

# HOW FOCUS WORKS

*(and why you should be part of it)*

Obesity Canada collaborates with organizations and members to identify and address pressing knowledge gaps in obesity prevention and management. As a FOCUS partner, your organization joins a coalition of private and public supporters in a comprehensive effort to improve the lives of Canadians living with obesity through research, education and action.



## The FOCUS Steering Committee and Obesity Canada staff

work with national and regional funding institutions who administer a rigorous peer-review processes so that only research of the highest standards is funded. The FOCUS Steering Committee consists of 5 research experts from across disciplines and areas of interest within the obesity space, including adult and pediatric, prevention and treatment. Committee members are invited on a two-year term and approved by Obesity Canada's Science Committee and Board of Directors. The FOCUS Directors' Circle, composed of diverse organizations, individuals affected by obesity and Obesity Canada experts work together to align the larger obesity community around key priorities.

**FOCUS funds** are allocated for research, education and action at the community level. An estimated 15–20% of the overall funding supports the ongoing activities of Obesity Canada.

**40%** Research funding, leveraged min. 1:1

**20%** Training & education

**20%** Outreach & communication

**20%** Operations & additional programs

## The result

Targeted, strategic research, education and advocacy initiatives that help Canadians living with obesity understand their options regarding their health and social well-being. The true impact of FOCUS supported research initiatives will be realized through meaningful knowledge translation, communication and implementation programs designed and executed by obesity experts. Obesity Canada will monitor the reach and impact of funded activities to provide regular reporting of FOCUS results.

## What's the value of contributing to the FOCUS Initiative for your organization?

- The opportunity to reduce duplication of effort in obesity research, education and practice and leverage precious financial resources to create real impact and value for Canadians affected by obesity.
- Demonstrate that public-private partnerships in research and knowledge translation can be effective.
- Attendance at an annual in-person meeting of FOCUS supporters, including members of Obesity Canada's Board of Directors, Science Committee, Public Engagement Committee and Student and New Professional Committees.
- Acknowledgement in all FOCUS communications, promotions and collateral.