If you are looking for more information on the card topics including:

**ROOTS OF OBESITY**

**OBESITY FACTS**

**CHANGING PERSPECTIVES**

Please visit [www.worldobesityday.org](http://www.worldobesityday.org) where you will find the Key Audiences, Resources, and Campaign toolkit.
Ultra-processed food, now cheaply and widely available all over the world, is contributing to the rapid rise in obesity. What are your thoughts on this?

Did you know our genes count for somewhere between 40-70% of our likelihood of developing obesity?

Without access to person-centred healthcare from trained professionals, most people living with obesity will be unable to achieve their health goals alone. How do you think obesity healthcare needs to change?
LET’S TALK ABOUT...

how life events can influence weight gain and obesity.

LET’S TALK ABOUT...

food marketing as a contributing cause of obesity.

LET’S TALK ABOUT...

mental health.

LET’S TALK ABOUT...

sleep!

Our experiences, from prenatal life to early adulthood, pregnancy, illness and more can influence weight gain.

There is a complex relationship between food systems and health, and the marketing of food products has a known link to obesity.

The relationship between mental health and obesity is complex. Some mental health disorders, and their associated medications, can lead to weight gain, while excess weight increases the risk of certain disorders such as depression.

Did you know that lack of sleep disturbs hormones, which in turn can affect weight, as can high stress?
LET’S TALK ABOUT...
the stigma that people living with obesity face.

In many countries, people living with obesity are regularly blamed for it, due to misconceptions and biases. Weight stigma reinforces incorrect assumptions that obesity is merely a person’s individual responsibility. Have you experienced or observed weight stigma?

LET’S TALK ABOUT...
how we define obesity.

Obesity is most commonly measured by BMI, however BMI does not take into account a host of health factors, and can be seen as an inaccurate measurement. What other considerations would you like to discuss when defining obesity?

LET’S TALK ABOUT...
obesity as a disease.

Obesity is a disease caused by a variety of factors, including biology, mental health, genetic risk, environment, healthcare access, and access to ultra-processed food. It is about more than weight or ‘willpower’. Does your country recognise obesity as a disease?

LET’S TALK ABOUT...
the risk factor of living with obesity for other health conditions.

People living with obesity may be at a greater risk of other chronic diseases such as diabetes, cardiovascular disease and certain cancers.
LET’S TALK ABOUT...
“Eat less, move more.”

LET’S TALK ABOUT...
the dangers of weight stigma in society.

LET’S TALK ABOUT...
when individuals are blamed for their obesity.

LET’S TALK ABOUT...
weight

This outdated advice implies that weight loss is just about diet and exercise, ignoring other drivers of obesity. Although physical exercise is an important part of overall health, it is not a significant factor in managing obesity. Have you heard this advice before?

Weight stigma can damage mental and physical wellbeing and may prevent people from seeking necessary medical care. While stigma differs in different parts of the world, one thing is clear: experiencing systemic bias does not help people to adopt healthier lifestyles.

Individuals are not to blame for their obesity. Obesity is often driven by forces outside of a person’s control, and is the result of complex biological, genetic and environmental factors.

Obesity is not just about weight. While it is an indicator of obesity, treatment is about improving overall health, not just about losing weight.
LET’S TALK ABOUT...

the misconceptions around obesity and wealth.

LET’S TALK ABOUT...

childhood obesity.

LET’S TALK ABOUT...

your experience of obesity.

LET’S TALK ABOUT...

how healthcare professionals can improve access and patient experience.

Patients living with obesity routinely face stigma and struggle to access support. That’s why effective people-centred treatment and prevention is so important. How do you think healthcare professionals can improve experiences?

Obesity is no longer just a disease of rich countries. It is now rising the fastest in lower- and middle-income countries. Obesity is especially prevalent in poorer and more vulnerable communities. What was your perspective on this? And is it the same now?

Childhood obesity can profoundly affect children’s physical, social, and emotional wellbeing, academic performance and self esteem. It is often carried through to adulthood, so education, prevention and treatment are vital to stopping a global rise in obesity.

Everybody’s experience of obesity is different, and there are many ways to address it that must work for the individual. What is your experience?
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<td>bold policies.</td>
<td>giving young people the power to act on obesity.</td>
<td>creating healthy work environments.</td>
<td>how we can make addressing obesity a collective effort.</td>
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Policy makers must prioritise obesity and create national action plans. What stage is your country at? And what should decision makers do next?

As the next generation of adults, parents, workers and decision makers, youth must be part of the answer! How can we engage young people in the conversation about obesity?

We all need respect, practical and emotional support, and a comfortable workplace to feel included, and ultimately thrive, at work. All employers and employee advocates can make this happen in their workplaces. What will you do?

We need to change the perception of obesity from ME to WE. The roots of obesity are systemic, society-wide problems, and it requires a collective response. How can we work together to build a movement for beating obesity?
LET’S TALK ABOUT...
what we can do to turn conversations into action.

LET’S TALK ABOUT...
obesity rising in every continent.

LET’S TALK ABOUT...
how the media conversation around obesity can be improved.

When we talk, debate and share our stories we can change perspectives and transform health outcomes. Together, we can be a powerful voice calling for real action from policymakers. What will you do?

Obesity is on the rise globally, with 1 billion people predicted to be living with the disease by 2030. That’s why action is more urgent than ever. Explore the obesity atlas on World Obesity Day.

Some of the images and language currently used in the media are known to perpetuate inaccurate and negative stereotypes about obesity. What resources do you think would be useful to reframe obesity in the media?