



**national association
to advance
fat acceptance**

**We Come In All Sizes....
Understand It.
Support It.
Accept It.**

DIETING AND THE DIET INDUSTRY

NAAFA'S OFFICIAL POSITION:

Dieting for the sole purpose of losing weight rarely achieves permanent weight loss and can result in negative health consequences. Laws and regulations protecting the consumer are nonexistent or remain unenforced. Since people undertaking diets are rarely given sufficient information to allow them to give true informed consent, the National Association to Advance Fat Acceptance strongly discourages participation in weight-reduction diets. Further, NAAFA strongly condemns any diet marketing strategy based on guilt and fear. Such approaches cause untold suffering to fat people by ruining their self-esteem and by perpetuating negative stereotypes. NAAFA demands that local, state and federal governments regulate the diet industry to protect the consumer from misleading claims regarding safety and long-term effectiveness.

NAAFA ADVOCATES:

- That local, state and federal legislatures introduce, pass, enact, and enforce legislation which protects consumers against dangerous or ineffective diets and misleading diet advertising.
- That state and federal regulatory agencies adopt regulations and closely monitor and control all aspects of the \$58 billion+* diet industry.
- That all commercials for weight-loss diets and diet products be banned from radio and television. The lack of product success, negative health consequences and the extreme negative impact of anti-fat propoganda on the self-esteem and quality of life of fat people results in discrimination against people of size.
- That federal regulations require all diets and weight-loss products to clearly display a health warning (similar to those found on cigarettes) regarding possible hazards and side effects.

*<http://www.prwebdirect.com/releases/2007/4/prweb520127.php>

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- That regulations be adopted that require the diet industry to publish five-year (minimum) follow-up studies and "success" rates. All such statistics must be verifiable by objective outside researchers and clearly displayed on all diet products and advertising.
- That governmental health agencies, including the CDC, track morbidity and mortality caused by dieting and make the findings available to the public.
- That national governmental health agencies include input from consumer advocacy groups in establishing public health policy about dieting and obesity.
- That private consumer protection organizations, such as Consumers Union, conduct biannual studies on the efficacy of diet products and programs.
- That institutions such as the military, hospitals, schools, mental institutions, or prisons provide adequate food and not force anyone to diet against their will.
- That employers, schools, and judges never use weight loss or dieting as a condition for employment, promotion, admission, avoiding incarceration, adoption or custody issues.
- That health care professionals and medical institutions never deny other medical treatment to patients who choose not to diet.
- That the diet industry refrain from creating or perpetuating negative stereotypes about fat people in its marketing strategies.
- That individuals considering dieting study available literature on long-term results and side effects and carefully weigh the risks of weight loss diets.
- That dieters refuse to feel guilty or blame themselves for presumed lack of willpower when a diet fails.
- That no one allow themselves to be coerced into dieting against their will.
- That no one make assumptions or judge another person on the basis of body size or dietary preferences.

NAAFA RESOLVES TO:

- Educate the public, the media, and potential dieters as to the low long-term success rates and negative health consequences of weight reduction dieting.
- Discourage the diet industry from basing their product advertising on fear and guilt and from using and perpetuating negative stereotypes of fat people.
- Promote alternatives to weight-loss diets in a manner which is sensitive to the emotional and financial investment which many fat people have made in repeated weight-loss attempts.
- Provide advice and emotional support to individuals who have dieted unsuccessfully and blame themselves, rather than the product, for the failure of the diet.
- Alert consumers to diets or weight-loss schemes which have been determined to be dangerous or fraudulent, have lawsuits pending against them, or are being investigated by government agencies.
- Assist plaintiffs and/or their attorneys engaged in litigation involving diet fraud and ill effects of dieting, by providing them with referrals to expert witnesses who might testify on their behalf.
- Advocate for the safety and emotional and physical well-being of consumers by influencing public policy about dieting, obesity and diet industry regulation.
- Acknowledge organizations that integrate size diversity in their advertising and other business practices.