

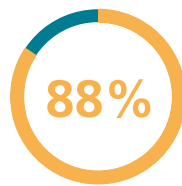
STIGMA AND MISCONCEPTIONS ABOUT OBESITY

Widespread misconceptions of obesity and lack of disease recognition means that people living with obesity experience daily discrimination and often do not receive the support required to achieve or maintain weight loss.^{1,2,3,4,5,6,7,8,9,10}

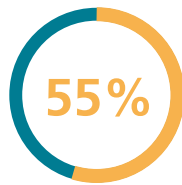
DISCRIMINATION



People living with obesity experience discrimination and bias daily:



88% of people living with obesity report having been stigmatised, criticised or abused as a direct result of their obesity.¹³



55% of healthcare professionals (HCPs) say biases and misconceptions impede how patients with obesity are diagnosed and cared for.¹



Primary care professionals (PCPs) are 31% less likely to have an emotional connection with patients with obesity than with patients of normal weight.¹²



94% of people with obesity and HCPs believe that there is not enough understanding about the causes of obesity amongst the public, politicians and other stakeholders.¹³



Only 26% of people with obesity reported being treated with dignity and respect by HCPs when seeking advice or treatment for their obesity.¹³



3X more likely

for a child with obesity to be bullied.¹¹

42% of people with obesity

did not feel comfortable talking to their HCP about their obesity.¹³

TREATMENT /DIAGNOSIS

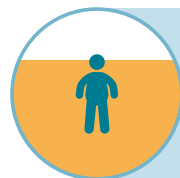
Obesity is a serious and complex chronic disease with multiple causes, however many HCPs believe it is the individual's responsibility.



Only 20% of PCPs cited genetics as a common cause of obesity.¹



Only 55% of people with obesity have received a formal diagnosis and access to the evidence-based behavioural, pharmacological and surgical interventions available.⁹



74% of HCPs believe it is the responsibility of the patient to manage their weight.¹

EDUCATION



HCPs

Most PCPs receive none or less than 48 hours of training during their entire medical education.¹⁴



People with obesity

3/4 of people with obesity in the EU do not recognise that they have obesity and are therefore unlikely to bring it up with their doctor.¹⁵



Policymakers

- Policymakers had no consensus on a role for physicians/government in tackling obesity.¹⁶
- 66% policymakers did not know the prevalence in their country.¹⁶



Social stigma of people with obesity is further increasing inequality in access to appropriate care and support, and obesity is still widely considered to be the responsibility of the individual by governments, healthcare systems and people with obesity.^{1,9,10,17,18}

There is an urgent need to reframe the public perception and understanding of obesity as a chronic relapsing disease, rather than a "lifestyle choice".

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