

# Rise to the Challenge of Weight Bias

- **Reject labels**
- **Put people first**
- **Respect others, love yourself**
- **Reject negative agendas**
- **Join with the Obesity Action Coalition to**
- **Promote a positive agenda of health**



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# Reject Labels

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- **Labels put people in a box**
- **“I know what kind of person you are”**
- **“Obese” is a label to reject**
- **Obesity is a disease, not an identity**

# Obesity Is a Disease, not a Choice

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## Research shows

- People reject bias when they understand the external causes of obesity
- People express bias when they perceive it as a choice

# People-First Language Is a Measure of Respect

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- **People who label others “obese” harbor more weight bias**
- **Shift the conversation from “being obese”**
- **Toward “obesity” as the foe**

# Respect Others, Love Yourself

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- **Surround yourself with supportive friends and loved ones**
- **Let go of mistakes and blame**
- **Respect people with issues**
- **Without getting sucked into their agenda**

# Join with the OAC to Defeat Bias

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- **Join the Obesity Action Coalition**
- **Follow Bias Busters**
- **Identify stupid, disrespectful weight bias**
- **Put forward a positive message**
- **Speak out in social and news media**
- **Work toward a future when**
  - **We're defeating obesity**
  - **And empowering the people affected**