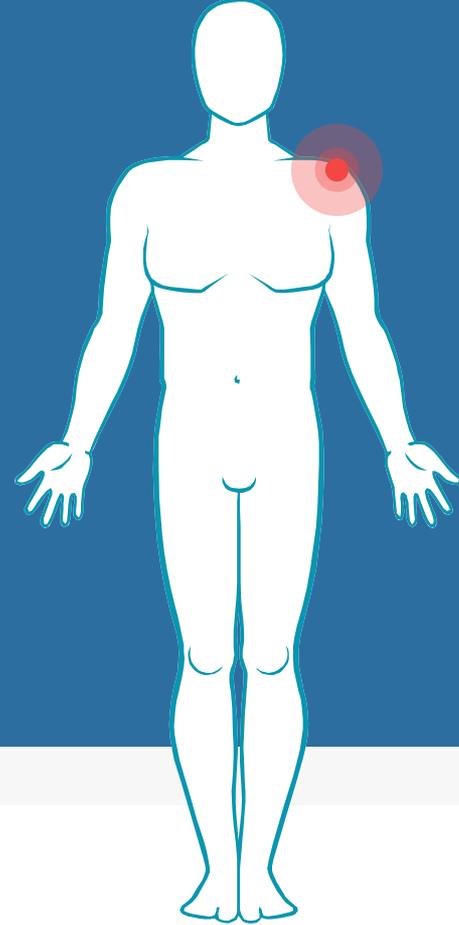


On-Call Digital Resources

How to Avoid Obesity



What is Obesity?

- ▶ An excessive accumulation of harmful fat.
- ▶ Caused by an imbalance between calories consumed and spent.
- ▶ In 2018, 39% of the global adult population was overweight and 13% were recorded as being 'obese' (WHO).
- ▶ 20% to 25% of children and adolescents in the world are obese.

Causes of Obesity

- ▶ Men require 2,500 calories per day
- ▶ Women require 2,000 calories per day
- ▶ Consuming more calories each day and not being more active to work off the additional calories can cause obesity over a prolonged period of time.

Dangers of Obesity

Individuals who are classed as ‘obese’ are risk for various diseases, including:

- ▶ type 2 diabetes
- ▶ high blood pressure
- ▶ some types of cancer such as breast cancer and bowel cancer
- ▶ pregnancy problems, such as high blood sugar during pregnancy, high blood pressure, and increased risk for caesarean delivery (C-section)
- ▶ heart disease and strokes
- ▶ certain types of cancer
- ▶ sleep apnoea
- ▶ osteoarthritis
- ▶ fatty liver disease
- ▶ kidney disease

Quality of Life is Affected

Obesity also takes away from an individual's quality of life, and as such, it can affect the following day-to-day activities of individuals. People with obesity, can be susceptible to the following

- ▶ breathlessness
- ▶ increased sweating
- ▶ snoring
- ▶ difficulty doing physical activity
- ▶ often feeling very tired
- ▶ joint and back pain
- ▶ low confidence
- ▶ feeling isolated

Tips for Preventing Obesity

- Limit the consumption of foods rich in sugars and saturated fat.
- Eat fruit and vegetables several times a day, as well as whole grains and nuts.
- Keep junk food out of your house.
- Your diet begins in the supermarket! If you don't buy unhealthy, sugar and fat-rich foods, you won't be able to consume them when you're at home.

Tips for Preventing Obesity

- Engage in regular physical activity – for weight loss experts recommend up to 60 minutes per day for young people and 150 minutes per week for adults.
- Weigh yourself on a regular basis to monitor your progress in losing weight, but don't obsess over the weighing scales
- Drinking water is very important to maintain a healthy diet and eliminate toxins.
- Once each year, visit your doctor for a full medical check-up.

Campaigning to Raise Awareness



Agree on:

- A tag line or slogan for your campaign.
- The type of campaign – based on your local community would it be suitable in a school, in a parents' club, online through social media, etc.
- Audience for your campaign – who is this most relevant for in your community?
- What messages will you communicate?



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