

Partnering with Obesity Canada: Research Engagement Menu

1. Why should you partner with Obesity Canada in your research?

Obesity Canada began as a research network, and while our mandate has grown, our foundation remains deeply rooted in academia and research. We have extensive experience with research partnerships, contributing to millions of dollars in successful grants. With a national network of experts across all facets of obesity research and clinical practice—and a uniquely engaged community of people with lived experience—Obesity Canada brings unmatched expertise and credibility to your project.

No matter the size of your project, partnering with Obesity Canada strengthens your grant applications, accelerates knowledge translation, and amplifies your impact.

2. What Can Obesity Canada do for your project?

Obesity Canada can bring a number of advantages to your research team as a partner. As the leading national organization in obesity, we are at the forefront of the rapidly evolving space and able to provide insights and context to where your work fits in the bigger picture, connect your team with experts to fill gaps on your team and facilitate collaborations. As a partner in research, Obesity Canada will instantly amplify the reach of your research through our growing network. Beyond that, we can also speed up the research-to-action process through innovative links to our expertise in education and advocacy, meaning your research will have a greater and more immediate impact.

While the partnership opportunities are extensive, we do specialize in two important areas:

1. **Meaningful Patient Engagement in Research.** Obesity Canada maintains a diverse, trained, and ready-to-engage community of people with lived experience.

We can recruit, coordinate, and support their involvement, ensuring meaningful contributions that meet best practices for patient engagement.

2. Knowledge Translation and Mobilization

Through our national platforms, we ensure your findings reach diverse audiences, from patients and professionals to clinicians, educators and policymakers, maximizing visibility and impact.

Obesity Canada Research Engagement Menu

Obesity Canada welcomes collaborative research partnerships of all sizes and stages. We offer a wide range of engagement options (table 1) to support grant development, knowledge mobilization, patient integration, and education. While some activities are provided in-kind (time, services, expertise, etc), others may involve a fee based on the level of support and scope of work.

Note: We recommend that researchers include Obesity Canada in their grant budgets to support partnership contributions. Our pricing operates on a **sliding scale** and will take into account:

- The level of involvement requested
- The size and scope of the project
- The type and amount of funding secured

We are committed to flexibility and transparency throughout the budgeting process. For questions or to schedule a call for discussion, contact [**research@obesitycanada.ca**](mailto:research@obesitycanada.ca)

Next Steps

Please visit our online application form to submit your next project:

<https://obesitycanada.ca/research/apply/>

We look forward to exploring how we can strengthen your research project, together. To discuss customized opportunities, please contact: research@obesitycanada.ca

Table 1: Engagement Menu

Engagement / Service	Description	Budget Planning Guidance	Budget Category Options
Obesity Canada as a Co-Principal Investigator, Co-Applicant, Knowledge users or Named Collaborator in the grant application	Boost your research team by including the leading national organization in the field. Having Obesity Canada represented provides credibility, recognition, and strength to your grant. A member of our team will act as a named collaborator, attend research meetings, provide insights and feedback, support administrative and/or project management as needed, and leverage OC infrastructure.	Eligible for cost recovery based on scope of role, duration, and project complexity. Sliding scale available.	Other Trainees [knowledge users]
Patient Engagement	OC manages all aspects of patient engagement, including recruitment, training, and coordination. We provide access to a diverse community of people with lived/living experience (PWLE) who are trained and ready to contribute meaningfully.	Scaled based on number of patient partners and depth of involvement. Patient honorariums and expenses are billed separately [~\$500]	Consumables (services)
Recruitment Support via OC Networks	Use OC's email lists and social channels for study recruitment (one post on each channel and inclusion in our email list).	Fee varies by number of audiences and frequency of postings [~\$500]	Consumables (services)
Specialized Focus Groups or Expert Review/Feedback	Gain expert feedback, conduct specialized focus groups, or interviews with OC community members (patient or professional). OC will recruit and coordinate participation.	Variable depending on number of participants and type of engagement [\$500-1000]	Other

Knowledge Translation/Mobilization Options

Engagement / Service	Description	Budget Planning Guidance	Budget Category Options
Knowledge Translation/ Mobilization	Share your research findings broadly through OC's email lists and social channels (one post on each channel and inclusion in our email lists).		
Webinar* or Podcast Episode	Partner with OC to design, host, and share a webinar or podcast based on your project. Includes recording, editing, hosting, a run of show or discussion outline covering main talking points and questions, experienced OC hosts, and dissemination via our platforms (all social channels and in our email lists).		
Blog Post	OC can write, publish, and share a dedicated blog post on your project. Blogs are featured on our website, shared across social channels, email lists and communities such as OC-Connect.	Fee range varies based on type (e.g., blog vs. infographic), scope and language needs [\$1000-5000*]	Knowledge Translation
Infographic	OC can design, develop, and disseminate a professional infographic summarizing your key findings. Shared on our website, email lists, social channels, and community platforms such as OC-Connect.	<i>*Depending on design and dissemination scope</i>	
Education*	Leverage OC's Learning Management System (LMS) and education team to design, develop, and host online modules or courses based on your project. Or let OC help co-create/design/host the modules/course with your team. Better yet, strengthen your research findings by having OC support patient-facing obesity education for your lab, team or clinical staff.		