



"It's Time to Have the Conversation of Weight" TV Public Service Campaign

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ABOUT THE OBESITY ACTION COALITION (OAC)

The Obesity Action Coalition (OAC) is a National non-profit organization dedicated to giving a voice to individuals affected by obesity and helping them along their journey toward better health. Our core focuses are to elevate and empower people affected by obesity through awareness, education, advocacy and support. *Your Weight Matters* is one of our initiatives, which encourages you to start your health journey, but we do so much more! From National Campaigns to Public Education Resources and Annual Convention, we offer a variety of helpful tools and resources to help you better understand your health journey. To learn more about this Campaign and the OAC, please visit YourWeightMatters.org/about-us.



**Learn more about
Obesity Action Coalition**

YOURWEIGHTMATTERS.ORG



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Dear PSA Director,

Four in ten Americans suffer from excess weight, commonly known as obesity but only half of people affected by obesity have talked about their weight with their healthcare provider. Adults with obesity are more likely to be affected by some of the over 200 related medical conditions, including heart disease, type 2 diabetes, high blood pressure, high cholesterol and some cancers. While weight-loss as small as five to ten percent can improve overall health, including management of conditions related to obesity, it is projected that by the year 2030, 50 percent of all adults in the U.S. will be affected by obesity. It's crucial that those living with excess weight are aware of the resources available to them to help improve their health and in turn, their lives.

The Obesity Action Coalition (OAC) is a more than 59,000 member-strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. The Your Weight Matters Campaign aims to provide those affected by obesity the facts about weight and expand their knowledge on the safe and effective weight-loss options available.

Please help inform your audience about the health risks from excess weight and obesity by airing the new PSA **"It's Time to Have the Conversation of Weight"** (:60, :30). This PSA demonstrates how excess weight can get in the way of daily tasks and the importance of speaking with a healthcare provider about weight-loss options. The PSA also encourages viewers to visit YourWeightMatters.org for free resources to help prepare to meet with a healthcare provider or easily find a provider. We hope that you will air this PSA, **which has no end date for use**, as soon and as often as possible.

For any questions regarding the PSA, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: stthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for your support of this public service message.

A handwritten signature in black ink, appearing to read "Joe Nadglowski".

Joe Nadglowski
OAC President and CEO

It's Time to Have the Conversation of Weight

The issue of weight matters to people in many different ways. It causes many different emotions and can often be difficult to talk about with your doctor, spouse, friend, loved one or other people in your life. *Your Weight Matters* is a national initiative, which encourages each and every American to talk to their healthcare provider about their weight.

To learn more, please watch the Obesity Action Coalition's new public service announcement (PSA) titled **"It's Time to Have the Conversation of Weight"** (:60) which is also available in a (:30) length. **This PSA has no end date for use.** We ask that you please air this PSA as soon and as often as possible.



TV PSA SCRIPTS

"It's Time to Have the Conversation of Weight" (:60)

1. Shot of man and woman in kitchen, switch to shots of man mowing lawn.	<u>MUSIC UP AND UNDER</u> <u>NARRATOR V/O:</u> <i>Is your weight getting in the way of daily tasks?</i>
2. Shot of woman walking up stairs with basket of laundry.	<u>NARRATOR V/O:</u> <i>Does life just seem harder and harder?</i>
3. Shot of man speaking to woman in kitchen.	<u>MAN O/C:</u> Not as young as we used to be.
4. Close up shot of woman speaking, switch to close up shot of knee.	<u>WOMAN O/C:</u> I know. My knees are hurting more and more every day.
5. Close up shot of man speaking.	<u>MAN O/C:</u> It shouldn't be this hard.
6. Shot of woman reading tablet, switch to close up shot of tablet screen.	<u>NARRATOR V/O:</u> <i>Health risks from excess weight or obesity can be serious.</i>
7. Shot of woman speaking to man.	<u>WOMAN O/C:</u> We've tried to make changes to lose weight.
8. Close up shot of man speaking.	<u>MAN O/C:</u> We're just getting older.
9. Close up shot of woman speaking, switch to shot of woman speaking to man. <u>GRAPHIC:</u> YourWeightMatters.org	<u>WOMAN O/C:</u> It's more than that. But we don't have to do it alone. I know what we can do.

TV PSA SCRIPTS

"It's Time to Have the Conversation of Weight" (:60 continued)

10. Shot of man and woman looking at tablet, switch to close up shot of tablet screen, switch to close up shot of questionnaire being filled out.

GRAPHIC: YourWeightMatters.org

NARRATOR V/O: Visit *YourWeightMatters.org* for free resources to help you prepare to meet with your healthcare provider or easily find a provider.

11. Shot of man and woman meeting with doctor.

NARRATOR V/O: Talking to a healthcare provider isn't easy but we can help you prepare for the conversation and know your options.

12. Close up shot of woman speaking, switch to shot of man nodding, switch to close up shot of doctor speaking, switch to shot of doctor speaking to man and woman.

WOMAN O/C: Our weight is affecting our lives.

13. Close up shot of brochure, switch to close up shot of woman.

NARRATOR V/O: Your weight does matter.

14. Shot of man and woman leaving house with dog.

GRAPHIC:
YWM logo
YOUR WEIGHT MATTERS FOR
YOUR HEALTH
YourWeightMatters.org

NARRATOR V/O: Visit *YourWeightMatters.org* and start improving your health today.

A public service message from the Obesity Action Coalition (OAC)

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/oac/

No End Date For Use

It's Time to Have the Conversation of Weight (:60, :30)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas via email at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

W-9

[illegible]

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

[illegible]

Business name (if regarded not a name it can still have some)

Ghesiter Action Coalition

CPA's require 150 hours of CPA exam preparation.

☐ English ☒ Deutsch ☐ Svenska ☐ Français ☐ Italiano

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CH₂OH, OH, and OH

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* Tel: 0203 999 6155. E-mail: info@usm.co.uk Website: www.usm.co.uk

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN (taxpayer ID number) identifies the source of the income. If you have a TIN, enter it in the appropriate box. If you do not have a TIN, enter "0000-0000-0000". If you are a partner in a partnership, enter the partnership's TIN. If you are a partner in a partnership, enter the partnership's TIN. If you are a partner in a partnership, enter the partnership's TIN.

Note: If the constant is more than one name, see the class on page 2 for guidelines on use of information.

Scale security (Cronbach's α)[illegible]

Enclosure ID# N° policy number

2	6	1	9	5	3	5	0	8
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Part II	Certification
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¹ ^{12}C and ^{16}O isotopes of organic compounds.

- [illegible]

Sign Here ☐ **Signature** ☐
Here ☐ **U.S. Postal Service**

Copy to *11/1/90*

General Instructions

Similar references are to the United Nations Commission on Human Rights.

Purpose of Farm

[illegible]

Use Form V-6 only if you are a U.S. person (including residents abroad), to provide your consent to the person requesting it (the "requester"), and, upon oral call, to:

- 6.** Give your friend five "badges" which tell you are a L.A. cowboy.
If it isn't true, you're not really from here, are ya? Well, your
friend will always check your badge collection at the end of every

Note: * a requestor gives you a form under the form 79-2 to request, you TDA, you a list with the requester a form 79-2 to be submitted similar to this form 79-2.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien.
 - A partnership, corporation, company or association created or organized in the United States or under the laws of the United States.
 - A resident or alien who is a foreign individual or
 - A domestic trust (as defined in Regulations section 201.778-7).
- Special rules for partnerships.** Partnerships that, prior to 1983, were 50% or more in the United States are generally required to pay a self-employment tax on any distributable share of income to each partner. However, if an individual who is a foreign individual, before 1983, had a partnership interest, the partnership is presumed to be a partnership for foreign persons and pay the self-employment tax. Therefore, if you are a U.S. partner in a partnership in a partnership controlled by a foreign individual in the United States, you do not have to pay the self-employment tax on your distributable share of income.



Obesity Action Coalition

YourWeightMatters.org