



Obesity PSA Briefing Document

Obesity is one of the most pressing human, health, societal, and economic issues of our time...

- Obesity is a serious, chronic, and misunderstood disease.
- More than 4 out of 10 U.S. adults have obesity, and rates are continuing to rise.
- Despite the millions living with obesity, it remains underdiagnosed and undertreated:
 - Less than 30% of people living with obesity are clinically diagnosed; and
 - Less than 2.9% of (approximately 90M+) adults with obesity are medically managed.
- Obesity is not just a matter of willpower and behavior – it is influenced by many factors, including genetics, appetite signals, and the environment.
- Obesity impacts health – it is associated with at least 60 other health conditions.

...Impacting a wide and diverse population

- Black and Latinx populations remain among the groups with the highest obesity rate:
 - According to the CDC, Non-Hispanic Black adults (49.6%) had the highest prevalence of obesity, followed by Hispanic adults (44.8%); and
 - The disparity among women is even greater - Black women have the highest rates of obesity or overweight compared to other groups in the U.S., with 4 out of 5 being impacted.
 - 55.9% of Black women have obesity compared to 39.7% of white women.
- Additionally, according to the Obesity Action Coalition's *Stop Weight Bias* campaign, Black and Hispanic individuals are more likely to say they've experienced weight bias.
- Sexual orientation can also play a role in obesity:
 - Research has found that lesbian and bisexual females and LGBTQ-(IA+) youth have higher rates of obesity.

...Yet, obesity remains the last "whispered disease"

- It's time to change how all of us as a society think about and approach weight and health.
- COVID-19 is bringing increased attention to obesity and the connection between weight and health, but obesity remains highly stigmatized, which can prevent care.
- While cultural trends show improvement in some areas, bias still exists; it's important that we continue to tell stories that could lead to much-needed change.

Learn more

- You can view a variety of additional resources about obesity [here](#) on our website:
- If you, or someone you know, lives with obesity, there are [healthcare providers who can help](#)
- The Washington Post: [The deadly covid-19 pandemic is obscuring another — obesity](#);
- USA Today: ['Weight isn't always within your control': Why some states are prioritizing obesity patients for the COVID-19 vaccine](#);
- The Huffington Post: [Everything You Know About Obesity is Wrong](#)