



**Be Part of the Solution
to Stop Weight Bias**

CHAMPION PROSPECTUS

Purpose:

Through a multi-year campaign, Stop Weight Bias will raise public awareness of weight bias from childhood to adulthood and change the public perception of obesity and weight bias by broadening understanding through an emotive campaign that humanizes weight bias.



Campaign Objectives:

- Raise societal awareness of weight bias, specifically to obesity.
- Educate audiences on the negative impacts of weight bias and where it occurs.
- Educate audiences with obesity on the dangers of internalizing weight bias.
- Educate audiences about resources and best-practices to stop weight bias.
- Humanize weight bias with real people and real stories.

Did You Know?

- People often experience weight bias in healthcare, employment, through the media and at home from family and friends.
- Most individuals recall first being impacted by weight bias as a child or adolescent.
- In a public survey, more than 90% of people felt that weight bias exists in today's society and more than 42% had experienced stigma because of their weight.
- Weight discrimination is the second most common form of discrimination reported by women, and is comparable to rates of racial discrimination.
- Children with excess weight are six times more likely to experience bullying than thinner peers.

Target Audiences:

- General Public
- People with Obesity
- Medical Community
- Employers
- Educators
- Mass Media
- Entertainment Industry
- Policy Makers

BECOME A CHAMPION

Being a Champion is one of the most powerful ways your organization can lend its voice, support this effort and become part of the solution to raise awareness of weight bias, its effects and how to stop it. As a Champion, your organization can use different communication channels to spread the word and support our campaign, for example:

- E-communications**
- Social Media**
- Share Your Voice**
- Media**
- And More!**

BENEFITS

In return for your support, we would like to offer the following benefits to your organization:

- A formal, individual announcement of the organization as a "Champion" on our social media platforms
- Champion name, logo and link on campaign's website
- Champion name listed in written media-related activities (news releases)
- Champion can be featured in a video interview on our "Pay it Forward" section

Ready to Become a Champion?

If you would like to have your organization help support the Stop Weight Bias Campaign by becoming a Champion, please email info@stopweightbias.com for more information.