



BECAUSE OF SUCH **stigma** SHE EXPERIENCED DEPRESSION, ANXIETY REDUCED SELF ESTEEM

DIFFICULTY SLEEPING AND DISORDERED EATING

SUCH JUDGMENTS HAVE THE OPPOSITE EFFECT HEART PALPITATIONS

Increased weight gain

SLAM



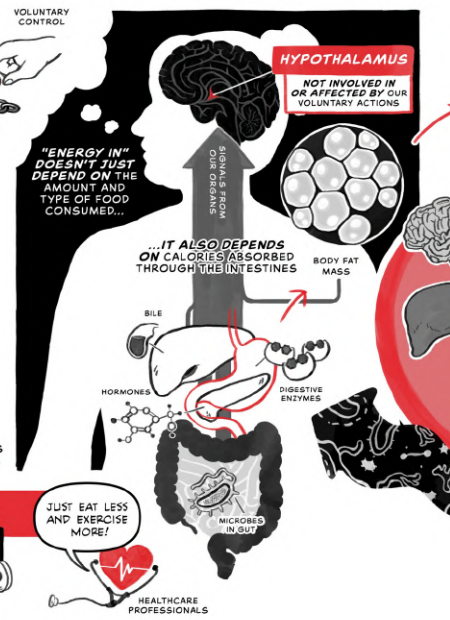
TREATED HER WITH CONTEMPT



BODY WEIGHT = ENERGY IN - ENERGY OUT
 CALORIES CONSUMED BY FOOD
 CALORIES USED BY PHYSICAL EXERCISE

JUST EAT LESS AND EXERCISE MORE!

weight stigma OBESITY = PERSONAL CHOICE & LACK OF WILL POWER



"ENERGY IN" DOESN'T JUST DEPEND ON THE AMOUNT AND TYPE OF FOOD CONSUMED...
 ...IT ALSO DEPENDS ON CALORIES ABSORBED THROUGH THE INTESTINES

20-30% PHYSICAL EXERCISE
70-80% BIOLOGICAL ACTIVITIES OF OUR ORGANS AND TISSUES

What causes obesity?



PROMOTING WEIGHT REGAIN
 INCREASED APETITE
 DECREASED BURN



Please join us and sign the pledge. Together, we can end weight stigma

www.pledge2endobesitystigma.org