

The Obesity Society

Strategic Plan

2008-2013

PREFACE

The following Strategic Plan is adopted by the Council to guide the Society's development for the period 2008-2013. It is intended to provide a roadmap for subsequent leaders of the Society. It should not restrict or limit future leadership from exploring new avenues to advance the field or assist persons with obesity or to react to changing environments and opportunities.

VALUES

The Obesity Society is committed to improving the lives of those with obesity, nurturing careers of obesity scientists and practitioners and promoting the interdisciplinary nature of obesity research, management and education. In so doing, The Obesity Society, its members and staff pledge to uphold:

Compassion – For the lives and situations of those dealing with obesity.

Responsibility- For advocacy, treatment and investigation, all working toward a cure for obesity.

Respect – For each other and all who are touched by obesity.

Progress – For furthering knowledge about obesity using appropriate scientific standards.

Mentorship –For helping, teaching and supporting our colleagues.

Highest Ethical Standards – For all our actions, writings, programs, and services.

MISSION

Through research, education and advocacy, to better understand, prevent and treat obesity and improve the lives of those affected.

VISION STATEMENT

To advance the science-based understanding of the causes, consequences, prevention and treatment of obesity in order to improve the lives of those affected by creating the leading professional society in the field.

STRATEGIES

The Society seeks to achieve its vision with the following three strategies in partnership with the research community, the clinical community, the public and the public policy communities:

- ¶ Sustain and grow the scientific community in order to advance multi-disciplinary research on obesity across the lifespan
- ¶ Encourage the development of the clinical community and the implementation of evidence-based and ethical approaches for the prevention and management of obesity
- ¶ Enhance quality of life of persons with obesity by working to end discrimination and improve access to care, through promotion of better public understanding of obesity and advocacy on behalf of obese persons.

STRATEGIC INITIATIVES

Strategy 1: Sustain and grow the scientific community in order to advance multi-disciplinary research on obesity across the lifespan.

Initiative 1.1: Enhance the Society's role in promoting and advancing research.

- 1.1. a:** Triple annual research funding for new investigators from \$150,000 to \$450,000.
- 1.1. b:** Establish annual research funding for mid-career investigators.
- 1.1. c:** Establish a prestigious prize for outstanding contribution to obesity field (a \$50,000 personal award to the recipient).
- 1.1. d:** Increase and maintain travel grants for new investigators (\$10,000 per year).

Initiative 1.2: Advocate a doubling of funding for obesity research from federal agencies including the National Institutes of Health, the United States Department of Agriculture, and the Centers for Disease Control and Prevention.

- 1.2. a:** Establish a task force to advocate for increased funding by appropriate agencies.

Initiative 1.3: Enhance the quality and visibility of annual meetings.

- 1.3. a:** Double the attendance at the annual meetings.
- 1.3. b:** Establish and sustain 2 sponsored satellite meetings in conjunction with the annual meeting.
- 1.3. c:** Initiate an annual Spring meeting sponsored by The Obesity Society, similar to the Keystone symposia, to focus on specialized research topics.

Initiative 1.4: Enhance the quality of research published by TOS journal(s).

- 1.4. a:** Double the impact factor of “*Obesity*.”

Initiative 1.5: Expand current membership.

- 1.5. a:** Double the current membership. Constituent groups with varied interests should be adequately represented in the expanded membership.
- 1.5. b:** Attract young investigators to the field of obesity and to the Society and provide mentoring and support for career development.

Strategy 2. Encourage the development of the clinical community and the implementation of evidence-based and ethical approaches for the prevention and management of obesity.

Initiative 2.1: Implement new educational, credentialing and mentoring programs to train and designate clinicians with expertise in the evidence-based management of obesity.

2.1.a Work to provide practice-based workshops for physicians and other health professionals. Co-sponsor symposia at two meetings per year of interested professional societies.

2.1.b Initiate a credentialing process for an Obesity Medicine Specialist and a parallel process for other health professionals.

Initiative 2.2. Increase Annual Scientific Meeting content on evidence-based approaches to obesity management and prevention, including clinical trials and clinical implementation.

2.2.a Add 3 symposia featuring reports of pharmacological and nonpharmacological clinical trials.

2.2.b Develop and implement standards for presentation of clinical trial data in meeting programs.

Initiative 2.3: Encourage increased quantity, quality and translational applicability of trials of new treatment approaches.

2.3.a Sponsor meetings devoted to improving methodology of clinical trials

2.3.b Present testimony and position papers to Food and Drug Administration whenever appropriate to improve approval process for weight loss and related medications and devices

Initiative 2.4: Advocate for inclusion of obesity in the curriculum of medical and health professional education.

2.4.a Establish working relationship with appropriate organizations to advocate for and design improved obesity content in medical and health professional education.

2.4.b With appropriate partner groups, develop model obesity curriculum for medical and health professional school use.

2.4.c Review online slide library and tailor materials for medical school and health professional educational curricula

Initiative 2.5: Expand clinician membership through targeted recruitment of appropriate professional groups.

2.5.a Through promulgation of clinical guidelines and position papers, increase the visibility of TOS to other professional societies.

2.5.b Promote TOS annual meeting and clinical workshops to other professional societies

Strategy 3: Enhance quality of life of persons with obesity by working to end discrimination and improving access to care through better public understanding of obesity and advocacy.

Initiative 3.1: Advocate for (a) greater federal funding of research on obesity, (b) programs for the prevention of obesity, (c) access to health care by persons with obesity and (d) access to safe and effective treatments for obesity as well as protections for consumers of weight loss frauds.

3.1.a TOS will expand its governmental affairs capability to better work with the United States Congress and federal agencies.

3.1.b TOS will establish a set of principles and specific public policies to further the elimination of barriers to full participation in society by persons with obesity.

Initiative 3.2: Change public perception of obesity from character flaw to a complex disease involving genes, behavior and environment affecting mortality.

3.2.a. TOS will develop materials for non-scientific audiences explaining the scientific understanding of obesity.

3.2.b Develop educational materials for the media on reducing weight bias in press coverage of obesity issues.

Initiative 3.3: Work to eliminate discrimination against persons with obesity especially in access to health care, education and employment.

3.3.a TOS will encourage the development of legal and policy approaches to the problem of weight discrimination.

3.3.b TOS will develop a network of advocates and researchers to develop and share policies and strategies