



4TH WORLD CONGRESS ON INTERVENTIONAL THERAPIES FOR TYPE 2 DIABETES

IN PARTNERSHIP WITH  American
Diabetes
Association.

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Stigma in the media

Dr Stuart W. Flint

Senior Research Fellow in Public Health and Obesity

S.W.Flint@leedsbeckett.ac.uk; @DrStuartFlint

Disclosure: Applied Research Grant; Novo Nordisk



Healthy Lives,
Healthy People:

A call to action on obesity in England



HM Government

Childhood Obesity

A Plan for Action



Protecting and improving the nation's health

National Child Measurement Programme Operational Guidance 2017



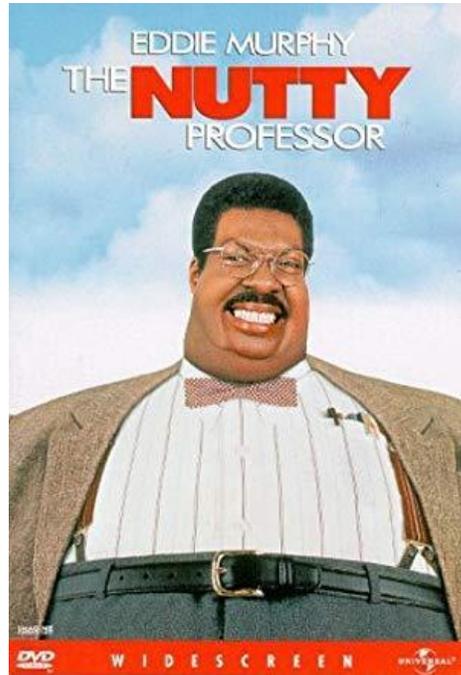
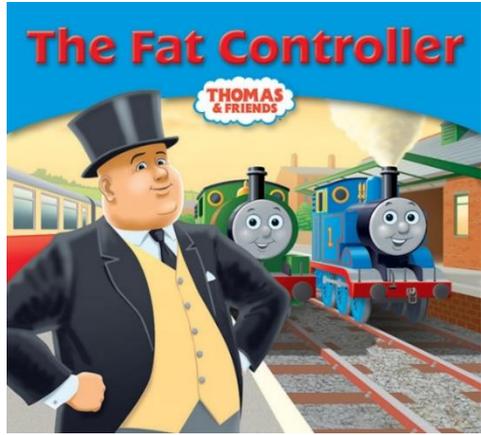
OB_S__Y

is a cause of cancer



Australia (Bonfiglioli et al., 2007); Germany (Hilbert & Ried, 2009); Canada (Glenn et al., 2012); USA (Puhl et al., 2013); UK (Flint et al., 2016)





- TV characters with obesity had fewer romantic relationships and friendship interactions

- Less likely than characters without obesity to have positive interactions with others.

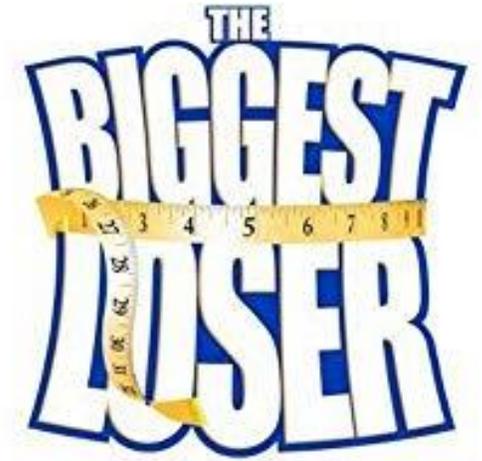
(Eisenberg et al., 2015; Greenberg et al., 2003)

- Fat jokes and derogatory portrayals are popular in common media.

- Acceptable to stigmatise body sizes

(Heuer et al., 2011; Puhl & Brownell, 2001; Tischner & Malson, 2008).

Reality TV programmes



Exposure to *The Biggest Loser* leads to:

- People who are more concerned with weight watched more episodes
- Increased dislike of people with overweight
- Increased anti-fat attitudes
- Stronger beliefs weight is controllable
- Lower motivation to exercise



(Damoff et al. 2012; Yoo, 2012; Berry et al., 2013)

Stigma of treatment

...and patients who have had treatment



- Limited understanding of weight loss surgery



Hannah Ruth 3 days ago

This scene was priceless 😂😂

- Oversimplistic and binary understandings of weight-loss surgery



William Shaffer 2 days ago

They fat mailed him

- Gendered narrative



REPLY

- Promotes weight stigma

(Glen et al, 2013)



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33st GEORGIA'S LAST

Food is like a drug. Some people choose heroin. I've chosen food, it's killing me

EXCLUSIVE by SHARON HENDRY

FOOD addict Georgia Davis told last night how eating is a drug as deadly as heroin for her — and has driven her weight to a life-threatening 33 STONES at 15.

The scared schoolgirl admitted: "Doctors have told me I could drop dead at any moment. I can't walk more than a few steps without getting out of breath and a few months ago I developed Type 2 diabetes. When I look in the mirror I feel sad and go to my bedroom and cry."

"I know it's partly my fault. But it's so hard to stop eating. It's like a drug. Some people choose heroin but I've chosen food and it's killing me."

Georgia, who stands at 5ft 6ins, munches her way through a calorie-busting succession of unhealthy snacks every day. A typical daily intake includes processed ready-made, several sandwiches, multi-packs of peanuts and crisps, pasties, pasties, chips, chocolate and chunky cheese — washed down with litre bottles of Coke or cans of milk. Georgia, from Aberdare, South Wales, has even been banned from her school canteen for over-eating. Worried doctors have now told her she must lose 30 stones or she could die. But the NHS has ruled that the size 38 teenager is too young for gastric band surgery, slimming pills or eye membership.

Comfort

Now her only hope is the Well-spring Academy, in North Carolina, USA — a tough fitness and weight-loss boarding school for obese youngsters.

Georgia, who measures 54D-82-74, traces her battle with food back to the age of five. She watched her musician dad Geoff die from emphysema and turned to eating for comfort. Georgia recalled: "I was a real Daddy's girl and I missed him dreadfully. That's when I started using food for comfort. I started off with sweets and chocolate bars by the time I was seven I was around 11 stones."

"The bullying at school was really bad. I would get called 'fat' and 'tub of lard'. I used to go home and cry in my room. It made me turn to food. I would secretly eat cakes and slice after slice of bread."

Georgia, originally from Gravesend, Kent, moved to Wales with her mum Lesley, 53, in 2002.

The youngster said: "I have some good friends at school who stand by me but some of the skinnier girls can be really cruel."

Her day begins at 6am when she struggles out of bed. She said: "I sleep on a low futon because sometimes I have to kneel before I can get up on my feet. I use a walk-in shower to get into a large bowl of cereal with toast, butter and jam."

"Then I watch TV before getting into my school uniform, which I have to order from an out-street company over the internet."

"Before lunch I've usually had a couple of cheese sandwiches and prawn cocktail crisps."

Georgia has taken a packed lunch since she was banned from the canteen this year. She said: "I was eating sausage rolls, pasties and chips. Then a teacher said I wasn't welcome any more."

"I still get friends to sneak things out for me though."

Georgia stopped attempting to join in PE lessons in year eight. When sat at school she watches TV while munching on the sofa. She said: "I eat sandwiches, toast, peanuts, crisps and Coke."

Georgia's size now rules out many of the things teenage girls



Big baby... Georgia with dad Geoff School... Georgia at 7 Problems... as 9-year-old Support... mum Lesley and Georgia

love. Recently she attempted dancing at a school disco but fell and twisted her knee. And shopping for fashionable clothes is definitely out. She said: "I have to buy all my clothes off the internet and they aren't very fashionable."

Georgia's favourite pastime is adopting a "cyber" alternative identity on Second Life-style websites. She said: "You can be who you want to be. No one judges you on what you look like. On the inter-

net I'm married and living in a little house with two children. "I would love that to be the real me one day."

Georgia will fly out to the US Well-spring camp on September 1. She will spend up to six months there achieving an initial 30 stones and will be taught how to shed the remaining weight back home.

Georgia said: "Last Christmas I spent the entire holiday eating everything in sight. This Christmas I hope to be eating salad."

Georgia's mum Lesley also struggles with a weight problem. She was 31 stones but has slimmed to 20 stones. And she feels she is to blame for Georgia's weight gain. Fighting back tears, she explained: "As a baby, Georgia wouldn't keep down normal milk so I gave her condensed milk. She'd spit out baby food, so I gave her things like lined potatoes. We didn't have much money so it was a case of filling up with food we could afford. Georgia

around four when I realised she ate more than other children. One Easter she misread her way through seven large eggs. "Then when her dad died we would comfort eat together."

Well-spring Academies operates nine "fat camps", including one in the Lake District in the UK. Each child follows a diet of 1,200 calories and must take at least 10,000 steps a day. Counsellors help change attitudes to food.

Dr David Haslam, a GP and clinical director of the National Obesity Forum, said: "Georgia's case is unique, it's very sad. It's important to do something to save her life."

For more information on dealing with teenage obesity, visit www.wellspringacademies.com. A.hendry@the-sun.co.uk

The Sun Says — Page Six

myView By **CAROL COOPER** Sun Doctor

BEING overweight isn't great for anybody — but especially not for a teenager like Georgia.

At 33 stones and 5ft 6ins, she has a Body Mass Index (BMI) of 74. A BMI of over 35 counts as seriously obese, so it becomes clear just how dire Georgia's situation is.

Apart from bullying, seriously overweight youngsters face a whole range of health problems. Blood

pressure and cholesterol go up, raising the risk of heart attacks and strokes. Blood clots, gallstones, diabetes and asthma become greater threats. Obese youngsters face an early onset of arthritis.

Many common cancers are linked with being obese. And once you reach this size you can get stuck there, because it becomes impossible to exercise to

lose weight. Not surprisingly, seriously obese people have a shorter life expectancy. So, with a BMI over 45 can expect to live 20 years less than slimmer people and higher figures mean even shorter lifespans.

In a national obesity bill, now incredibly sad for Georgia, at an age when most teenagers have everything to look forward to she faces a short and miserable life.

HOPE IS TOUGH FAT CAMP

2 LITRES OF COCA COLA
Two bottles is 1680 cals

...AND THIS IS WHAT SHE EATS IN ONE DAY
Calorie mountain - Georgia scoffs all this for comfort — and just can't stop

WHITE BREAD
Two loaves is 2240cals

LASAGNE (360g portion)
402 cals

WHOLE MILK
Two 4 pint bottles is 2726 cals

CHOCOLATE DIGESTIVE BISCUITS
21 is 1806 cals

PLATE OF CHIPS
two portions is 754 cals

CRISPS (34.5g packet)
Six packets add up to 990 cals

SANDWICHES
Four is 1060 cals

CHOCOLATE CAKE (medium)
1880 cals

A QUARTER of five-year-olds and A THIRD of 10-year-olds are overweight or obese

80% of girls and 40% of boys don't do the recommended minimum of one hour's exercise a day

FAT MAP OF ENGLAND

1,000 children have Type 2 diabetes, a disease not normally seen in children under the age of 10

38% of parents and 37% of dads with obese children believe anti-obesity medication is a healthy weight

Exercise pills for couch potatoes

A DRUG that keeps the body fit WITHOUT the need for exercise has been developed by scientists. Mice fed AICAR, which replicates chemicals created by activity, stayed lean despite a high fat diet and ran 44 per cent further without tiring. A stress drug dubbed AICAR that increased to run 77 per cent further. The California scientists are developing tests to prevent abuse by athletes.

Areas with high concentrations of obese people (BMI >30+)

Areas with high concentrations of overweight people (BMI >25-30)

Body Mass Index

PHOTOGRAPH BY SHARON HENDRY

tired or just tired eyes?

Man & Boy: Giles Coren "I Don't Care What My Son Becomes... As Long As He Isn't Overweight"

A father's fear

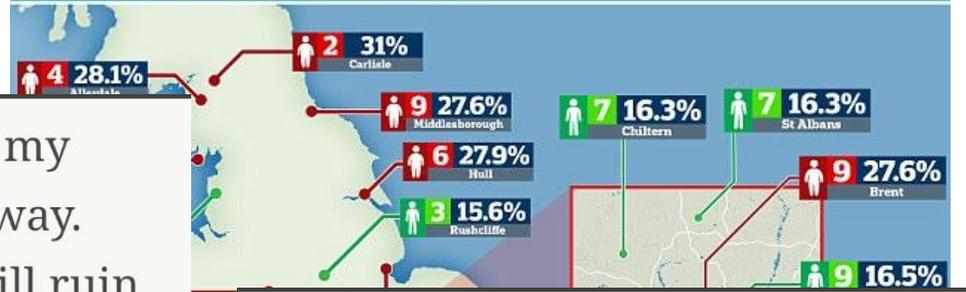


Nearly half of primary school children are dangerously overweight in some parts of the country, according to official figures.

Public Health England has for the first time mapped the waistlines of 10 a

And I'm worried as fuck that my little Sam could go the same way. Not only because of how it will ruin his life but because of how it will reflect on me. For while obesity as a demographic phenomenon can be classed as disease, epidemic, socio-economic tragedy, whatever, on an individual, case-by-case basis, each actual fat person is blatantly just a badly brought-up, greedy little son of a bitch committing the unforgivable sin of gluttony in a world where there is not enough food to go round. I'd kill them all and render them down for candles.

Where are the areas with the fattest children in reception? (% classed as overweight or obese)



My daughter I am less worried about. Possibly because she is as skinny as a cricket. But if at some point in adult life she pulls the ripcord, well, there are uses for a fat woman. She can be kind of cosy. Whereas a fat man has nothing to offer but his ability to consume. To bring forth upon the world a fat son is indeed a shame before God.



Direct & indirect stigma

Piers M
(pictu

THE THE TH Health



Mr Mo
before

**Denis Campbell, Health
policy editor**

Mon 5 Nov 2018 00.01 GMT



9,141

People must take responsibility for own health, says Matt Hancock

Professionals criticise health secretary's call for adoption of healthier lifestyles



▲ Matt Hancock said people should consume less alcohol and junk food in a speech to the International Association of National Public Health Institutes on Monday. Photograph: Wiktor Szymanowicz/Barcroft Images

Matt Hancock has triggered a row after urging people to take greater responsibility for their own health to tackle the rising toll of illness from diseases such as cancer and obesity.

In a speech on Monday the health and social care secretary will call for a big increase in people making healthier lifestyle choices, such as reducing the amount of alcohol and junk food they consume.

Individual focus

Blame

Moral condemnation

Internalisation

Reinforcement



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UK Newspaper portrayal of obesity

- A sample of 312 (weekday: n = 208; weekend: n = 104) editions from 6 newspapers.
- Content analysis used to identify themes and patterns.
- 349 articles: 84 broadsheet, 265 tabloid.
- 5 second order themes identified.
- Obesity presented as controllable in 98% of articles.

Stigma and Health

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The Portrayal of Obesity in U.K. National Newspapers

Stuart W. Flint
Sheffield Hallam University

Joanne Hudson
Leeds Beckett University

David Lavalley
University of Stirling

“the only reason for interfering with what fat people eat is how much it costs the rest of us, perhaps we should leave them alone. It’s well known that obesity (and fatness) are associated with poor education, poor housing, poor employment or none, low expectations and all the rest... you never see such bloated people and trolleys in smart supermarkets in rich areas. These days you can easily tell people’s precise socioeconomic bracket and body weight by the content of their trolleys” (The Sunday Times).

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“we live in an “obesogenic” society, which means – I think – that our hospitals are full of morbidly obese chavs with kettle chips poking out of their nostrils, their vital organs entombed in gallons of hydrogenated blubber. People who cannot watch X Factor without reaching for the KFC Party Death Bucket; slabs of lard who move only when the remote has fallen down a crack in the sofa” (The Sunday Times).

Work collaboratively the media:



06 April 2018

THE
Diab

Online Fir

Dear Michelle Stanistreet

This letter is for your attention and to share with your members within the National Union of Journalists, as appropriate. I am writing this letter on behalf of the organisations listed below in response to the recent articles published in UK national newspapers about obesity. Empirical research indicates that many newspaper articles are stigmatising, discriminatory and potentially inciting hatred.

< Previo

We note that these articles do not adhere to the National Union of Journalists' (NUJ) Code of Conduct. We highlight three principles from the NUJ Code of Conduct that all professional journalists are expected to abide by, and in doing so, provide evidence to demonstrate a lack of adherence from professional journalists:

Corres

1. **“Produces no material likely to lead to hatred or discrimination on the grounds of a person’s age, gender, race, colour, creed, legal status, disability, marital status or sexual orientation”**

Weigh

Stuart W Fli

Empower

Obesity R

Published: M

Whilst health status does not explicitly appear amongst the list above, we believe that it should. Much of the content used to describe people with obesity is stigmatising and promotes hatred and discrimination. Examples have been reported previously in a study of UK national newspapers ([Flint et al., 2016](#)), and recent examples have been highlighted in a call to the media to improve the portrayal of obesity ([Flint et al., 2018](#)). Here are just a few of the example articles that have been identified in the last six months:

DOI: [https://doi.org/10.1016/S2213-8587\(18\)30041-X](https://doi.org/10.1016/S2213-8587(18)30041-X)

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Next Article >

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Summary

- Media portrayal of obesity and weight loss (**'easy way-out' treatment**) treatment is stigmatising.
- Portrayal reinforces messages of **controllability of weight and personal responsibility**.
- **Caveat:** HCP, Government, researchers & other have also engaged in weight stigma and offered misconceptions of obesity via the media

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