

WORLD
OBESITY



WEIGHT STIGMA
IN THE MEDIA

The current use of imagery
and language in the media

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Foreword

Obesity is a global issue. Since 1975, it has nearly tripled worldwide, with more than 650 million people now living with obesity. No country is currently on track to meet the target to halt the rise in obesity in all ages and this is in large part due to its complexity and many interlinking causes, from genetics to dysfunctional food systems, to social deprivation.

Despite these complexities, most of the current public discourse is simplistic, centres on the 'eat less, move more' mantra and places the blame solely on the individual. The language and images used throughout society, and in particular in the media, often suggest that people with obesity are lazy, greedy and lack will power. This widespread – yet often subtle – bias has in turn led to weight stigma. Weight stigma is found in negative behaviours and attitudes based entirely on an individual's weight; it's a topic that's poorly understood by many and is a global phenomenon.

This report shines a light on the media's role in perpetuating weight stigma. It also highlights some of the harmful consequences weight stigma has on individuals and how its very presence further contributes to obesity. By promoting greater accountability and awareness of weight stigma, we aim to encourage media outlets to move away from biased narratives and representations. Media organisations have helped shift public perceptions about other forms of discrimination; now the media have a key role to play to help reduce weight stigma.

Here at the World Obesity Federation we are starting our weight stigma journey, encouraging people all over the world to take steps to end weight stigma, and there are many ways to help us. People and institutions can get involved by speaking up and calling out individuals and groups that stigmatise weight, raise awareness through social media, or choose positive unbiased images from our extensive online image bank www.imagebank.worldobesity.org

It is our hope that this report provides the evidence to inspire people to act and speak out against weight stigma in the media, while encouraging writers, journalists, editors to create accurate and fair reports of obesity. The signal of success will be when weight bias is no longer seen as an acceptable form of discrimination and society can get on with the job of working together to tackle the fundamental causes of obesity.

Johanna Ralston

Chief Executive of the World Obesity Federation

Executive Summary

Obesity is highly complex and results from a multitude of factors, and yet a lack of understanding of these complexities means that people with obesity are often blamed for their condition. People with obesity are experiencing abuse and discrimination because of their weight. Weight stigma has become a serious concern and it's being perpetuated across populations, affecting people's life chances and their health.

This report examines the media's role in weight stigma. Some of the images and language currently used in the media are known to perpetuate inaccurate and negative stereotypes about obesity by focusing on individual responsibility and blame, rather than the multiple causes of obesity. Inaccurate, negative portrayals exacerbate the issue.

We present the findings of research which highlights both negative and positive images in the media. We identify areas of particular concern and provide practical recommendations to help the media choose non-stigmatising images. We also provide examples of the language

and phrases commonly used that contribute to weight stigma, alongside alternatives which are less stigmatising and more accurately convey obesity.

Rather than reinforce negative stereotypes about weight^{1,2}, we are calling on the media to seize the opportunity to help end weight stigma. Whilst race, disability, gender, sexuality, mental health and HIV have all been stigmatised by the media in the past, they are largely written about more appropriately today. By changing the narrative and taking care in the use of the images used, the media have helped to tackle discrimination and improve our society as a result.

By producing this report, we intend to raise awareness of weight stigma, illustrate the discrimination that people with obesity are facing in the media and provide recommendations to end weight stigma. Adjusting our language and using a different style of imagery are the first simple steps towards overcoming weight stigma in the media.

#endweightstigma

PART 1:

Introduction to weight stigma

Decades of public health research show that obesity is an extremely complex medical condition which results from complex interactions between a range of factors, including those that occur at a biological, commercial, social and political level^{3,4}. These multiple causes and complexities are often overlooked in discussions surrounding obesity which commonly focus on ‘personal responsibility’, placing blame on the individual for their obesity. This can lead to negative and inaccurate stereotypes about people with obesity, including laziness, lack of will power, a lack of moral character, bad hygiene, low level of intelligence and unattractiveness⁵. This, in turn, can contribute to weight stigma.



WHAT IS WEIGHT STIGMA?

Weight stigma refers to negative behaviours and attitudes that are directed towards individuals solely on the basis of their weight. It has been argued that weight stigma is the last socially acceptable form of discrimination⁶. The stigma surrounding weight is commonplace and widespread, and awareness of the issue is poor.

Research has demonstrated that weight stigma is a global phenomenon, prominent in many countries around the world^{7,8}. In the United States, for instance, it has been reported that experience of weight discrimination almost doubled between 1995-6 and 2004-6⁹, reaching levels equivalent to race discrimination.

DID YOU KNOW?

- The stereotypical and widely perceived causal attributes of obesity such as laziness and overeating play an integral role in the generation of weight bias
- Stigma can affect people’s physical and mental health. For instance, the fear of being stigmatised can deter people from seeking medical care, while pursuit of weight loss can lead to disordered eating patterns. There have been reports of suicidal thoughts and acts amongst individuals who are stigmatised for their weight^{11,12,13}
- Stigma can impact people’s social lives and relationships. Individuals who fear being stigmatised have been reported to avoid social situations (known as selective social isolation) in an effort to remain unnoticed¹⁴
- Weight stigma can be internalised. Those that face stigmatisation have reported feeling powerless to challenge it. This can lead individuals to believe that the negative stereotypes attributed to them are true and that they deserve the stigmatisation they receive¹⁵.

Why focus on stigma in the media?

We are working with stakeholders around the world including policymakers, patients and health professionals to help turn the tide on weight stigma.

The media are a large and influential industry and play a key role in the general public's understanding of health and science¹⁶.

Over time, the media and journalists have changed the way in which they report on certain issues, as well as how they report on discrimination. Whilst race, disability, gender, sexuality, mental health and HIV have all been subject to stigma in the media in the past, they are largely written about more appropriately today.

By changing the narrative, the media have helped improve society's understanding of the issues some people face in their daily lives. Whilst minority groups continue to experience discrimination, the type of language and images used has changed fundamentally. The media have made a

significant contribution to our collective understanding and perceptions. However, reporting on obesity often remains biased, leading to widespread misunderstanding about the disease and its multiple causes. In addition, people with obesity have stated that media portrayals surrounding the issue tend to exclude them from the conversation, arguing that there is a distinct disconnect between the people writing about the issue and the people being written about¹⁷.

Given the media are catalysts for change and have power and influence. The World Obesity Federation is focusing on the media – from editors, correspondents, presenters and reporters, to picture agencies and picture desks, and finally to the regulators and professional associations – to help us end weight stigma.

We believe the media have an opportunity to change the narrative and end weight stigma once and for all.

PART 2:

Media Imagery

Images are vital for print and online media outlets to capture the attention of readers. The pictures used often aid a reader’s understanding of the story. The media need to be responsible in the way they use images to support their stories and avoid fuelling weight stigma.



The extensive use of stigmatising images in the media is a global concern. Negative images, headless bodies, cartoon depictions of people with obesity and images of unhealthy foods are all commonly used in the media and all reinforce negative stereotypes about obesity and people with obesity. There is evidence that exposure to negative and unflattering photographs of people with obesity tend to increase levels of weight stigma, in contrast to more empowering portrayals¹⁸.

To help reduce weight stigma, we are calling on media outlets to use positive images which accurately support their stories without exacerbating misconceptions about people with obesity. To help end weight stigma, the media including picture agencies, photographers, camera crews, and other suppliers should avoid the use of negative images.

Positive and negative attributes of images portraying obesity

In order to minimise weight stigma, we encourage media outlets to avoid using pictures which focus on specific body parts with the head removed, and instead use pictures with the whole body. Images that show people with obesity engaging in regular day-to-day activities are also encouraged, rather than those illustrating sedentary behaviour or excessive eating. We would like to see people depicted in a non-stigmatising manner, devoid of stereotypical and discriminatory components that contribute to weight-based stigma.

Positive and negative attributes of images are presented in the table below.

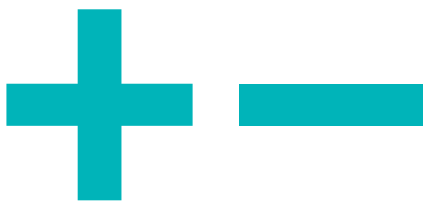
Table 1 – Examples of attributes of media images portraying obesity¹⁹

NEGATIVE ATTRIBUTES		POSITIVE ATTRIBUTES	
<ul style="list-style-type: none"> • People consuming unhealthy foods and beverages • Selling, shopping or serving unhealthy food • Headless body • Isolated body part(s) • Sad or negative facial expression • Engaging in sedentary behavior (e.g. lying down, watching TV) • Wearing ill-fitting clothes • Person excluded from group • Walking down the street (Headless) • Being featured in a personal interest story (Negative) 		<ul style="list-style-type: none"> • Consuming healthy foods and beverages • Selling, shopping or serving healthy food • Exercising • Being an advocate or expert • Being a patient • Being a professional (e.g. teacher, health worker, business person) • Smiling or positive facial expression • Dressed in appropriately fitting clothes • Obesogenic foods and beverages • Obesogenic streets or traffic • Obesogenic advertising • Walking down the street (Active) • Being featured in a personal interest story (Positive) • Being the feature of a weight loss story 	

SOURCE: **WORLD OBESITY FEDERATION**

Image use around the world

To highlight the issue of stigmatising imagery in the media, we analysed the images used in news articles about obesity from the top five newspapers in 22 countries in different regions around the world*. The study was carried out in 2018, using articles published 2016-2018. Images were assessed based on their positive and negative attributes as detailed in the Technical Annex to this report.



Examples of both positive and negative imagery were found in every country looked at. There were no countries without some negative imagery in their media.

The most common negative images consisted of isolated body parts, most frequently an abdomen only. Other negative portrayals included people with obesity engaging in sedentary behaviour, such as sitting down, watching TV, or eating junk/unhealthy food. The use of these images can reinforce stereotypes about personal responsibility and blame. The images also tended to present people with obesity as miserable, distressed or sad.

More positive examples of accompanying images included unhealthy foods (without a consumer) that helped to highlight the role of the obesogenic environment that has contributed greatly to the rising numbers of obesity. Showing ultra-processed foods in isolation remove the focus from individual accountability.

Other positive examples showed people with obesity who were smiling and looking confident in well fitted clothing, and who weren't engaging in stereotypical behaviour, as described above.

*Sievvert K, Lobstein T, Baker P. Stigmatising images in the media: a cross-national survey. Clin Obes 2018; doi:10.1111/cob.12282. Direct link: <https://onlinelibrary.wiley.com/doi/abs/10.1111/cob.12282>



Images used by the media to convey obesity – examples.

Images used to accompany online or print news stories frequently depict people with obesity from unflattering angles, often inactive or consuming unhealthy food. Many of the images used imply personal blame. This fuels weight stigma and a lack of understanding about obesity. In this section, we provide a snapshot of both negative and positive images used in the media.

Negative imagery

CONSUMING UNHEALTHY FOOD

Images that show people consuming unhealthy foods or beverages bolster stigmatising perceptions that people with obesity are greedy and regularly make unhealthy food choices. This ignores the broader health and environmental factors that contribute to obesity.

SOURCE: Le Nouvel Observateur: 'Overweight, Obesity: Eating Less Quickly Helps Lose Weight', 13 February 2018 <https://www.nouvelobs.com/sante/20180213.OBS2088/surpoids-obesite-manger-moins-vite-permet-de-perdre-du-poids.html>

Photo Source: Not Credited

Surpoids, obésité : manger moins vite permet de perdre du poids



L'étude montre un lien entre la vitesse à laquelle les participants déclarent avaler leur repas et l'évolution du poids.

ISOLATED BODY PARTS

Images of isolated abdomens are used prominently by media across the world. By cutting off the face and the rest of the body, the image reduces the individual (in this instance, a child) to their abdomen and weight. This keeps the viewers focus on the individual by equating them to the sum of their weight and overlooks the broader factors that lead to obesity around the world.

SOURCE: Le Journal de Montreal: 'Obesity on the rise in Quebec', 19 December 2017 <https://www.journaldemontreal.com/2017/12/19/lobesite-en-hausse-au-quebec-1>

Photo source: Photo Fotolia

L'obésité en hausse au Québec



PHOTO FOTOLIA

In this image, a man's face has been cut out and his abdomen is exposed and being pinched. This appears to be a doctor patient consultation; however, it is not portrayed in a positive or encouraging way. This person is in a vulnerable position and is being mistreated. This image negatively portrays people with obesity and could discourage some from seeking medical care.

SOURCE: Fyens Stiftstidende: 'Feed me Paradox is a Myth: Obese are no Longer Living with Heart Disease', 15 April 2018 <https://www.fyens.dk/bagsiden/Fedmeparadoks-er-en-myte-Overvaegtige-lever-ikke-laengere-med-hjertesygdomme/artikel/3247179>

Photo Source: Regis/Duvignau/Reuters/Ritzau Scanpix

Fedmeparadoks er en myte: Overvægtige lever ikke længere med hjertesygdomme

af: HANS FAARUP
Publiert 15. april 2018 kl. 08:50



ENGAGING IN SEDENTARY BEHAVIOUR

This image – which is typical of a number of images used by media around the world – shows a child with obesity sleeping on a couch. On the table in front of him is a range of unhealthy foods and drinks. It leads the reader to assume that people with obesity are lazy, greedy and unhealthy, which is a key element of weight stigma.

In this particular instance, the image used does not correlate with the point of the story: the article itself is about genetics and the MC4R gene that can lead to obesity.

SOURCE: The Indian Express: ‘Genes that may lead to obesity identified’, 13 January 2018 <http://indianexpress.com/article/lifestyle/health/genes-that-may-lead-to-obesity-identified-5023227/> Photo source: File Photo



PERSON EXCLUDED FROM A GROUP

Images showing people with obesity being excluded is an all-too-regular occurrence in modern media articles about obesity. These examples are particularly negative, steering the reader towards derogatory assumptions and attitudes about the worthiness of people with obesity.

SOURCE: Daily Sun: ‘SA high on overweight and obesity ratings’, 08 October 2017 <https://www.dailysun.co.za/News/Eidos/sa-high-on-overweight-and-obesity-ratings-20171007> Photo source: Not credited



SOURCE: Il Mattino: ‘One out of three children overweight: incorrect meals’, 28 May 2018 https://www.ilmattino.it/salerno/sovrappeso_un_bambino_su_tre_colpa_dei_pasti_scorretti-3759547.html

NEGATIVE FACIAL EXPRESSIONS

Images showing people with obesity as downbeat can reinforce negative perceptions that a person with obesity tends to be unhappy or dejected. Such stereotypes ignore the more positive aspects of people’s lives and efforts to lose weight. This image is of a child with obesity eating. The child is holding up his empty bowl, with the implication he is “demanding food”. This reinforces the idea that people with obesity are greedy, with no self-control. The connotation is therefore that personal responsibility is the main issue when it comes to obesity.

SOURCE: Die Presse: ‘Rich, richer, fat’, 8 June 2018 <https://diepresse.com/home/wirtschaft/economist/5437110/Reich-reicher-fett?from=suche.intern.portal> Photo source: Reuters (David Johnson)



Positive imagery



EXERCISE AND ACTIVE LIFESTYLES

These images show people with obesity do engage in sport and physical exercise. They take the focus away from negative assumptions about laziness and food – which fuel obesity stigma – and instead convey the proactive efforts of people trying to lose weight.

SOURCE: Le Figaro: 'Physical Activity Beneficial for Health and Waistline Even Without Weight Loss', 13 February 2018 <http://sante.lefigaro.fr/article/l-activite-physique-benefique-pour-la-sante-et-le-tour-de-taille-meme-sans-perde-de-poids/>
Photo Source: Not Credited

SOURCE: New York Times: 'Why exercise alone may not be the key to weight loss', 11 April 2018: <https://www.nytimes.com/2018/04/11/well/move/why-exercise-alone-may-not-be-the-key-to-weight-loss.html?rref=collection%2Fsectioncollection%2Fhealth>
Photo Source: iStockphoto



HEALTHY FOOD

Images showing healthier foods convey messages of wellbeing and optimism, directed at creating healthy food environments as opposed to the ultra-processed foods that contribute to obesogenic environments. This image helps portray more system-wide changes to help reduce rates of obesity, rather than personal ones that stigmatise individuals.

SOURCE: Vancouver Sun: 'There is no Mediterranean diet anymore: Even in its namesake region, obesity is skyrocketing', 4 January 2018 <http://vancouversun.com/life/food/there-is-no-mediterranean-diet-any-more-even-in-its-namesake-region-obesity-is-skyrocketing/wcm/08a346d5-c110-45df-9043-96fe65bdb167>
Photo source: Getty Images

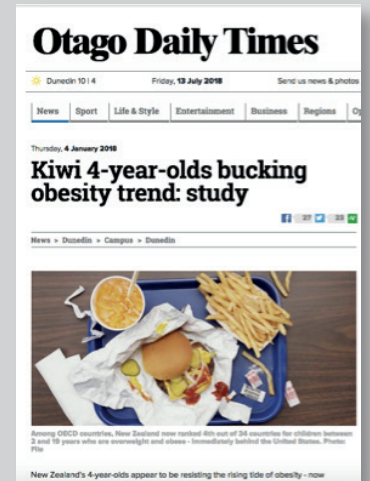


UNHEALTHY FOOD – AN OBESOGENIC ENVIRONMENT

Too many media images focus on an individual's body parts rather than the broader obesogenic environment. Images that focus on junk food help remove the focus away from personal circumstances by highlighting the significant role of societal influences and conditions that have helped shape modern-day obesity.

SOURCE: Otago Daily Times: 'Kiwi 4-year-olds bucking obesity trend: study', 4 January 2018
<https://www.odt.co.nz/news/dunedin/campus/university-of-otago/kiwi-4-year-olds-bucking-obesity-trend-study>

Photo source: File photo



BEING A PATIENT

Obesity is a health condition. It's a fundamental part of living with obesity. That's why media stories that feature healthcare settings or medical images are positive, reminding the reader that people living with obesity are patients. This moves mindsets away from stigmatising assumptions about laziness or greed and instead emphasises the role of medicine and the healthcare sector in supporting weight loss.

SOURCE: El Nacional: 'Obesity and chronic kidney disease', 21 March 2018
<http://elnacional.com.do/obesidad-y-enfermedad-renal-cronica/>

Photo source: Not credited



SOURCE: Kleine: 'Diseased overweight now have to go to hospital in Klagenfurt', 30 January 2018
http://www.kleinezeitung.at/kaernten/lavanttal/aktuelles_lavanttal/5362387/Wolfsberg-Voelkermarkt_Krankhaft-Uebergewichtige-muessen-ins-Klinikum

Photo source: APA/Helmut Fohringer

POSITIVE EXPRESSION

Images of people with obesity that show more than just an isolated abdomen provide a more accurate and honest reflection of living with obesity. These images demonstrate the broader elements of living with obesity, beyond negative misconceptions about sedentary lifestyles or eating.

SOURCE: Times: 'Body positive movement is not about glorifying obesity', 22 October 2017
<https://www.timeslive.co.za/sunday-times/lifestyle/2017-10-21-body-positive-movement-is-not-about-glorifying-obesity>

Photo source: Not credited



PART 3:

Language

It is easy to use language in our daily lives without having discriminatory intentions. However, poorly chosen words can still have a negative impact on beliefs and attitudes. The language adopted by journalists and editors can make a significant contribution towards ending weight stigma given the extensive reach of broadcast, print and online stories.

Currently, there are several different ways in which obesity is commonly described in the media and throughout society which can contribute to weight stigma. These can include:

- Language that does not put the person first
- The use of derogatory and pejorative labels
- Inaccurate or misplaced use of medical jargon
- Failure to acknowledge the wider context regarding causal aspects of obesity

In this section we provide some examples of stigmatising language that have been used in the media to talk about people with obesity and obesity itself. We also present examples of language to adopt and words and phrases to avoid.

Stigmatising headlines

The headlines shown here highlight some examples of how weight can be referred to in the media and how this may perpetuate and enforce weight stigma. We then explain some of the key issues and how they can be addressed.



The U.S. is one of the world's laziest countries – and it's making us fat

Undesirable language which enforces inaccurate and negative stereotypes

Obesity is NOT a disability and it's time fat people started taking responsibility for themselves

The word 'fat' is problematic. This headline puts the blame onto individuals with obesity.

Amy Schumer says there's nothing wrong with being plus-size but please don't call her it. Now that's a chubster who knows how to have her cake and eat it!

This headline has a negative tone and message. The word 'chubster' carries derogatory connotations

'BEING FAT IS WRONG' Forget the sugar tax – charge fat people for TWO plane seats and ban obese models, says weight-loss guru

Steve Miller said obese people need tough love, adding we need to clamp down on the message that big is beautiful

Various examples of problematic language and an extremely negative message.

FIELDS VS FLAB PM told to stop schools flogging off playing fields to help fight obesity

The word 'flab' has pejorative connotations.

PEOPLE FIRST LANGUAGE

People first language refers to putting the person before the medical condition under discussion. This means saying ‘a person with obesity’ as opposed to an ‘obese person’ or any other derogatory labels. People first language is often utilised in reference to chronic diseases in an effort to avoid de-humanising the issue. It is our recommendation that people first language is applied to obesity as well.

Table 2 – Use of people first language

WORDS AND PHRASES TO AVOID	ALTERNATIVE LANGUAGE AND CONSIDERATIONS
Obese person	Person/individual with obesity
Obese subject/participant	Subject/participant with obesity
Obese children	Children with obesity

DEROGATORY LABELS AND ADJECTIVES USED IN REFERENCE TO PEOPLE WITH OBESITY

Descriptive words relating to people with obesity specifically should be carefully considered. Certain groups in society such as those involved with the Body Positivity movement are reclaiming the word ‘fat’ and do not find it offensive. However, this is not a shared attitude and it is best to avoid the word as for many people it carries extremely negative connotations. Any words similar to ‘fat’, that have stigmatising, abusive and demoralising connotations, should be avoided too.

Table 3 – Examples of stigmatising language

WORDS AND PHRASES TO AVOID	ALTERNATIVE LANGUAGE AND CONSIDERATIONS
‘Fat’	Individuals with a higher BMI People living with obesity People first language
‘Fatty’	
‘Chubster’	
‘Flabby’	
‘Supersized’	
‘Mammoth’	

PART 4:

Conclusions and recommendations

The integral role that images and language play in the formation of attitudes and perceptions is often underestimated. The concept of obesity alone carries a multitude of negative connotations. These negative associations heavily contribute to the stigmatisation of people with obesity, and towards the stigmatisation of weight in general.

Weight stigma is pervasive, its outcomes are greatly underestimated and it affects a large number of people. Obesity is an issue that affects real people and, as described throughout this report, a large proportion of the images and language used in the media either de-humanise the person living with obesity or depict people with obesity as a burden. The focus on individual responsibility and blame detracts from the policies that are needed to address obesity and

continues to reinforce negative attitudes about the disease, which can affect people's mental health and wellbeing.

With this in mind, the media have an opportunity and responsibility to ensure that reporting is accurate. In order to help end weight stigma, we call on media outlets to take a strong leadership role on this issue and adopt the following recommendations.





TAKE ACTION

RECOMMENDATIONS FOR THE MEDIA

The mass media play a significant role in shaping and defining social perceptions of particular issues. With this in mind, the media have an opportunity and responsibility to ensure that reporting is accurate. In order to help end weight stigma, we call on media outlets to take a strong leadership role on this issue and adopt the recommendations below.

IMAGES

- ✓ Media should use positive images which accurately support their stories without exacerbating misconceptions about people with obesity
- ✓ Pictures of people with obesity should include their whole body, rather than specific body parts with the head removed
- ✓ Images that perpetuate stereotypes, such as people with obesity being sedentary, looking sad or isolated from other people, should be avoided

- ✓ Picture agencies and other suppliers of images should review the images they provide on obesity to ensure they do not exacerbate weight stigma
- ✓ Editors can download and use images from www.imagebank.worldobesity.org These have been carefully selected to avoid reinforcing negative stereotypes about obesity.

LANGUAGE

- ✓ Use people first language
- ✓ Review style guides and adopt positive language about obesity and people with obesity
- ✓ Avoid the use of language that is derogatory or pejorative
- ✓ Use plain language to illustrate that obesity is a health condition
- ✓ Ensure reporting addresses the wider causes of obesity where relevant to the story and avoid the use of language that implies individual blame.

TAKE ACTION

We all have a role to play to end weight stigma. Please take action:

- ✓ Highlight good and bad practice in the media when you see examples of stigmatising language or images using the hashtag #endweightstigma or message us [@endweightstigma](https://twitter.com/endweightstigma)
- ✓ You can use a template letter provided by World Obesity at www.imagebank.worldobesity.org
- ✓ Ensure images used in presentations and reports are not stigmatising. Visit www.imagebank.worldobesity.org for a selection of free to download images available for use.

More information about how to help combat weight stigma can be found on the World Obesity website (www.worldobesity.org) and Image Bank website www.imagebank.worldobesity.org

Technical Annex

The methodology for the research on images used by the media presented in this report was a visual content analysis. We examined articles in online newspapers from 22 different countries, selected in order to ensure a geographical spread across major regions.

The top five newspapers in each country were identified and using the search terms 'obesity' and 'overweight' in each relevant language, the three most recent articles about obesity were selected from each newspaper respectively. If an article did not include an image, it was excluded and the next article was selected. Searches were undertaken between November 2017 and June 2018, and newspapers were tracked retrospectively for a maximum of 24 months.

The images were then assessed against a variety of attributes which included:

- eating and/or drinking (healthy), eating and/or drinking (unhealthy)
- selling, shopping for, serving and/or cooking food (healthy), selling, shopping for, serving and/or cooking food (unhealthy)
- exercising

- is the image depicting an expert, researcher, advocate, or journalist, is the image depicting a patient, is the image depicting a health care professional
- is the person the feature of a weight loss success story, an isolated body part (e.g. only the abdomen is shown), walking down the street, engaging in sedentary behaviour (e.g. sitting, lying down, watching television, playing a video game)
- is the person being featured in a personal interest story
- expression (sad, angry, negative), expression (happy, smiling, positive) and other.

Based on these attributes the images were then coded as positive or negative.



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World Obesity Federation represents professional members of the scientific, medical and research communities from over 50 regional and national obesity associations. Through our membership we create a global community of organisations dedicated to solving the problems of obesity. Our mission is to lead and drive global efforts to reduce, prevent and treat obesity.

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