

Some anti-obesity campaigns may backfire, researchers say

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As U.S. health authorities prosecute an all-out war against obesity, a small cadre of researchers is warning that the nation's 78 million obese adults and 12.5 million obese children are already suffering collateral damage.

The message that they will become victims of self-inflicted disease, poor role models for their families and a drag on the economy unless they lose weight has left many obese Americans feeling depressed, defeated and ashamed, these experts say.

Ironically, some of the campaigns aimed at obese Americans could sink efforts to help them improve their health by eating better and exercising more, the experts wrote Tuesday in the International Journal of Obesity.

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