

# MISCONCEPTIONS OF OBESITY

One of the 'Misconceptions of Obesity' is that many people in Europe do not realise that it creates many secondary illnesses (also referred to as comorbidities).

IN THE PUBLIC SURVEY

## 'OBESITY: THE UNDERESTIMATED THREAT'

84% of people



did not know

that obesity increases the causes of cancer, even when prompted



More than half



did not know

that obesity can increase the risk of stroke



One in four



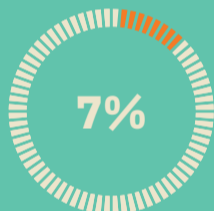
did not know

that being obese can put you at risk for heart disease, diabetes and high blood pressure



## THE REALITY IS HOWEVER THAT:

OBESITY IS A GATEWAY TO SERIOUS AND EVEN LIFE-THREATENING CONDITIONS. THE MORE OBESE SOMEONE IS, THE HIGHER THEIR RISK OF DEVELOPING A RELATED CHRONIC DISEASE, KNOWN AS A 'COMORBIDITY'



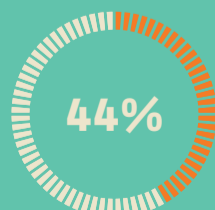
Obesity is the cause of 7-41% of certain cancers, including breast, colorectal, endometrial, kidney, esophageal and pancreatic cancers.

(Source: WHO fact sheet on Overweight and obesity)



Obesity increases risk of cardiovascular diseases including heart disease, high blood pressure and stroke; 23% of ischaemic heart disease can be attributed to obesity.

(Source: WHO fact sheet on Overweight and obesity)



Obesity causes 44% of type 2 diabetes, which can lead to blindness and kidney failure.

(Source: WHO fact sheet on Overweight and obesity)

