

# UNDERSTANDING WEIGHT BIAS

OBESITY CARE WEEK  
1<sup>ST</sup> MARCH 2021



SHINE Health Academy  
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Managing Director

# WELCOME TO OBESITY CARE WEEK (OCW)



- OCW is an annual public awareness effort supported by more than 60 countries worldwide and more than 75 healthcare-focused organisations.  
[www.obesitycareweek.org](http://www.obesitycareweek.org).
- The aim is to raise awareness, educate and advocate for a better world for people living with obesity and to campaign for fair care and treatment without weight bias. SHINE is pleased to support the cause.



## **SCHEDULE FOR THE WEEK – DAILY 20MINS PRESENTATIONS ;**

- March 1<sup>st</sup>: Weight Bias
- March 2<sup>nd</sup>: Obesity Prevention & Treatment
- March 3<sup>rd</sup>: Access to Care
- March 4<sup>th</sup>: World Obesity Day
- March 5<sup>th</sup>: Childhood Obesity
- March 6<sup>th</sup>: "I Care" Day

### **For today's session we aim to:**

- Define weight bias/stigma
- Describe influences – stereotypes and discriminations
- Demonstrate the impact of weight stigma on CYP

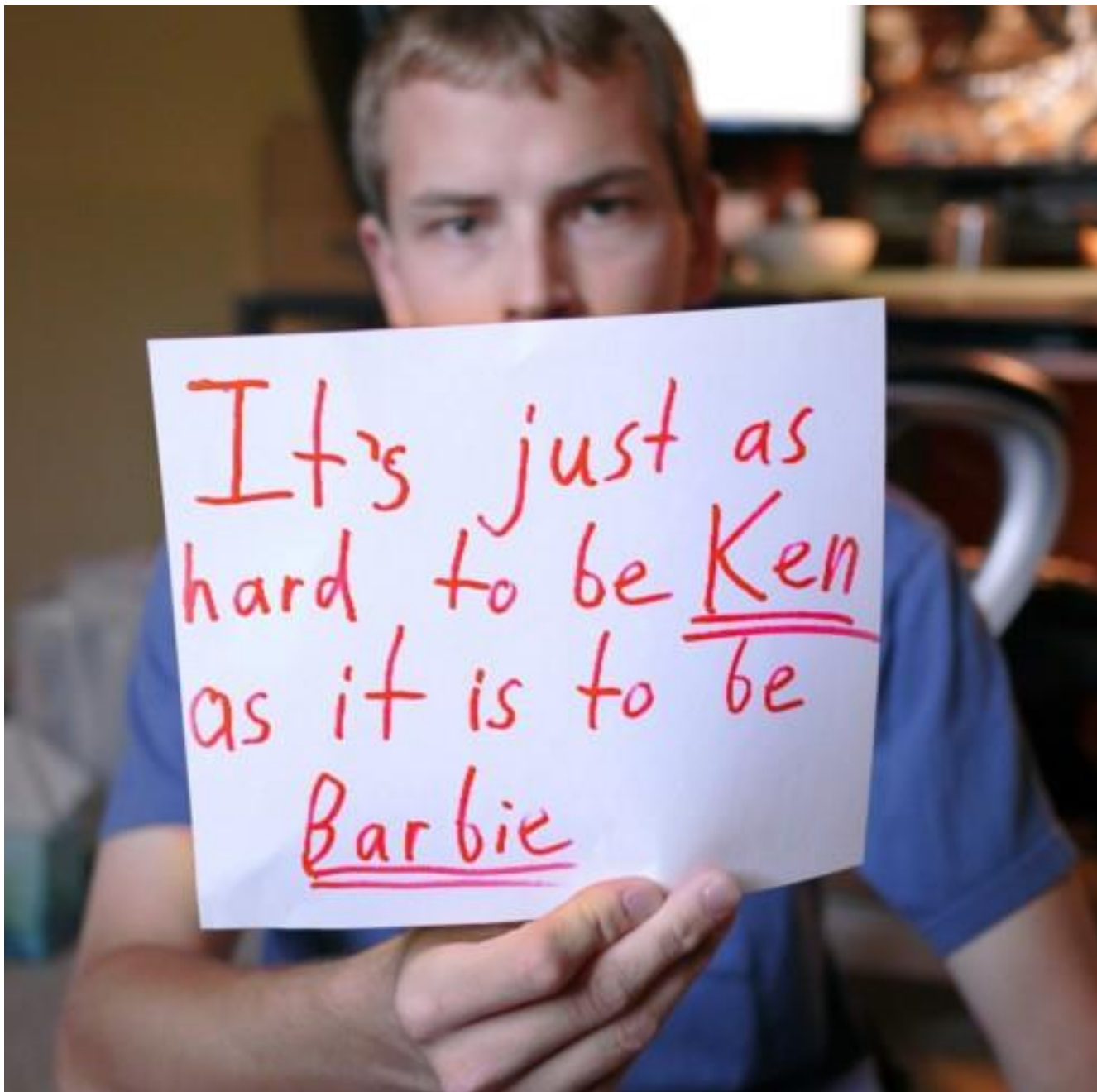


## WHAT IS WEIGHT STIGMA?

- This is very current as present where people's opinion can cause negative feelings for those living with obesity.
- Weight stigma is also known as weight bias or stereotyping solely based on a person's weight. These leads to prejudice.
- **Prejudice** – to form a negative opinion or a judgment without knowledge or facts about the person.
- **Stereotype** – a public opinion (positive or negative) about a specific group of people which gives assumed 'labels'. What are these for overweight people?
- **Weight stigma** can increase body shaming and is not an effective way of getting individuals to lose weight. Research shows that weight stigma leads to shame, humiliation and embarrassment and can lead to over-eating and weight gain, both of which can be harmful physically and emotionally.
- How does this impact on CYP living with obesity?







It's just as  
hard to be Ken  
as it is to be  
Barbie





# KORNILAKI (2014)



# SIZE ACCEPTABLE TERMINOLOGY

- The language we use can affect how an individual perceives themselves.
- Negative labelling can be harmful and can destroy self esteem and confidence and leave someone with a very negative image of themselves.
- What words have you heard that describes a person's weight status?
- Which of those are acceptable?





# DUTTON ET AL (2010) RESEARCH STUDY

- Different words for obesity were explored and participants were asked which they felt were acceptable:
- Most acceptable 'weight and BMI, higher weight'
- Least acceptable 'obese, fat, unhealthy weight'
- Others included (not highly ranked); chubby, curvy, voluptuous, big, heavy, these were seen as cultural values leading to shame and embarrassment.



## Reference of interest:

Children's, Parents' and Healthcare Professionals' Preferences for Weight-Based Terminology in Health Care  
(Pomme E. A. van Maarschalkerweerd , Roxanna Camfferman , Jacob C. Seidell & Jutka Halberstadt, 2020)



# IMPACT OF WEIGHT STIGMA

- Those helping people living with weight issues should use language in the first person for example, a young person living with obesity rather than an obese young person. This language shows the person is important not their condition, with emphasis on how they are affected by their condition.
- *Need to address impact within care interventions*
- *Self-acceptance is an individual's acceptance of all of their attributes, positive or negative.*
- *Self-esteem refers specifically to how valuable, or worthwhile, we see ourselves.*



# RE-ENFORCE POSITIVITY





**NO**

**BODY IS PERFECT**

**Don't let how you look determine who  
you are**



# Contacts

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Thank You for joining us today;

Tomorrow's session at 1pm is:

- ❖ Obesity Prevention and Treatment
- Kath Sharman Managing Director SHINE Health Academy
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