



TREAT  
OBESITY  
NOW  
AND  
AVOID THE  
CONSEQUENCES  
LATER

**A CAMPAIGN TOOLKIT**  
for members and supporters



This **#WorldObesityDay** we are calling on all governments to increase investment in tackling obesity.



# CONTENTS

- 4 What is World Obesity Day?
- 6 Information on World Obesity Day 2017
- 8 'World Obesity Day' translations
- 9 Ways to get involved
- 13 Engaging after World Obesity Day
- 14 Guide 1: Social media
- 18 Guide 2: Writing a press release
- 20 Guide 3: Advocacy
- 21 Useful information

## / Introduction

The obesity epidemic is rapidly becoming the biggest public health challenge globally, ranking in the top three causes of chronic ill-health.

There are no countries which have turned around the epidemic, and there are enormous commercial interests opposed to effective public health policies.

In 2014 the McKinsey group estimated that the global economic impact of obesity is \$2 trillion a year; similar to smoking and war/global conflict. This figure includes the healthcare costs as well as costs associated with lost productivity.

The rise in obesity is generally attributed to people eating more food energy than they need. In many areas of the world, food has become more readily available, attractive and cheaper than ever, at a time when economic development has reduced the need for high levels of physical activity.

The World Health Organization set a target to get obesity back to the 2010 levels, as a first step, by 2025. But time is ticking – we now have less than 8 years to achieve this. It can be done, and we know what to do, but we need urgent action now if we are to get there.



TREAT OBESITY NOW AND AVOID THE CONSEQUENCES LATER!

## / What is World Obesity Day?

World Obesity Day was established in 2015 as an annual campaign with the goal of stimulating and supporting practical actions that will help people achieve and maintain a healthy weight and reverse the global obesity crisis.

### / The objectives of World Obesity Day are to:

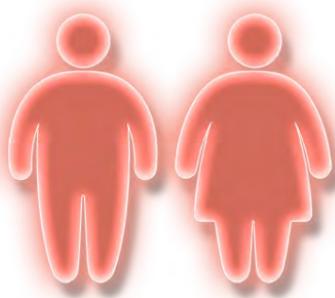
- Increase knowledge and understanding of the challenge of obesity, and what can and should be done to overcome it
- Encourage governments to take urgent action to meet their commitment to halt the rise in obesity by 2025
- Share national experiences of campaigning to enable the spread of best practices
- Encourage member associations and supporters to get involved with advocacy and campaigning on obesity-related issues

### / Who runs World Obesity Day?

World Obesity Day is led by the World Obesity Federation as part of their Action Initiative.

The World Obesity Federation represents professional members of the scientific, medical and research communities from over 50 regional and national obesity associations. This helps to create a global community of organisations dedicated to solving the problems of obesity.

World Obesity's mission is to lead and drive global efforts to reduce, prevent and treat obesity.



### / Who is this toolkit for?

This toolkit is for anybody with an interest in obesity who wants to get involved with World Obesity Day.

Whether you are a researcher, a medical doctor, a health care professional, a policy director or a civil society advocate you can play a role in helping us to overcome obesity.

This may involve advocacy to get governments to take action, campaigning and educating the public or making your own personal lifestyle changes.

### / The purpose of this toolkit is to

- Encourage individuals and organisations to take action as part of World Obesity Day
- Offer support and advice to World Obesity members and supporters on how to advocate around World Obesity Day
- Provide key information, resources and messages that may help with World Obesity Day activities

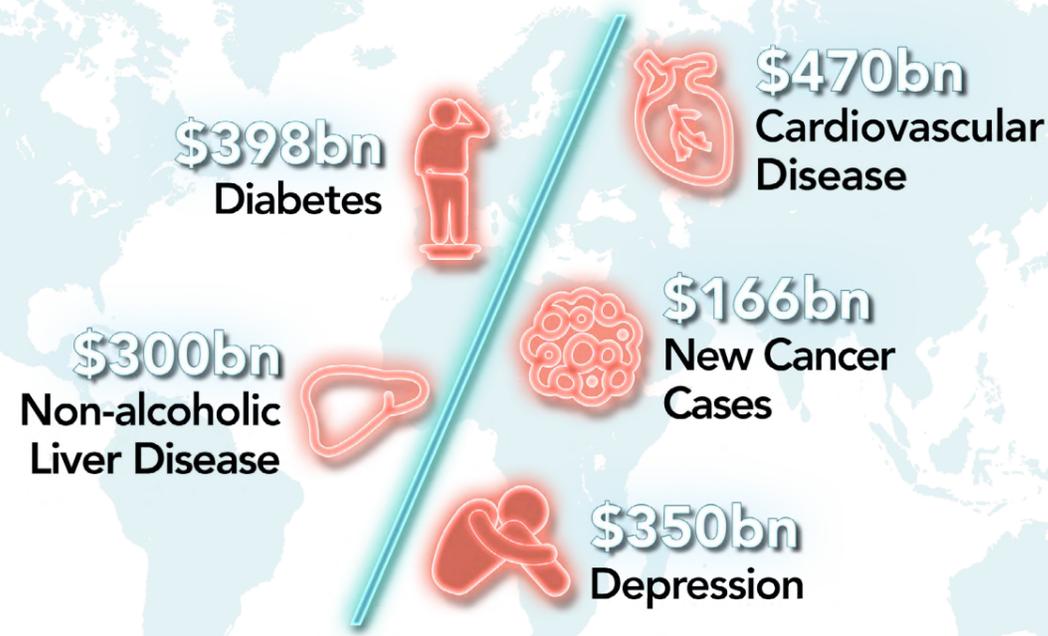


## / World Obesity Day 2017

This World Obesity Day we are calling on all governments, health service providers, insurers and philanthropic organisations to prioritise investment in tackling obesity. This means investing in obesity treatment services, early intervention and prevention.

On current trends, 2.7 billion adults worldwide will suffer from overweight and obesity by 2025.<sup>1 2</sup>

Untreated, obesity is responsible for a significant proportion of non-communicable diseases (NCDs) including heart disease, diabetes, liver disease and many types of cancer. Worldwide annual costs of treating the serious consequences of obesity in 2014 were...



Obesity is directly responsible for \$600bn of these costs. If we don't tackle obesity the medical bill for treating diseases that follow from obesity is expected to reach US\$1.2 trillion per year by 2025.<sup>3</sup>

Investing in the prevention, management and treatment of obesity is a cost-effective action for governments and health services. Investment can help achieve the 2025 targets set by the World Health Organization to halt the rise in obesity and to achieve a 25% relative reduction in mortality from NCDs.

<sup>1</sup> Ng et al. (2015) Lancet ([http://dx.doi.org/10.1016/S0140-6736\(14\)60460-8](http://dx.doi.org/10.1016/S0140-6736(14)60460-8))

<sup>2</sup> WOD 2015 data. Overweight defined as a BMI over 25kg/m<sup>2</sup>, obesity over 30 kg/m<sup>2</sup>, and severe obesity over 35 kg/m<sup>2</sup>

<sup>3</sup> WOD 2017 data. Based on cost calculations.

### / World Obesity Day – Calls for Action

#### / 1. Invest in treatment services to support people affected by obesity

To tackle obesity it is vital that everyone who wants treatment has access to the best services available. Treatment services around the world must be strengthened. This will require:

- o Recognition that obesity is a disease and needs appropriate professional support
- o Universal access, health coverage and insurance cover for obesity treatments
- o Clear care pathways for people affected by obesity
- o Multi-disciplinary teams to support the treatment of obesity
- o Access to pharmaceuticals and medical devices as appropriate for individual needs
- o Comprehensive follow-up services

#### / 2. Invest in early intervention to improve the success of treatment

Everyone who wants support with weight management should have access to early interventions. Early intervention means investing in:

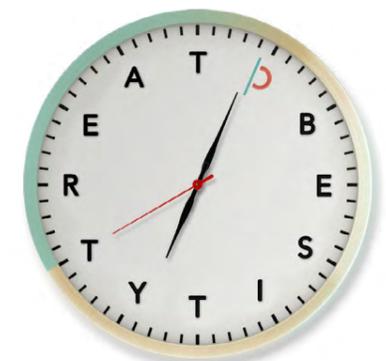
- o National guidelines for the care and management for all people affected by overweight and obesity, particularly those from vulnerable populations
- o Freely available primary health care consultations
- o Health care professionals trained in patient engagement and avoidance of weight stigmatization

- o Group and individual weight management services
- o Personal, family, school and workplace support
- o Universal access to monitoring and continuing care services to support

#### / 3. Invest in prevention to reduce the need for treatment

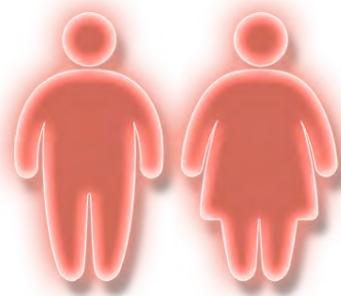
Preventing weight gain and preventing weight re-gain are essential to meeting the World Health Organization targets and are also important for ensuring that obesity treatment is effective. Preventing obesity needs to include:

- o Education to ensure popular support for creating healthy environments
- o Improved local food environments to ensure easy access to affordable healthy food
- o Improved local neighbourhoods which support active leisure and travel
- o Market interventions to support and improve dietary choices
- o Health promotion throughout the life course to protect the health of current and future generations



## / 'World Obesity Day' translated

English:	World Obesity Day
French:	Journée Mondiale contre l'Obésité
German:	Welt Adipositas Tag
Spanish:	Día Mundial contra la obesidad
Portuguese:	Dia mundial da obesidade
Indonesian:	Hari Obesitas Sedunia
Polish:	Światowy Dzień Walki z Otyłością
Irish:	Lá Tracht Domhanda
Lithuanian:	Pasaulinė nutukimo diena
Macedonian:	Svetski Den na Obesitas
Slovenian:	Svetovni dan debelosti
Uzbekistan:	Dunyo Semizlik Kuni
Romanian:	Ziua mondiala impotriva obezitatii
Bulgarian:	СВЕТОВЕН ДЕН НА ЗАТЛЪСТЯВАНЕТО
Serbian:	Svetski dan gojaznosti
Phillipines:	Araw ng Obesidad sa Mundo
Finnish:	Maailman lihavuuspäivä
Italian:	Giornata mondiale dell'obesità
Dutch:	Werelddag tegen Obesitas
Greek:	Παγκόσμια ημέρα κατά της Παχυσαρκίας
Maltese:	Jum Dinji kontra l-Obezita
Malay:	Hari Obesiti Sedunia
Tamil:	Ulaga Udal Paruman Naal
Kannada:	Visvada Bojju Dina



## / Get involved

To make World Obesity Day a success we need your help. There are so many different ways that people can get involved with World Obesity Day, no matter who you are, where you are or how much time you have. Your involvement could be about raising awareness through social media, raising awareness amongst the public or getting involved with government focused advocacy. Every little bit counts.

We have put together a number of key messages to help and encourage you and your contacts to get involved with this first World Obesity Day.

Of course, you do not have to feel restricted by our suggestions. Please feel free to organise your own campaign or event. See guide (page 20) on choosing your advocacy methods.

### / Resources available for World Obesity Day

Visit the World Obesity Day website or email [WOD@worldobesity.org](mailto:WOD@worldobesity.org) for more information.

- Weekly e-bulletin 'countdown to World Obesity Day'  
[Click here](#) to sign up for updates
- Infographics with key messages
- Template press release
- Template letter to ministers
- Map of activities around the world
- Data on costs and consequences

### / Share and adapt our infographics

We have produced a set of infographics which contain our key messages for World Obesity Day. Visit [this page](#) to download our graphics with global data.

We will release 50+ country-specific infographics on our website on World Obesity Day. If you wish to receive an infographic in advance, please email [WOD@worldobesity.org](mailto:WOD@worldobesity.org).

We can also create translated infographics on request if the translated text is provided. Please email [WOD@worldobesity.org](mailto:WOD@worldobesity.org) if you would like us to provide text for you to translate which we can insert back into an infographic.

## / Make your voice heard!

Let us know what you are doing and we can add information to our World Obesity Day map, mapping what people and organisations are doing all over the world. The map will also give you an opportunity to find out what others are doing near you.

### Global Support for World Obesity Day 2017



Our interactive map is available to view at bottom of [this page](#). If you wish to add an event to the map, please submit the details using [this form](#), making sure you include the date, time and location of your event and a brief description.

### / Support us on Thunderclap

We are inviting everyone to support our calls for urgent government action to treat obesity now and avoid the consequences later. The Thunderclap social media campaign will go out on October 11 at 11:00 BST. All you have to do to get your voice heard and join our call for action is sign our Thunderclap petition and the rest will be done for you.

[Click here to sign up!](#)

“This #WorldObesityDay we are calling on all governments to increase investment in tackling #obesity <http://thndr.me/EnhKzH>”

### / Write to your health minister

We are using World Obesity Day to urge Governments and Ministries of Health to treat obesity now and avoid the consequences later.

We have written a template letter for Health Ministries which you can adapt, personalise and translate before sending out. Please email us for a copy: [WOD@worldobesity.org](mailto:WOD@worldobesity.org)

Please let us know if you send out the letter and also if you receive any responses. We will be logging these to track the global response to our calls.

### / Social Media

Tweet, share, post, comment, ‘like’, ‘favourite’ all things to do with World Obesity Day. You can follow us @WorldObesity on twitter for the latest updates.

See the social media section of this toolkit (page 14) for more information and tips for using social media around #WorldObesityDay.

### / Send out a press release

To raise awareness about World Obesity Day, the global burden of obesity and our calls to action we will be producing a template press release which you can adapt and translate to send out to your local media outlets. Please email us for a copy: [WOD@worldobesity.org](mailto:WOD@worldobesity.org)

Let us know if you send out the release (don’t forget it is embargoed!) and forward us any press coverage you receive.

If you prefer to send out your own based on your work, see the guide to writing your own press release on page 18 of this toolkit.



## / Workplace activities

As part of World Obesity Day why not consider an activity to create a healthier workplace for your employees?

For instance, you could consider holding an on-site event for staff or visitors promoting healthy eating and/or physical activity.

You could also consider workplace staff challenges during the week or month of World Obesity Day such as:

- Walkathon
- Pedometer/steps challenge
- Games day
- Healthy cooking competition
- Walk/cycle to work commitment
- Have fruit and vegetables at meetings and in communal areas, instead of cakes, biscuits etc...

In the long term you might consider finding group gym discounts, offering healthier food in canteens or offering bike to work schemes.

## / Individual actions

Why not use World Obesity Day to think about your own behaviour and habits and take some small steps to a healthier you?

Some ideas include...

- Commit to adding less/not adding sugar to drinks
- Avoid sugar-sweetened beverages
- Limit alcohol consumption (hidden calories!)
- Aim to eat more fruit and vegetables
- Reduce portion size at meals
- Be mindful of snacking habits
- Go for a daily lunchtime walk
- Active travel to/from work
- Cycle or walk to work / to the shops
- Wear a pedometer
- Use the stairs instead of the lift
- Join a gym
- Set yourself an activity goal



## / After World Obesity Day

We see World Obesity Day as a launch pad for action. Following World Obesity Day you might consider staying involved with World Obesity Federation and our efforts to overcome obesity in one of the following ways.

### / Join our Action Initiative

World Obesity's Action Initiative is about promoting practical and effective actions that can be taken to overcome the obesity crisis. You can join the Action Initiative as an Advocate or a Champion and be part of a coalition of stakeholders with a powerful collective voice to help overcome obesity. Specific programmes of the Action Initiative that you might be interested in include:

**World Obesity Day**  
**Health Venues Award**  
**SCOPE in Action**  
**Policy Labs**  
**Knowledge Exchange Portal**  
**Obesity Image Bank**  
**Accelerating obesity research**  
**Infographics**  
**Addressing stigma**

For more information [click here](#).

### / Promote healthy meetings

We have established a Healthy Venues Award for conference venues to encourage healthier meeting. Venues will have to meet a set of criteria designed to encourage healthier catering and to support active meetings. If you organise conferences you can help us promote the award to the Venues you use, and also take steps to make your meeting healthier by:

**Promoting standing applause**  
**Encouraging stretching breaks**  
**Choosing healthy food**  
**Including activity in social programs**  
**Promoting active travel and fitness**

For more information [click here](#).

### / Sign up to SCOPE

SCOPE is the only internationally-recognised certification in obesity management. If you are a health care professional SCOPE and the e-learning platform is a great resource for equipping you with up to date, evidence-based obesity management resource to help you better treat your obese patients, as well as providing you with CPD/CME opportunities.

For more information [click here](#).

## / Guide 1 – Using Social Media

Social media gives you a platform for making your messages more accessible and for networking with wider audiences nationally and internationally. It is becoming an increasingly popular tool in advocacy as it is free and easy to use. It can be useful for:

- Getting messages out to large numbers of people
- Promoting activities and events
- Getting support for a specific call to action/petition
- Directly targeting politicians
- Reaching consumers and organisations alike
- Keeping up to date with others' activities

### / LinkedIn



You can get involved with World Obesity discussions through the World Obesity LinkedIn group. You can also set up your own page to promote activities and work to your own members.

### / Twitter



Twitter is one of the most commonly used social media platforms in advocacy.

Tweets can be best described as short 'snippets' of information with a 140 character limit (including any links) and can be used to share links, give top tips and statistics as well as promote news stories and campaign updates.

Follow us [@WorldObesity](#)

### / Twitter jargon

- #hashtags – These are key words in a tweet preceding by a '#' which helps to improve search ability and group your tweet with others using the same hashtag
- RT (Retweets) – You can retweet someone else's tweet if you like what they are saying (MT = modified tweet)
- Replies – you can send a reply to a tweet, in answer to a question or to comment on what someone else has said
- @Username (Mentions) – you can send a tweet to someone, or mention them in a tweet by using the '@' symbol followed by their twitter name

### / World Obesity Day tweet suggestions

#### / Before World Obesity Day

- Our #WorldObesityDay page contains the latest info, with sign-up options and details on how you can get involved: <http://ow.ly/ebtA301MWGm>
- This year's #WorldObesityDay theme is to treat obesity now to avoid the consequences later: <http://ow.ly/ebtA301MWGm>
- Save the date: this year's #WorldObesityDay on 11th October will call for greater investment to prevent, manage and treat #obesity
- Join us on 11th October for #WorldObesityDay! For more information on how to get involved: <http://ow.ly/ebtA301MWGm>
- Get involved and hold your own #WorldObesityDay event, visit our website for more information: <http://ow.ly/ebtA301MWGm>
- This #WorldObesityDay we are calling on all governments to prioritise investment in tackling #obesity: <http://ht.ly/ER4I30eQdPa>

#### / General

- I support #WorldObesityDay and efforts to treat #obesity now to avoid the consequences later.

- #WorldObesityDay 2017 call out is to treat obesity now and avoid the consequences later.
- We support #WorldObesityDay & efforts for recognition that #obesity is a disease and needs appropriate professional support #WorldObesityDay
- #WorldObesityDay – Addressing the causes of #obesity and building a healthier future for all
- #WorldObesityDay 2017 is focusing on tackling the causes of #obesity to avoid #NCDs
- #WorldObesityDay 2017 call out is to treat obesity now and avoid the consequences later
- #Obesity has severe consequences if left untreated. That's why we're calling on governments to treat obesity NOW on #WorldObesityDay
- If current trends continue the annual global medical bill for treating the consequences of obesity is expected to reach US\$1.2 trillion per year by 2025. #WorldObesityDay
- Please take action to fulfil your commitment to take preventative measures against #obesity! [insert ministry Twitter name] #WorldObesityDay

- Investment in early #obesity intervention will help to improve the success of treatment #WorldObesityDay
- Time is ticking to reach the goal to halt the rise in #obesity by 2025 #WorldObesityDay
- Today is #WorldObesityDay! We are calling on governments to act quickly & invest in #obesity prevention, reducing the need for treatment #WorldObesityDay
- This #WorldObesityDay we are urging governments to invest in #obesity prevention. Do you know someone who has been affected by obesity?
- 2.7 billion adults worldwide will suffer from overweight and #obesity by 2025 unless we act now #WorldObesityDay
- Early intervention to treat #obesity could save US\$1.2 trillion in global medical costs each year #WorldObesityDay
- We're calling on governments, health services, insurers and philanthropic organisations to invest in #obesity without delay #WorldObesityDay
- 2.7bn adults may have #obesity by 2025. Investment in treatment services, early intervention and prevention is essential #WorldObesityDay
- Governments need to strengthen leadership to prevent, manage and treat #obesity and avoid its consequences. #WorldObesityDay
- 2.7bn adults could have #obesity by 2025. [@Organisation], will you invest in #obesity treatment, prevention and early intervention?

### / Prevention and Treatment

- Untreated, #obesity is responsible for a significant proportion of #NCDs including #Type2Diabetes & #cancer. #WorldObesityDay
- Investment can help achieve the 2025 targets set by @WHO to halt the rise in #obesity
- We need urgent government action to invest in treatment services to support people affected by obesity #WorldObesityDay
- If we don't tackle #obesity now the medical bill for treating #NCDs as a direct result is expected to reach US\$1.2 trillion per year by 2025
- It is essential that governments invest in #obesity prevention now to prevent its consequences later on #WorldObesityDay
- Health services could save trillions of dollars each year if governments commit to investing in #obesity prevention #WorldObesityDay
- Early intervention to treat #obesity can help prevent numerous comorbidities including #Type2Diabetes, #CVD and #OSA. #WorldObesityDay

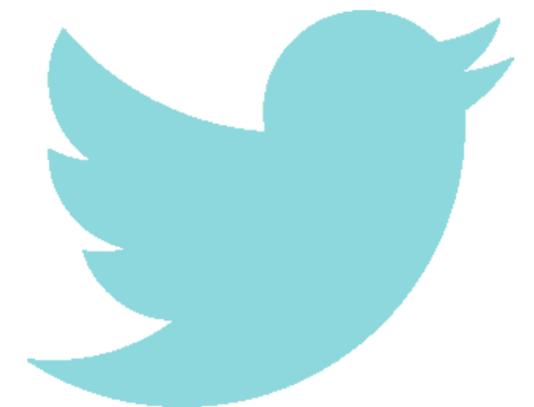
- \$398bn was spent treating diabetes alone in 2014. Early intervention to treat #obesity will dramatically reduce these costs #WorldObesityDay

### / Thunderclap

- Help us spread the #WorldObesityDay message by joining our Thunderclap campaign today! <http://ht.ly/MrPY30eUPfA>
- Join our Thunderclap campaign & help us spread the message worldwide: <http://ht.ly/MrPY30eUPfA> #WorldObesityDay
- Want to play your part in combating the #obesity epidemic? Sign our Thunderclap campaign now: <http://ht.ly/MrPY30eUPfA> #WorldObesityDay
- Sign our Thunderclap to urge governments to treat #obesity now and avoid the consequences later <http://ht.ly/MrPY30eUPfA> #WorldObesityDay



Click to sign our Thunderclap campaign



## / Guide 2 – Writing your own press release

### / Before you start

- Have a legitimate news angle (announcing something new and/or timely)
- Know your numbers. Is what you've done relevant?
- Is there a date in particular that is needed e.g. launch of campaign? Think ahead and make sure you send it to the press with sufficient time
- Know your audience – e.g. newspaper, radio, magazine

### / Date and embargo

Remember to date your press release, particularly if it is not for immediate release. Include an embargo date and time clearly in red at the top of the release, and remember to indicate time zones, particularly for international press releases.

### / Catchy headline

A strong headline (and email subject line when you send out the prelease) will attract journalists seeking good stories. Your headline should be as engaging as it is accurate.

### / Summary

Emphasise the key points that you want included in any news stories. Get the message of your press release out quickly. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for supporting information.

Use the introductory paragraph to sum up the story in 50-100 words – it could be all that gets read! Stick to the facts. Explain who you are, what you're announcing, where it is taking place, when it's happening, plus possibly why and how. These questions communicate the gist of your story. "who, what, where, when, why".

### / Empirical evidence

Leave the artistry to the journalist - your press release should be filled with hard numbers that support the significance of your research or other announcement. If you're claiming a trend, you need proof to back it up. Quantify your argument and it will become much more compelling.

### / Quote

Include a quote by a person who conducted research or is an expert in the area. This adds a human element to the press release, as well as being a source of information in its own right. Remember to make sure that the quoted person is available for further interviews if required.

### / Length

Keep it short and sweet, about 1-2 sides of A4. Also include graphics for extra information which may be useful to the journalist, and will also serve to grab their attention.

### / Contact information

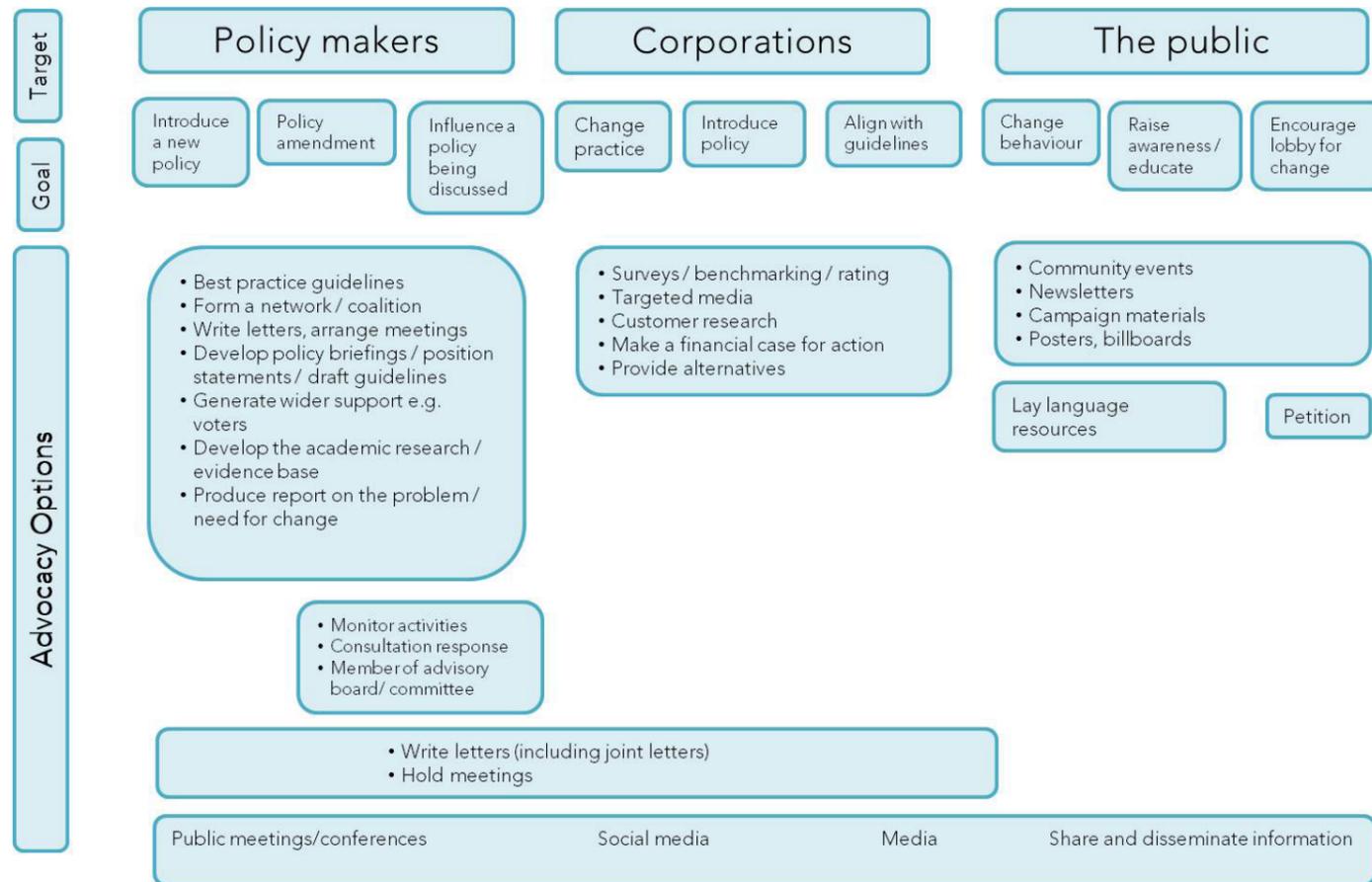
Make sure that the journalist can get in contact with you should they have any queries or require further information. It is also good to provide them with some information about your organisation or project, as well as any links to relevant information which they may find useful.



# / Guide 3 – Getting involved with advocacy

# / Useful information

As well as undertaking the suggested activities for World Obesity Day, you might be in a position to do more targeted advocacy in your country or community. Typically advocacy can be targeted to policy makers and governments to call for action in a particular policy area, corporations to call for more action or better practice in relation to your cause, or towards the public to get them to campaign on an issue. The below highlights some of the activities you might undertake in advocacy depending on who you are targeting and what your goals are.



## / Publications and reports

- World Health Organization (2016) Fact Sheet: Obesity.
- World Health Organization (2017) 10 Facts on Obesity.
- World Health Organisation (2013) Global Action Plan for the Prevention and Control of NCDs 2013-2020
- World Health Organisation (2004) The Global Strategy on Diet, Physical Activity and Health
- The Lancet (2017) Worldwide trends in children’s and adolescents’ body mass index, underweight, overweight and obesity, in comparison with adults, from 1975 to 2016: a pooled analysis of 2,416 population-based measurement studies with 128.9 million participants. Available at [www.thelancet.com](http://www.thelancet.com) from October 11th.
- The Lancet (2017) Global, regional, and national comparative risk assessment of 84 behavioural, environmental and occupational, and metabolic risks or clusters of risks, 1990–2016: a systematic analysis for the Global Burden of Disease Study 2016.
- The Lancet (2013) Global, regional, and national prevalence of overweight and obesity in children and adults during 1980–2013: a systematic analysis, for the Global Burden of Disease Study 2013.
- McKinsey Global Institute (2014) Overcoming Obesity: An initial economic analysis.

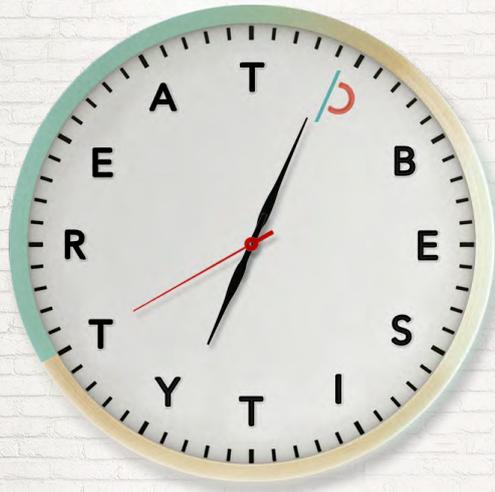
## / World Obesity resources

- Action Initiative
- Policy & Advocacy tools
- SCOPE
- Journals
- Data Portal and Obesity Atlas
- Events List

## / Regional obesity associations

- Europe (EASO)
- America (TOS)
- Asia & Oceania (AOASO)
- South America (FLASO)
- Full World Obesity member list (includes national associations)

Click titles above to access



**WORLD OBESITY DAY**  
**11 OCT 2017** **ACT**  
**NOW**

For more information contact:

World Obesity Federation  
Charles Darwin House 2  
107 Gray's Inn Road  
London  
WC1X 8TZ, UK

E: [WOD@worldobesity.org](mailto:WOD@worldobesity.org)  
W: [www.worldobesity.org](http://www.worldobesity.org)  
Twitter: [@WorldObesity](https://twitter.com/WorldObesity)

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[www.obesityday.worldobesity.org](http://www.obesityday.worldobesity.org)

