

A photograph of a family of three sitting on a grassy field. A man with a beard and a woman with glasses are sitting behind a young boy. They are all smiling and looking towards the camera. The background is a blurred green landscape with trees.

# Weight: A matter of health

Understanding obesity and  
the importance of making  
it a healthcare priority

Our commitment to changing obesity

Know your options: What can we do?

Weight is part of our overall health

Living with obesity

Obesity: More than meets the eye

# obesity

Obesity is a chronic, progressive disease that requires long-term management. Clinically speaking, it is diagnosed as a body mass index (BMI) of 30 or more.

But there's more to weight than what you see. That's why the way we think, talk and care about obesity is changing. The time to act is now.

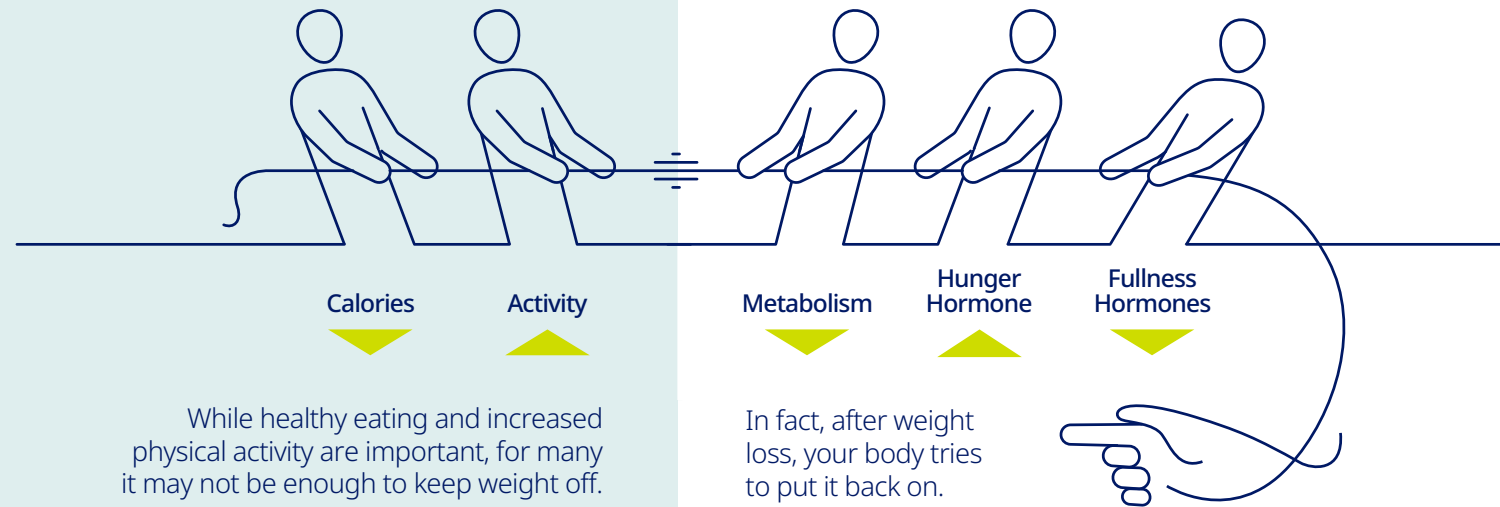


## More than meets the eye

### The tug-of-war of weight management

WEIGHT LOSS

WEIGHT GAIN



While healthy eating and increased physical activity are important, for many it may not be enough to keep weight off.

In fact, after weight loss, your body tries to put it back on.

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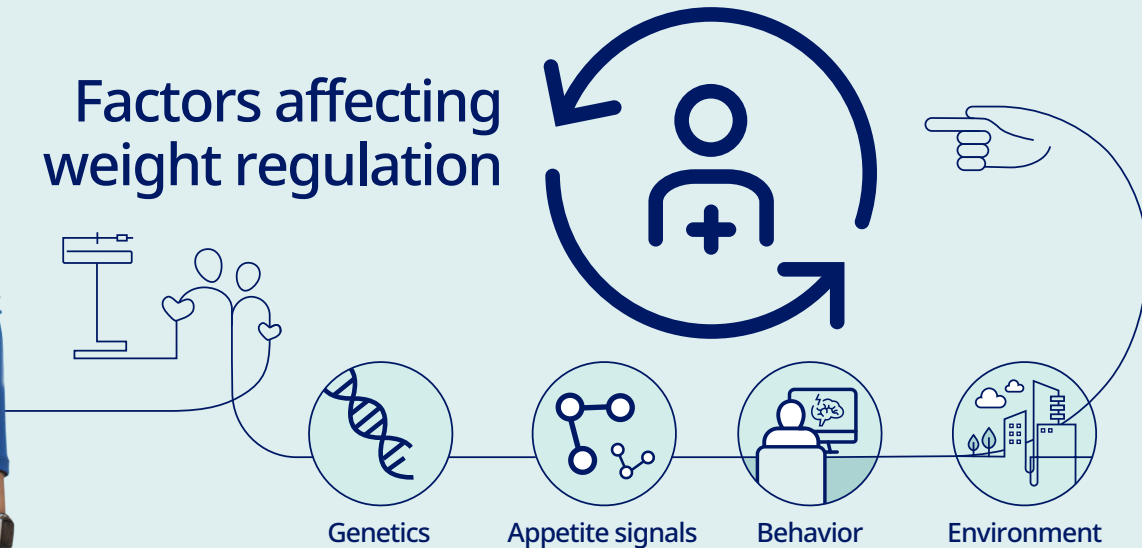
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# Living with obesity

There are many factors that affect weight management

## Factors affecting weight regulation



/// Obesity is not a failure of willpower – there's a lot more going on. I wish I knew earlier in my life what I know now about the science of obesity. ///

Renee Rawls  
Obesity Patient Ambassador

/// Telling someone with obesity to simply eat less and move more is like telling someone with depression to cheer up. It doesn't go to the root of the problem. ///

Dr. Arya M. Sharma  
MD/PhD, FRCPC,  
leading obesity expert

### Genetics:

40-70% of the differences in BMI between people can be attributed to your genes. A person's genes can also determine how much external or environmental factors may impact their weight. These factors can include:

- Inadequate sleep
- Endocrine disruptors
- Certain medications

### Appetite signals:

The body makes hormones, or messengers, that control body functions, such as appetite, digestion and metabolism.

When people lose weight, appetite signals are affected.

### Behavior:

Eating habits and physical activity are important, but other factors matter too, like:

- Sleep
- Stress
- Low physical activity demands of modern lifestyle

### Environment:

Environment can influence a person's behavior and can ultimately contribute to body weight. Here are some examples:

- Limited access to fresh, healthy foods
- Controlled temperatures created by air conditioning and heaters
- Social environment

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# Weight is part of our overall health

Find out how much obesity can impact many aspects of a person's physical and emotional well-being

Obesity is linked to more than

**50** other health conditions

that can impact a person's health, including:

- Type 2 diabetes
- Cardiovascular disease
- Fatty liver disease
- Osteoarthritis
- High blood pressure
- Sleep apnea
- Some cancers
- Female infertility



## Losing 5% of weight or more

and keeping it off can improve some weight-related conditions, such as heart disease and type 2 diabetes.

## How could COVID-19 affect you?

According to the CDC, people with certain medical conditions, including obesity, have a higher risk of severe illness from the virus.



It's important to take extra care and check in with your healthcare provider.

## The mental health impact of bias

While much has changed in recent years, every day, people with obesity are met with prejudice, discrimination and lack of compassion.

**// For years I internalized weight bias and didn't seek the treatment or care that I needed because I was caught in a cycle of shame and blame. //**

Patty Nece, Obesity Patient Ambassador



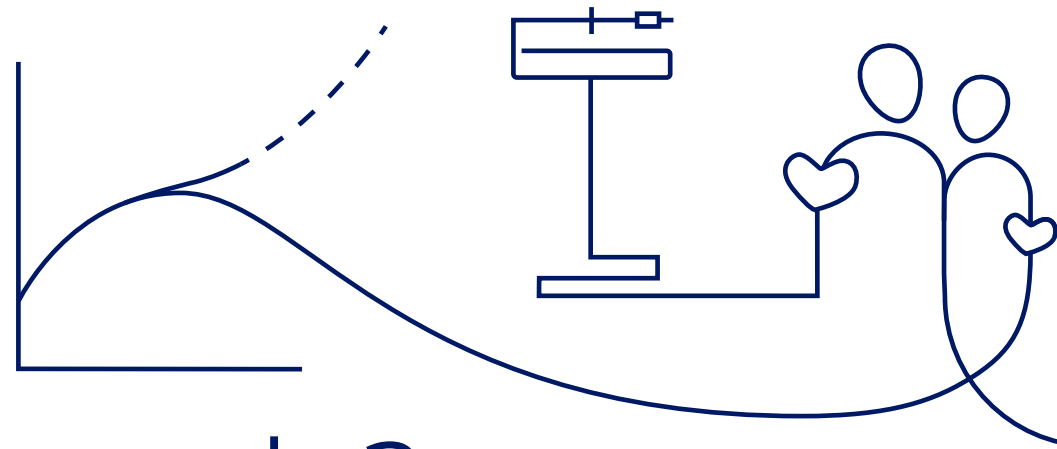
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Know your options: What can we do?

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# Know your options:

# What can we do?



**Addressing obesity takes a multi-faceted approach with a collective effort from all of us.**

**Healthcare providers, payers and even employers can act together to ensure patients are properly diagnosed and have medical coverage for care and treatment.**

**We can confront bias in ourselves and others** by being thoughtful in our words and actions.

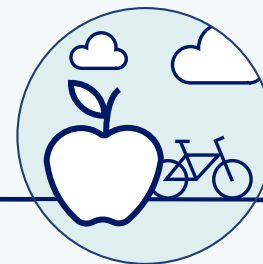
**For example:**

People should not be labeled by their disease. Use person-first language like someone "lives with obesity" not "is obese."

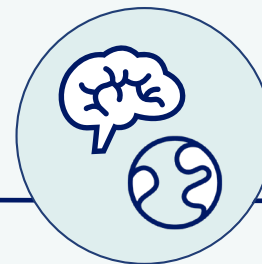


## Consider and utilize the treatment options available

There's more than one approach to long-term weight management



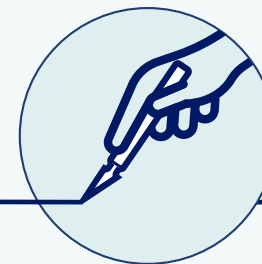
Healthy eating and physical activity



Behavioral approaches and environmental changes



Medicine



Surgical procedures



Managing other health conditions

Ask your employer or insurer if the full continuum of care for obesity is covered in your health plan.

For appropriate patients, including prescription medicine as part of an individualized care plan increases the potential of losing weight.

# Our commitment to changing obesity



## changing obesity™

Novo Nordisk is working to improve the lives of people with obesity by collaborating broadly to change how the world sees, prevents and treats obesity.



### PREVENTION

We work to build healthier environments to enable improved health.

### RECOGNITION

We work to foster empathy for people with obesity and make obesity a healthcare priority.

### CARE

We work to ensure people with obesity have access to science-based and comprehensive care.

If you or your loved ones want more information, visit: [TruthAboutWeight.com](https://www.truthaboutweight.com) [NovoNordisk.us](https://www.novonordisk.us)



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