

TREAT
OBESITY
NOW
AND
AVOID THE
CONSEQUENCES
LATER

WORLD OBESITY DAY
11 OCT 2017 **ACT**
NOW

This **#WorldObesityDay** we are calling on all governments, health service providers, insurers and philanthropic organisations to prioritise investment in tackling obesity. This means investing in obesity treatment services, early intervention and prevention.

ON CURRENT TRENDS,

2.7
BILLION

ADULTS WORLDWIDE WILL SUFFER FROM OVERWEIGHT AND OBESITY BY 2025*

WORLDWIDE ANNUAL COSTS OF TREATING THE **SERIOUS CONSEQUENCES OF OBESITY** IN 2014 WERE....



OBESITY IS DIRECTLY RESPONSIBLE FOR

\$600bn
OF THESE COSTS

IF WE DON'T TAKE URGENT ACTION TO TREAT OR PREVENT OBESITY, THE **ANNUAL GLOBAL MEDICAL BILL** FOR TREATING THE CONSEQUENCES OF OBESITY IS EXPECTED TO REACH

US\$1.2 trillion

PER YEAR BY 2025[†]

WE CALL ON GOVERNMENTS, HEALTH SERVICE PROVIDERS, INSURERS AND PHILANTHROPIC ORGANISATIONS TO **INVEST IN OBESITY** WITHOUT DELAY!

THIS MEANS INVESTING IN...

ACT
NOW **1**

TREATMENT SERVICES
TO SUPPORT PEOPLE
AFFECTED BY OBESITY

ACT
NOW **2**

EARLY INTERVENTION
TO IMPROVE THE
SUCCESS OF TREATMENT

ACT
NOW **3**

PREVENTION
TO REDUCE THE
NEED FOR TREATMENT

TREAT OBESITY NOW AND AVOID THE CONSEQUENCES LATER!

WORLD
OBESITY
DAY

* WOD 2015 data. Overweight defined as a BMI over 25kg/m², obesity over 30 kg/m², and severe obesity over 35 kg/m².
† WOD World Obesity Federation projections.