



**Obesity Canada**  
Strategic Plan 2020 - 2025

Sept 2019

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# 1 Vision, Mission & Values

### Vision

A day when people affected by the disease of obesity are understood, respected, and living healthy lives.

### Mission

To improve the lives of Canadians through obesity research, education, and advocacy.

### Respect

We believe that everyone deserves to be treated with respect and dignity. To this end, Obesity Canada works toward reducing weight bias and stigma through research, education and advocacy.

### Evidence-Based Action

Obesity Canada aims to facilitate knowledge exchange regarding obesity prevention, treatment and policy.



# Obesity Canada's Strategic Plan 2020-2025

## Obesity Canada's Strategic Plan 2020-2025 Context

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Strategic Objectives define the areas of focus that contribute to the achievement of our mission, within the broader context of our external environment and internal strengths.

Our Strategic Objectives fall into the following three categories of activity:

- **Research**
- **Education**
- **Advocacy**

The Strategic Objectives will provide focus and an overall framework for our efforts over the next five years.

Each of the Strategic Objectives is supported by a series of **Enablers**, which apply across all Strategic Objectives. To achieve our goals, we must apply these competencies across our areas of focus.

The Strategic Objectives correspond to a series of **Priorities**, which will be the foundation of our operational plans and success measures. These Priorities are not always discrete, and they build upon one another, creating a whole that is greater than the sum of its parts.

The following page illustrate our strategic plan and provide a summary of our Strategic Objectives, Priorities, and Enablers. The more detailed breakdown of each objective and priority will become a living document that evolves as we move forward through the next five years.



### Research

- Support, build, and nurture our research network and ecosystem
- Identify and communicate gaps in knowledge



### Education

- Facilitate and amplify knowledge exchange and engage in knowledge translation
- Work towards eliminating obesity stigma through education, research, and advocacy.



### Advocacy

- Create a movement by building our membership
- Shape and inform public policy
- Legally, medically, and socially establish obesity as a disease

- Stakeholder engagement
- Staff engagement
- Communications and brand building
- Fundraising and resource development

Strategic Objectives and Priorities

Enablers





# Detailed Strategic Objectives and Priorities

### Strategic Objective: Research

#### Priorities:

- **Support, build, and nurture our research network and ecosystem.** We recognize our longstanding role as a network for stakeholders across various groups and areas of expertise. In working to support, build, and nurture this research network and ecosystem, we will focus on encouraging conversations, recognizing and amplifying research findings, and building more connections, both within and across fields.
- **Identify and communicate gaps in knowledge.** While progress has been made in the field of obesity research, there is still work to do. In order to increase the prioritization and scope of obesity research, as well as highlight and support resource allocation, we will identify and communicate key gaps in knowledge.

### Strategic Objective: Education

#### Priorities:

- **Facilitate and amplify knowledge exchange and engage in knowledge translation.** We believe that we can make a substantial impact, on the clinical, research, and patient communities, by leveraging our key skills in knowledge translation and dissemination. This priority will include initiatives such as building awareness of the clinical practice guidelines by tailoring them to the interests of different stakeholders.
- **Work towards eliminating obesity stigma through education, research, and advocacy.** We will focus our efforts on identifying sources of stigma and educating against them to reduce – and ultimately – help eliminate stigma in Canada and across the world.

### Strategic Objective: Advocacy

#### Priorities:

- **Create a movement by building our membership.** We will expand our presence across the country, growing our membership and developing more opportunities for members to meaningfully engage with OC. We will mobilize our membership nationally and locally, focusing on key stakeholders, influencers and audiences, to develop a movement of supporters and advocates.
- **Shape and inform public policy.** Through our advocacy, research, and education, we will work to affect public policy in ways that will reduce obesity stigma and establish obesity as a multifaceted chronic disease, best approached holistically.
- **Legally, medically, and socially establish obesity as a disease.** We will continue to advocate for the widespread legal, medical, and social recognition of obesity as a disease.

Thanks for thinking with us.