Coalition *Walk from Obesity* is a nationwide fundraising event taking place in cities across the country. The Walk is a partnership effort involving individuals affected by obesity, healthcare professionals, the healthcare industry and concerned citizens to help raise awareness of obesity as a critical public health problem. The mission of the Walk is to bring together all who are affected by obesity to draw National attention on the need for awareness, treatment and advocacy initiatives.

### **Q: What cities are participating in the Walk from Obesity?**

A: Each year, more cities join this excellent cause. To locate a Walk in your area or see a list of Walk cities, visit [www.walkfromobesity.com](http://www.walkfromobesity.com).

### **Q: Why have a Walk from Obesity?**

A: Our society is experiencing an obesity epidemic. As estimated 93 million people in the U.S. are affected by obesity and 15 million are affected by morbid obesity, putting them at increased risk for other obesity-related conditions including type 2 diabetes and heart disease, at a cost of \$117 billion every year. The *Walk from Obesity* is a national effort to increase public awareness of the disease of obesity, the numerous physical and emotional consequences that result from it, and available treatments.

### **Q: Where does the money raised from the Walk go?**

A: The *Walk from Obesity* will raise money for education and research efforts into obesity and related illnesses, obesity prevention and treatment and will call attention to one of the most important public health problems facing us today. A portion of the funds are returned to local communities to support community obesity initiatives through the Bryan G. Woodward Community Grant Program.

### **Q: What are the Bryan G. Woodward Community Grants?**

A: Named after the founder of the *Walk from Obesity*, the Bryan G. Woodward Community Grants support community initiatives with grants of up to \$5,000 in communities hosting a Walk. Preference is given to those who actively participated in the Walk. More information on the Bryan G. Woodward Community Grants can be found by visiting [www.asmbfoundation.org](http://www.asmbfoundation.org).

### **Q: What is the ASMBS Foundation?**

A: The ASMBS Foundation is a nonprofit organization formed by the American Society for Metabolic and Bariatric Surgery, the largest society for weight-loss surgery in the world. The Foundation is dedicated to research into the causes, prevention and treatment of obesity. The ASMBS Foundation established the first annual *Walk from Obesity* in 2003, with the vision and direction of Bryan G. Woodward.

### **Q: What is the Obesity Action Coalition (OAC)?**

A: The Obesity Action Coalition, also known nationally as the OAC, is a registered 501(c)3 nonprofit membership-based organization founded in 2005. The OAC is the only nonprofit whose sole focus is representing those affected by obesity through education, advocacy and support. The OAC offers a wide variety of free educational resources on obesity, morbid obesity and childhood obesity, in addition to consequences and treatments of these conditions. The OAC also conducts a variety of advocacy efforts throughout the U.S. on both the national and state levels, and encourages individuals to become proactive advocates.

### **Q: Why are the ASMBS Foundation and OAC leading the Walk from Obesity?**

A: The ASMBS Foundation and the OAC are involved in the *Walk from Obesity* because there is an obesity epidemic in this country that accounts for more than 100,000 deaths each year due to obesity-related illnesses and costs our healthcare system \$117 billion a year. The ASMBS Foundation and the OAC want to lead the effort to change this and are working with individuals affected, healthcare professionals, the healthcare industry and concerned communities to increase awareness of and take action against this serious health epidemic.



**Q: How is the healthcare industry involved in the *Walk from Obesity*?**

A: The *Walk from Obesity* is a partnership effort involving individuals affected by obesity, healthcare professionals, research organizations, concerned citizens and the healthcare industry to help raise awareness of obesity as a critical public health problem.

**Q: Who can participate in the *Walk from Obesity*?**

A: The Walk is open to anyone who wants to participate, including those currently affected by obesity, those who have successfully treated their obesity, the family and friends of those affected by obesity, healthcare professionals, athletic teams and fitness groups and other members of local communities.

**Q: How far is the *Walk from Obesity*?**

A: The distance of each Walk varies depending on the city and site where it is taking place (i.e. a park, a track, local roads, etc.). Most walks will range from one to three miles.

**Q: Isn't it dangerous for someone affected by obesity or morbid obesity to participate in a Walk like this?**

A: All participants are encouraged to walk only as far as they feel comfortable and physically capable. The Walk is a noncompetitive effort to involve communities in light physical activity and bring attention to the serious issue of obesity. Similar to other events of this kind, local medical personnel will be on site, and all walkers should consult a healthcare professional before participating.

**Q: What types of treatment are available for obesity?**

A: Obesity is a disease that may be treated through a combination of methods including diet, exercise and/or medication. For individuals affected by morbid obesity, physician supervised programs and weight-loss surgery are two viable treatment options. Individuals should consult their physician or other healthcare professional to determine which methods are appropriate for them. For more information about treatments for obesity, visit [www.obesityaction.org](http://www.obesityaction.org).

**Q: Can those unable to participate in the *Walk from Obesity* still contribute?**

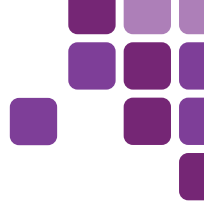
A: Yes. Those who wish to make a contribution to the *Walk from Obesity* and its mission can visit the Web site, [www.walkfromobesity.com](http://www.walkfromobesity.com), for more information on contributing online as well as by mail. Contributions can also be made by calling (866) 471-2727.

**Q: Are donations to the Walk tax-deductible?**

A: Yes. Since the event directly and solely benefits a charity, donations and contributions are tax-deductible.

**Q: How can people learn more about the *Walk from Obesity*?**

A: For more information on the *Walk from Obesity* and to locate a Walk in your area, visit [www.walkfromobesity.com](http://www.walkfromobesity.com) or call (866) 471-2727.



## Walk from Obesity Terminology and Usage

**In-text Reference:** A general article discussing the Walk should refer to the Walk as the following:

- *Walk from Obesity*
- Walk

**Headline:** WALKfromOBESITY<sup>SM</sup>

**Walk from Obesity Graphic:** The graphics located below are the only graphics that should be used for Walk-based publicity. High-res images of the graphics are available by contacting the OAC or ASMBS Foundation. (Note: The graphics should ONLY be used in black and white or four-color.)



**Walk from Obesity Web site:** The *Walk from Obesity* Web site is referred to in-text as [www.walkfromobesity.com](http://www.walkfromobesity.com).

**Walk from Obesity Press Release Boilerplate:** The *Walk from Obesity* was established to raise awareness of the obesity epidemic and to support initiatives focusing on prevention, education, research, treatment and advocacy. Proceeds from the Walk benefit the independent educational and research initiatives of the ASMBS Foundation and the Obesity Action Coalition. Walkers raise money by asking friends, family and co-workers to sponsor them. In addition to walker income, funds are raised through sponsorship, matching gifts, corporate contributions and other fundraising activities.

**Walk from Obesity Mission Statement:** The mission of the *Walk from Obesity* is to bring together all who are affected by obesity to draw national attention on the need for awareness, treatment and advocacy initiatives.





## References to the Obesity Action Coalition

The full name is “Obesity Action Coalition” or the acronym OAC.

**OAC Graphic:** The graphic below is the only graphic that should be used for OAC-based publicity. High-res images of the graphic are available by contacting the Obesity Action Coalition.



**In-Text Reference:** A general article discussing the OAC should refer to the OAC as:

- Obesity Action Coalition (First Reference)
- OAC
- Coalition
- Organization

**Mission statement:** The mission of the Obesity Action Coalition (OAC) is to elevate and empower those affected by obesity through education, advocacy and support.

**OAC Web site:** The OAC Web site is referred to in-text as [www.obesityaction.org](http://www.obesityaction.org).

**History:** The Obesity Action Coalition, founded in 2005, is a nonprofit national charity dedicated to helping individuals affected by obesity. The mission of the OAC is to elevate and empower individuals affected by obesity through education, advocacy and support. The OAC was formed to bring together individuals struggling with weight issues and provide educational resources and advocacy tools.



## References to the ASMBS Foundation

The full name is “ASMBS Foundation”

**ASMBS Foundation Graphic:** The graphic below is the only graphic that should be used for ASMBS-based publicity. High-res images of the graphic are available by contacting the ASMBS Foundation.



**In-Text Reference:** A general article discussing the ASMBS Foundation should refer to the ASMBS Foundation as the following:

- American Society for Metabolic and Bariatric Surgery Foundation (First Reference)
- ASMBS Foundation
- Foundation

**Mission Statement:** The ASMBS Foundation’s mission statement is to raise professional and public awareness about morbid obesity and bariatric surgery through education and obesity research and to support physician and allied health research and public health projects.

**ASMBS Foundation Web site:** The ASMBS Foundation Web site is referred to in-text as [www.asmbfoundation.org](http://www.asmbfoundation.org).

**History:** The ASMBS Foundation was established through the efforts of the ASMBS Executive Council in 1997 spearheaded by Dr. Ross Fox. The ASMBS Executive Council and Dr. Fox had the vision to recognize the need to provide fundraising through charitable gifts, public and private donations to support obesity awareness, understanding and research to advance bariatric surgery and care of the morbidly obese population. As the Foundation’s first President, Dr. Fox obtained a nonprofit 501(c)(3) corporation designation.





## National Office and Staff Contact Information

### National Office Contact Information

#### **ASMBS Foundation**

100 SW 75th St., Ste. 201  
Gainesville, FL 32607  
Phone: (352) 332-9100  
Fax: (352) 331-4975  
www.asmbfoundation.org  
info@asmbfoundation.org

#### **Obesity Action Coalition**

4511 North Himes Ave., Ste. 250  
Tampa, FL 33614  
Phone: (813) 872-7835  
Fax: (813) 873-7838  
www.obesityaction.org  
info@obesityaction.org

### ASMBS Foundation Staff Contact Information:

Joseph Nadglowski, Jr., ASMBS Foundation Executive Director  
Email: jnadglowski@asmbfoundation.org

Connie Stillwell, ASMBS Foundation Director of Programs  
Email: connie.stillwell@asmbfoundation.org

Randy Slade, ASMBS Foundation Administrative Services Coordinator  
Email: rslade@asmbfoundation.org

Kim Carmichael, Financial Manager  
Email: kim@asmb.org

Leslie Galloway, Graphic Design Coordinator  
Email: leslie@asmb.org

### Obesity Action Coalition (OAC) Staff Contact Information:

Joseph Nadglowski, Jr., OAC President and CEO  
Email: jnadglowski@obesityaction.org

Kristy Kuna, OAC Director of Membership  
Email: kkuna@obesityaction.org

James Zervios, OAC Director of Communications (*Walk from Obesity* Media Contact)  
Email: jzervios@obesityaction.org

Lisa Gresco-White, Administrative and Membership Services Coordinator  
Email: lisa@obesityaction.org

Stephanie Wielinski, OAC Special Projects Coordinator  
Email: stephanie@obesityaction.org

**Thank you for your interest in the *Walk from Obesity*. We look forward to speaking with you!**