

Obesity is one of the most pressing and controversial public health challenges. It has the distinction of being a crisis about which most people have an opinion – often based on a simple diagnosis – but for which nobody has found a correspondingly neat solution.

It's still very common to hear even clinically trained experts, as well as ordinary folk, trot out tired old certainties about a [lack of willpower](#), or that it is a lifestyle choice for which people should take more responsibility. Even in some modern businesses, it seems that it's still OK to target discriminatory practices against those living with obesity.

Only recently, Pakistan International Airlines was reported to have told [overweight cabin crew](#) that they must lose weight or be grounded. "No one would like to have shabby crew in the aircraft," [a spokesperson reportedly said](#) in mitigation...

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