



GLOBAL 1 IN 10 CHILDREN ARE OBESE

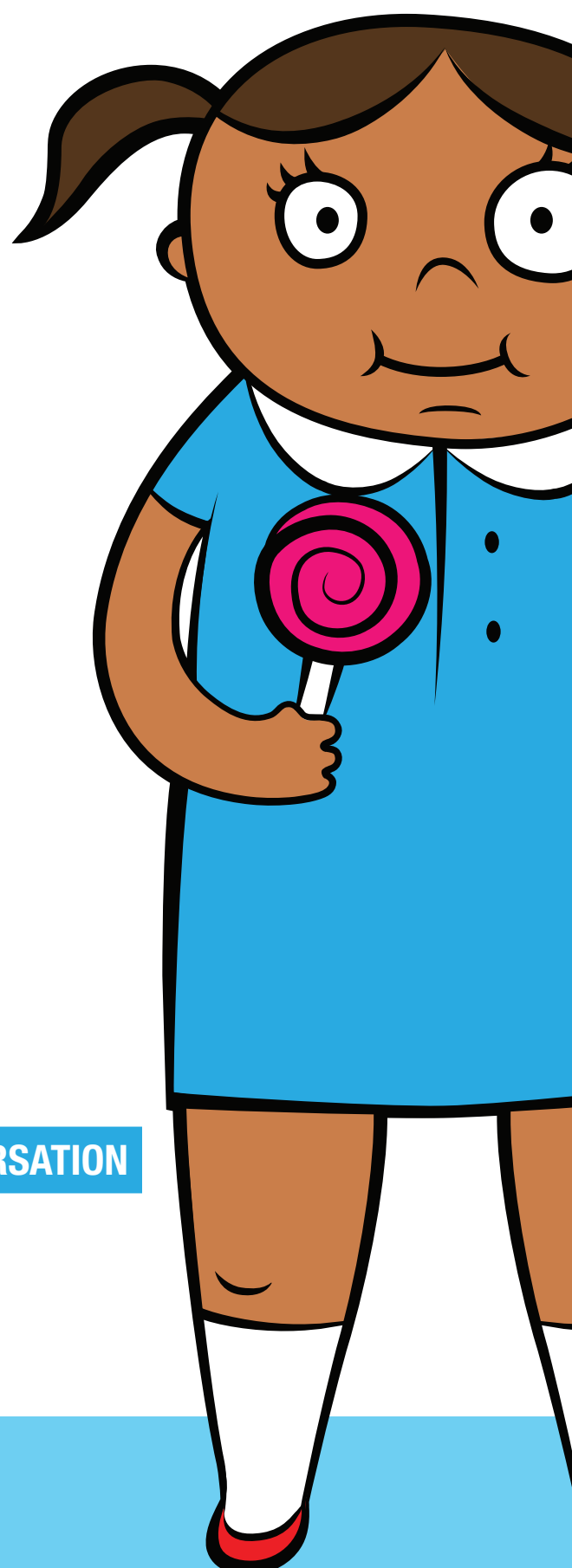
BUT IN ONE MONTH IN 2012 THERE WERE ONLY

15,189

ONLINE CONVERSATIONS
WORLDWIDE



THAT'S 1 PER 23,440
OBESE CHILDREN.



COMPARE THAT TO CONVERSATION RATES FOR:

CHILDHOOD
OBESITY

(per affected capita)

ALZHEIMER'S

x142

DIABETES

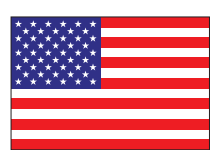
x384

LEUKEMIA

x7813

ONLINE CONVERSATIONS RELATED TO CHILDHOOD OBESITY:

UNITED
STATES



12745

U.K. /
GREAT BRITAIN



1723

AUSTRALIA



102

INDIA



155

MEXICO



290

ARGENTINA



102

PORTUGAL



72

AND YET WE TALK ABOUT SOME **AHEM** NOT-SO-IMPORTANT STUFF

IN
ONE MONTH
WE MENTION:

JUSTIN BIEBER

6,653,854

TIMES

CALL OF DUTY

536,779

TIMES

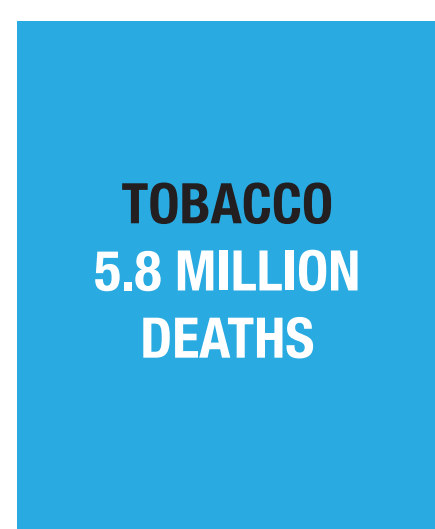
THE OLYMPICS

13,811,304

TIMES

MAKES THOSE **15,189** CHILDHOOD OBESITY DISCUSSIONS SEEM PRETTY UNSUBSTANTIAL, HUH?

YET OBESITY IS ONE OF THE TOP ANNUAL CAUSES OF **DEATH** IN THE US



POOR DIET &
LACK OF PHYS.
ACTIVITY
2.4 MILLION
DEATHS

ALCOHOL
CONSUMPTION
1.8 MILLION
DEATHS

CAR CRASHES
1.2 MILLION
DEATHS

CHILDHOOD OBESITY:
A GLOBAL PROBLEM
WITHOUT A GLOBAL CONVERSATION.



@ihmsms20

HEALTH + WELLNESS
VIVA!
COMMUNICATIONS