**ACTION on OBESITY**

The Awareness, Care, and Treatment in Obesity (ACTION) Study surveyed attitudes toward obesity treatment and identified significant barriers to obesity care. This study, sponsored by Novo Nordisk, aimed to understand the perspectives of healthcare professionals (HCPs), persons living with obesity (PwO), and employers. The findings highlight the need for improved education and support for both PwO and healthcare providers.

**Findings: #1**
- **Significant barriers to obesity care result from important differences in how each of the three surveyed groups view obesity and their role in addressing it.**

**Findings: #2**
- **Biased beliefs about obesity are common among healthcare professionals (HCPs) and demonstrate high shame among persons living with obesity (PwO).**

**Findings: #3**
- **Poorly informed beliefs about the causes and treatments for obesity contribute to effective obesity services/coverage and demonstrate high misinformation.**

**Findings: #4**
- **Effective obesity treatments are available but only half of persons living with obesity (PwO) think managing their obesity is within their control.**

**Findings: #5**
- **Only 88.8% of HCPs believe the healthcare system has a responsibility to help PwO manage their obesity.**

**Summary: A Time for Action**

- **Objective:** Make several recommendations for the three survey groups, chief among them: learn evidence about obesity causes and treatments and understand that obesity management is a lifelong process that requires medical intervention.
- **Recommendation:** Act in accordance with evidence-based treatments and support with Obesity Canada’s online resources.

**Obesity Canada makes several recommendations for each of the three survey groups, chief among them: Learn evidence about obesity causes and treatments and understand that obesity management is a lifelong process that requires medical intervention.**

**For Obesity Canada’s full ACTION report and resources, visit:**
[www.obesitycanada.ca/ACTION](http://www.obesitycanada.ca/ACTION)