



Hong Kong Obesity Society

香港肥胖學會

Date: 29th June 2018

Dear Healthcare Professional,

Invitation – Combating Diabetesity –Let Go 10,000 lbs Campaign “全城勁減一萬磅”

On behalf of Hong Kong Obesity Society, I am cordially inviting you to join as a doctor-partner in our “Combating Diabetesity – **Let Go 10,000 lbs** Campaign”. This campaign aims to encourage patients with diabetes to fight obesity by action, which will in turn help to reduce diabetes-associated complications and mortality as well as overall healthcare burdens. This initiative will also confer positive impact on the public awareness of Diabetesity and weight management in Hong Kong.

The campaign will be publicized in the mass media and interested individuals can register to this program via our campaign website or telephone hotline. Patients will need to provide relevant information (name, gender, phone number, valid email address, history of diabetes, body weight and height) for verification of eligibility (i.e. diabetic and BMI ≥ 23). Successful applicants will be assigned a registration number. The patients can make their appointment for first consultation with the clinic(s) of doctor-partners.

Clinic(s) of doctor-partners will be organized by geographical region and their name and address will be provided by the hotline by random to facilitate patients. Doctor-partners will be responsible for:

1. Distributing the program kit (including booklet of health tips and record form) to the participants.
2. Helping participants to set a 3- to 6-month weight management goal (i.e. 3-5% of weight reduction).
3. Delivering management and lifestyle modification advice.
4. Arranging follow-ups within a 3- to 6-month period (preferable to have at least 3 consultations in this duration)
5. Measuring and documenting body weight, body mass index, waist circumference and blood glucose of patients for each visit in the record provided. One copy will be given back to participant
6. Performing HbA1c test for the participants during the 1st and 3rd consultation (HbA1c test kits will be provided for free)

As a token of appreciation, we have prepared rewards for doctor-partner who have achieved outstanding weight reduction goals for his / her clinic(s) during this campaign. If you are interested to take part in this campaign and contribute to improving the health of Hong Kong, please contact our



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appointed PR agency-Jaff Mak @ 22 PLUS via email jaffmak@22plus.com.hk or at 9672 7507 within office hours (1000-1800, Monday to Friday). You will be able to obtain with further detail regarding the website template, content of program kits, detailed workflow and award mechanism from the Project Organizer.

Thank you for your attention and we look forward to your participation in this program.

Yours faithfully,

Dr. Michele MA Yuen

President (Medical Chapter)

Hong Kong Obesity Society

On behalf of the **Let Go 10,000 lbs** Campaign Organizing Committee