



Call for a Change to Improve Outcomes for Women Living with Obesity

A Social Media Toolkit created by the Society for Women's Health Research



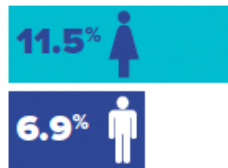
Obesity is a chronic disease that can be caused by a [combination of factors](#), including genetics, physical inactivity, excessive caloric intake, and stress, among other factors. Obesity [raises the risk](#) of other health conditions, including cardiovascular diseases, high blood pressure, type 2 diabetes and stroke.

An estimated [42% of individuals](#) in the United States are living with obesity.

One in four women
in the U.S. are
overweight



11.5% of women in the U.S. are
living with severe obesity,
compared to 6.9% of men.



Women gain an
average of 1.5 pounds
per year during midlife

1.5 lbs

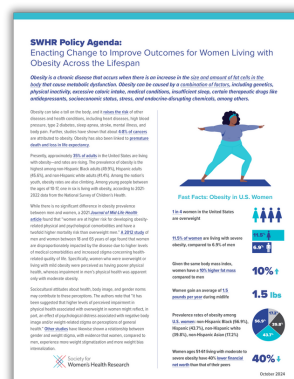
Studies show that women who were overweight or living with mild obesity are perceived as having poorer physical health. Women are also most likely to experience more weight stigmatization and weight bias internalization.

Women have carried the burden of weight stigma and insufficient obesity care for too long.

The Society for Women's Health Research (SWHR) has created this social media toolkit to help open up the conversation about obesity care for women and explore how **we can break down stigma around weight to improve overall health for women as they age – and ultimately all individuals.**

*This toolkit is based off
recommendations from the
[SWHR Obesity Policy Agenda](#).*

*Learn more
about the policy
gaps and
opportunities in
obesity care for
women by
reading the
agenda today!*



Suggested Hashtags:

- #SWHRtalksObesity
- #Obesity
- #ObesityCare
- #WomensHealth

Connect with SWHR

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@Society for Women's Health Research



@swhr_official



@Society for Women's Health Research

Social Media Graphics

Download graphics here:

<https://drive.google.com/drive/folders/1SYMle77X-0zvdPZWG3a82rHssna51DA8?usp=sharing>

Thank you OAC Image Gallery for the images used in these graphics!

Social Media Posts

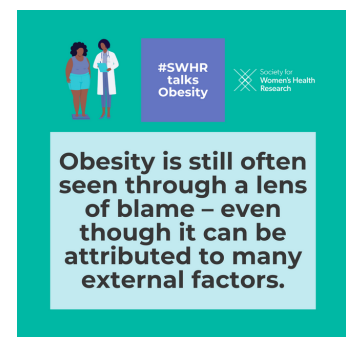
RESEARCH GAPS AND OPPORTUNITIES

Facebook, LinkedIn,
Instagram:

Notable scientific advancements in obesity research have showed that genetic components of #obesity are fundamental contributors to individual risk, and there are specific genes associated with weight gain. Yet, gaps in research remain. We're joining @SWHR to call for improved representation of diverse populations in obesity #research. Learn more in the SWHR Obesity Policy Agenda: LINK

X (Twitter):

Advancements in obesity research show that genetic components of #obesity are fundamental contributors to individual risk. Yet, gaps in research remain. We're joining @SWHR to call for more diverse populations in obesity #research. Read the SWHR Obesity Policy Agenda: LINK #SWHRtalksObesity



RESEARCH GAPS AND OPPORTUNITIES, CONT.

Facebook, LinkedIn, Instagram

X (Twitter):

Currently, obesity is identified using the measure of body mass index #BMI. However, there are several limitations to using BMI as an indicator for obesity. Advancements in #obesity #research may help us better understand the disease implications. Learn more about obesity research the SWHR Obesity Policy Agenda: [LINK](#)

There are limitations to using BMI as an indicator for obesity. Advancements in #obesity #research may help us better understand the disease and its classification. Learn more about #obesity #research the SWHR Obesity Policy Agenda: [LINK](#) #SWHRtalksObesity

CLINICAL CARE

Although the American Medical Association recognized obesity as a chronic disease in 2013, there is still a lack of consensus in how obesity is diagnosed by clinicians and how treatments are covered by insurance providers. We need a clinical care consensus on #obesity to improve patient care. Read more in the @SWHR Obesity Policy Agenda: [LINK](#) #SWHRtalksObesity

In 1997, WHO referred to #obesity as a disease. In 2013, AMA recognized obesity as a chronic disease. Yet, there still isn't consensus among experts in how obesity is diagnosed and treated. We need a clinical care consensus on #obesity. Read the @SWHR Obesity Policy Agenda: [LINK](#) #SWHRtalksObesity

Obesity is still often seen in the United States through a lens of blame – even though obesity can be attributed to #genetics, metabolic factors, #stress, #medications, environmental factors, and more. The health care system must provide training and education for health care providers on obesity to ensure they are equipped to interact with, support, and ultimately treat individuals living with obesity. Read more about the need for improved clinical care guidelines for #obesity in the @SWHR Obesity Policy Agenda: [LINK](#) #SWHRtalksObesity

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COVERAGE AND ACCESS

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X (Twitter):

Managing #obesity requires a comprehensive approach that addresses not only the physical aspects of the condition but also its impact on overall health. This holistic approach should involve collaboration across provider specialties – and insurance coverage must be equipped for this range of care as well. Obesity care should cover services like #nutrition and #therapy services! Check out more recommendations for improving obesity care coverage in the @SWHR Obesity Policy Agenda: LINK #SWHRtalksObesity

Managing obesity requires a comprehensive approach to address its impact on overall health. Successful obesity management requires health care policy solutions that address the multifaceted needs of women living with obesity. Check out more #obesity coverage recommendations in the @SWHR Obesity Policy Agenda: LINK #SWHRtalksObesity

Women living with obesity deserve access to the full range of treatment options available to them, and the bipartisan bill Treat and Reduce Obesity Act #TROA could be a key step towards achieving just that. TROA is a crucial advancement in personalized care and to provide fair access to therapies that can greatly enhance patient health and quality of life, especially for women. Learn more about TROA and other relevant obesity policies in the @ SWHR Obesity Policy Agenda: LINK #SWHRtalksObesity

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EDUCATION AND AWARENESS

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X (Twitter):

Biases and misinformation around obesity are prevalent throughout society. Thoughtful and comprehensive education campaigns can be key for reducing weight-related stigma and educating patients on the complexity of obesity and its multiple causes. We echo @SWHR in the recommendation to create a public education and awareness campaign centered on women's health and obesity. Learn more in the SWHR Obesity Policy Agenda: [LINK](#) #SWHRtalksObesity

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Centering the patient experience when discussing obesity care and amplifying the voices of those with lived experience is a crucial part of any health education and awareness effort. Check out the SWHR Obesity Policy Agenda, created with the support of 15 women's health experts from across the care ecosystem: [LINK](#) #SWHRtalksObesity

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SOCIETAL DRIVERS AND SOCIAL DETERMINANTS OF HEALTH (SDOH)

A comprehensive strategy that integrates social determinants of health #SDOH into obesity care may include things like establishing safe and accessible parks, sidewalks, and transportation environments; increasing affordable housing; reducing food insecurity; or promoting community-based health education programs. Read more in the @SWHR Obesity Policy Agenda: [LINK](#) #SWHRtalksObesity

A comprehensive strategy that integrates social determinants of health #SDOH into obesity care could have a profound impact of positive patient outcomes. Read more in the @SWHR Obesity Policy Agenda: [LINK](#) #SWHRtalksObesity

SOCIETAL DRIVERS AND SOCIAL DETERMINANTS OF HEALTH (SDOH)

Facebook, LinkedIn, Instagram

A focus on childhood obesity is particularly important to improve women's health overall, given its long-term health impacts and potential for future wellness and prevention efforts. Learn more about how tools to address #ChildhoodObesity and the social determinants of health #SDOH overlap in the @SWHR Obesity Policy Agenda: LINK #SWHRTalksObesity

X (Twitter):

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Additional Resources

- Fact Sheet: [Obesity Disparities in Women and Factors Impacting Health Outcomes](#)
- Fact Sheet: [Obesity is a women's health issue](#)
- Fact Sheet: [Obesity is the next women's health issue in the workplace](#)
- Webinar: [Empowering Women Living with Obesity: A Review of the Insurance Landscape, Resources, and Helpful Information](#)
- Webinar: [Exploring Obesity's Impact on Women and Policy's Role in Improving Outcomes](#)
- Webinar: [Spotlighting the VA MOVE! Program's Approach to Weight Management](#)
- Website: [Obesity Action Coalition Action Center](#)
- Website: [The Strategies to Overcome and Prevent \(STOP\) Obesity Alliance](#)
- Website: [EveryBODY Covered Campaign](#)
- Website: [Right 2 Obesity Care](#)

Relevant Policies

- **[Medical Nutrition Therapy Act \(S. 3297/H.R.6407\)](#)**: expands Medicare coverage of medical nutrition therapy services to include conditions, including obesity, eating disorders, cancer, and HIV/AIDS
- **[Preventive Health Savings Act \(S. 114/H.R. 766\)](#)**: requires the Congressional Budget Office (CBO) to determine if a given piece of legislation would reduce spending outside of the 10-year budget window using preventive health and preventive health services and, if it would result in spending reductions, that description and estimate must be included within CBO projections
- **[Recognizing the Need of Congress to Address and Treat Obesity as a Disease in the United States Resolution \(H.Res.1047\)](#)**: recognizes the urgent need to prevent and treat obesity as a disease to reduce the risk of related diseases and comorbidities
- **[Special Diabetes Program Reauthorization Act \(H.R.2550\)](#)**: extends funding for a National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) that supports research on the prevention and cure of type 1 diabetes through fiscal year 2028
- **[Treat and Reduce Obesity Act \(S.2407/H.R.4818\)](#)**: expands Medicare coverage of IBT for obesity by allowing coverage for therapy that is provided by providers beyond primary care physicians as well as allowing coverage under Medicare's prescription drug benefit of drugs used for the treatment of obesity or for weight loss management for individuals who are overweight

About SWHR

The Society for Women's Health Research (SWHR) is a national nonprofit and thought leader dedicated to advancing women's health through science, policy, and education while promoting research on sex differences to optimize women's health. Founded in 1990 by a group of physicians, medical researchers, and health advocates, SWHR is making women's health mainstream by addressing unmet needs and research gaps in women's health. Thanks to SWHR's efforts, women are now routinely included in most major medical research studies and more scientists are considering sex as a biological variable in their research. Visit www.swhr.org for more information

**Women are
more likely to
experience
weight
stigmatization**