

The Obesity Association and Novo Nordisk Inc. are Changing the Conversation on Obesity

Charting a new course for people living with chronic disease

ARLINGTON, VA (June 3, 2025)— The Obesity Association™, a division of the American Diabetes Association®, (Obesity Association), with inaugural support from Novo Nordisk Inc., is taking the next step toward improved obesity care. The aim is to change the conversation on obesity by challenging stigmas and educating health care professionals about treating obesity, and empowering everyone with information to seek the holistic care they need and deserve. The Obesity Association's work, funded in part by a multi-year commitment from Novo Nordisk, seeks to reduce undiagnosed obesity and adoption of comprehensive, guideline-driven care for people living with obesity, inclusive of healthy living behaviors.

Amid an obesity epidemic touching every segment of the U.S. population, the Obesity Association is ready with a fresh perspective and support for health care professionals and communities to move beyond outdated thinking to unlock healthier futures.

Nationwide, approximately 125 million people are living with obesity, yet only 10% of people who live with overweight or obesity seek help from a medical professional. While significant progress has been achieved in recent years, the Obesity Association works to address the urgent and unmet need to transform obesity care by eliminating barriers such as weight-related stigma and biases and improving access to care.

"There have been tremendous advances in medical understanding and treatment options for obesity. Unfortunately, stigma, shame, and blame often prevent people who need care from pursuing it," said Charles "Chuck" Henderson, the ADA's chief executive officer. "It's time to change the conversation. We are grateful to Novo Nordisk for becoming a strategic supporter in our work to raise awareness about obesity and its complications, and to ensure people, communities, and health care teams have access to obesity care and education."

Obesity is a chronic and complex disease. It is linked with more than 200 health conditions, including type 2 diabetes. There is no universal approach to obesity care; it often requires a variety of care strategies tailored to meet individual needs, which may include healthy eating, physical activity, medication, surgery, counseling, and lifestyle changes. The Obesity Association is committed to ensuring that obesity is viewed not as a personal challenge but as a chronic disease that warrants a person-centered approach to care, emphasizing the importance of goal setting and shared decision-making as fundamental components of obesity care.

"At Novo Nordisk, we believe our responsibility to health goes well beyond the medicines we develop. As an inaugural supporter of the Obesity Association, and with more than 25 years dedicated to

advancing obesity research and care, we are proud to support a holistic approach to the management of obesity that aids health care professionals and empowers individuals with valuable education, tools, and resources,” said Anna Windle, PhD, Novo Nordisk’s senior vice president, clinical development, medical and regulatory affairs. “By addressing the complexities of obesity and its related complications, we strive to drive meaningful change that improves health outcomes for people living with obesity.”

The Obesity Association and Novo Nordisk continue to explore further opportunities aimed at increasing awareness, providing education, and identifying innovative solutions meant to ensure people receive optimal and holistic care for obesity and its related complications.

The Obesity Association builds on the ADA’s history of transforming lives for the better, broadening the focus to include obesity alongside type 2 diabetes as a treatable and preventable chronic disease. To learn more and find resources for support, visit obesityassociation.org.

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About the Obesity Association

Obesity is an epidemic that demands both attention and action. The Obesity Association, a division of the American Diabetes Association, is dedicated to reducing the prevalence of obesity and improving health outcomes. Through a focus on education, action, and evidence-based support, we strive to create a world where people affected by obesity can thrive.

About the American Diabetes Association

The American Diabetes Association (ADA) is the nation’s leading voluntary health organization fighting to end diabetes and helping people thrive. This year, the ADA celebrates 85 years of driving discovery and research to prevent, manage, treat, and ultimately cure —and we’re not stopping. There are 136 million Americans living with diabetes or prediabetes. Through advocacy, program development, and education, we’re fighting for them all. To learn more or to get involved, visit us at diabetes.org or call 1-800-DIABETES (800-342-2383). Join us in the fight on Facebook ([American Diabetes Association](https://www.facebook.com/AmericanDiabetesAssociation)), Spanish Facebook ([Asociación Americana de la Diabetes](https://www.facebook.com/AsociaciónAmericanaDeLaDiabetes)), LinkedIn ([American Diabetes Association](https://www.linkedin.com/company/AmericanDiabetesAssociation)), and Instagram ([@AmDiabetesAssn](https://www.instagram.com/AmDiabetesAssn)). To learn more about how we are advocating for everyone affected by diabetes, visit us on X ([@AmDiabetesAssn](https://twitter.com/AmDiabetesAssn)).

About Novo Nordisk

Novo Nordisk is a leading global healthcare company that's been making innovative medicines to help people with diabetes lead longer, healthier lives for more than 100 years. This heritage has given us experience and capabilities that also enable us to drive change to help people defeat other serious chronic diseases such as obesity, rare blood, and endocrine disorders. We remain steadfast in our conviction that the formula for lasting success is to stay focused, think long-term, and do business in a financially, socially, and environmentally responsible way. With a US presence spanning 40 years, Novo Nordisk US is headquartered in New Jersey and employs over

10,000 people throughout the country across 12 manufacturing, R&D and corporate locations in eight states plus Washington DC. For more information, visit novonordisk-us.com, Facebook, Instagram, and X.

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