

# Media

## Thrice blamed for obesity

- For pumping out high fat & sugar food ads
- For turning the nation into inactive sofa surfing seals, sitting at the PC or TV for hours
- For not getting across anti-obesity messaging
- So sort out the media and obesity would be sorted right?

## But the media message is already crystal clear

- Cookery programmes and programmes about weight (eg Supersize v Superskinny) are numerous and in general of high quality
- Obesity is presented in terms of moral panic: fat people are represented as lazy and lacking in will. Even Kate Middleton gets 'thinned'. For the media slim is good.
- The media is, and always has been, the chief pimp for a multi-billion diet industry

The media couldn't be more on your side but...

- They still want to present obesity as individual choice or, with child obesity, a consequence of poor parenting
- They are unwilling to bite the food manufacturers too hard at a time of recession
- They bridle if faced with 'nanny state' measures that curtail personal freedom
- And they are not there to educate the public

# Reframe the debate

- Let the media force the pace of change, starting with conflicts of interest between DH and big food
- Let them be outraged about the lack of sport in schools
- Let them beat the government with a stick

# Three point action plan

- What are the three things the obesity community would most like the media to do?  
They must be
- Practical
- Achievable in a clear time frame
- Give a bloody nose to someone in authority
- And one must be a quick win