

Support National Obesity Care Week

OCTOBER 29th - NOVEMBER 4th 2017

Bariatric Surgery Day – Thursday, November 2nd

What is NOCW?

National Obesity Care Week (NOCW) will raise awareness of the disease of obesity, its treatments, weight bias, access to care issues and most importantly – CHANGING THE WAY WE CARE ABOUT OBESITY.



mission:

To advance an evidence-based understanding of obesity and widespread access to respectful, comprehensive and appropriate care.

vision:

A society that understands, respects and accepts the complexities of obesity and values science-based care.

Support National Obesity Care Week (Oct. 29th – Nov. 4th)

As a bariatric professional, you know first-hand the importance of raising awareness of the disease of obesity and access to science-based treatments. This is why we need YOUR help! Below, please find ways you can help support NOCW 2017:

- **Get Your Hospital/Practice Involved**

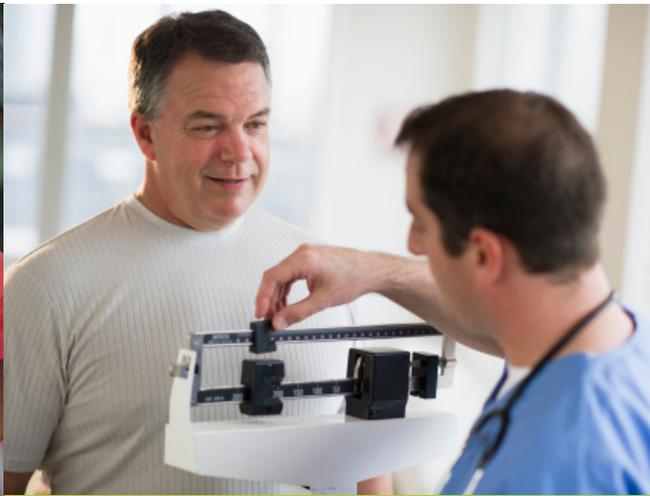
Having your hospital/practice support NOCW as a Champion is a great way to help raise awareness of this very important week. From sharing key messages on social media to engaging hospital staff in the NOCW's Take 5 pledge to "Change the Way We Care about Obesity," there are many opportunities for your hospital or practice to get involved.

- **Share NOCW on Social Media**

As we all know, social media is an extremely powerful tool to connect with friends, family, colleagues, patients and more. Show your support of NOCW across all your social media channels by changing your profile picture to the NOCW logo, sharing infographics and more!

- **Encourage Other Organizations to Support NOCW**

ASMBS is a Founding Champion of NOCW; however, we're always looking for more organizations to join as Champions too! If you belong to an organization that shares our goal of changing the way we care about obesity, refer them to www.ObesityCareWeek.org to learn how to become a Champion today!



Support Bariatric Surgery Day (November 2nd)

For this year's NOCW, we are also recognizing various obesity-related topics throughout the week. On Thursday, November 2nd, we will recognize bariatric surgery and highlight different ways surgery has helped people affected by the disease of obesity.

- **Engage with Your Patients**

NOCW is the perfect time to reconnect with your patients! As we all know, life can easily get in the way of our goals when dealing with health issues. NOCW is the perfect time to re-engage your patients and host a support group welcoming back past patients whom you haven't seen in a while.

- **Connect with Prospective Patients Online**

The average individual spends almost two years researching bariatric surgery online before making a decision. You can help those seeking information by answering their questions online via a Twitter chat.

- **Dedicate Your Surgical Cases to NOCW's Bariatric Surgery Day**

On November 2nd, highlight your cases that day by dedicating them to National Obesity Care Week. You can do this by stating the number of cases you completed on your hospital/practice's social media pages or even on your Web site.

- **Promote Patient Success Stories**

Patients listen to other patients. Having patients share their success stories online and on your hospital/practice's social media is a great way to highlight patient stories and showcase how bariatric surgery has made a difference in their lives.

- **Provide Surgery to a Patient in Need**

Bariatric surgery has the power to change lives; however, not everyone in need of surgery has the means to obtain it. One of the most amazing ways that you can help celebrate NOCW and Bariatric Surgery Day is to provide bariatric surgery at no cost to a patient in need. *Please Note: All surgeons/hospitals participating in this unique opportunity will receive Partner-level recognition on the NOCW Web site.*

Ready to Support NOCW?

If you are interested in taking part in any of these amazing opportunities, please email nocw@obesityaction.org.

We thank YOU for YOUR support!

Visit www.ObesityCareWeek.org today to learn more and Change the Way You Care about Obesity!

Proudly brought to you by:



Changing the Way We Care about Obesity