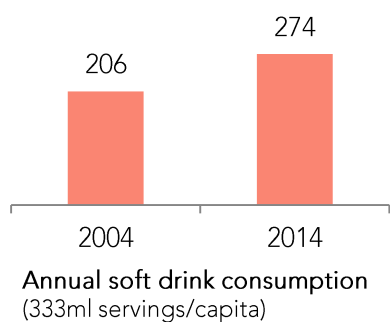


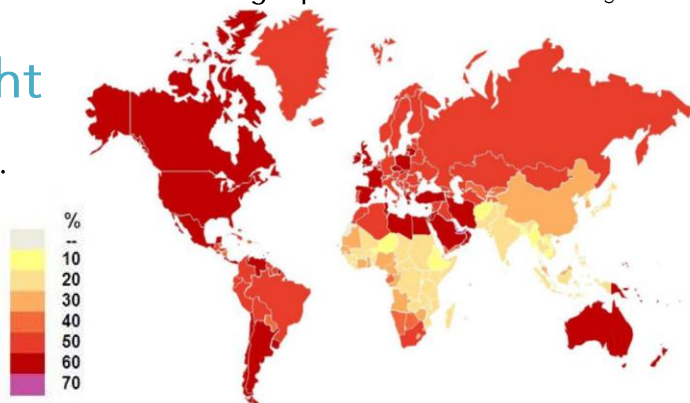
Obesity is rapidly becoming the biggest public health challenge globally, ranking in the top three causes of chronic ill-health. There are no countries which have turned around the epidemic, and there are enormous commercial interests opposed to effective public health policies.

If current trends continue, **2.7 billion adults** worldwide will be **overweight by 2025** – up from 2.0 billion in 2014\*...

**This can be prevented.**



Adult overweight prevalence 2014 BMI>25 kg/m<sup>2</sup>

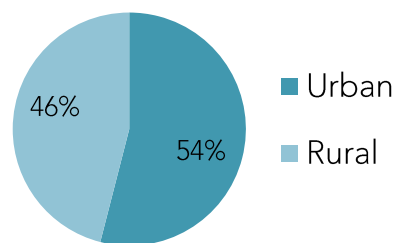


In the last 10 years the global consumption of **soft drinks increased by a third** (33%).

**This must change.**

**More than half** (54%) of the world's population now **live in urban environments**:

**How will they keep physically active?**



On current trends, **177 million adults** worldwide will be severely obese and **in need of treatment by 2025** – up from 98m in 2014.#

**We cannot let this continue.**

## We Must Act Now!

We have just 10 years to meet the WHO target to halt the rise in obesity by 2025. We need to act today to ensure a healthier future for all.

We need urgent government action to:

- ✓ Protect and promote healthy diets and food environments
- ✓ Create healthy communities and environments
- ✓ Support the delivery of weight management and treatment services