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DEFYING PREMATURE AGEING — Sun exposure is a leading cause of premature ageing, with UV rays contributing to fine lines, wrinkles, and loss of skin elasticity. By using a daily sunscreen, you create a protective barrier against these ageing effects, preserving your skin's youthful appearance for years to come.

REDUCING THE RISK OF SKIN CANCER — Sunscreen is your frontline defence against the harmful effects of ultraviolet radiation, significantly reducing the risk of skin cancer. By investing in a daily sunscreen routine, you prioritise your skin's overall health and minimise the chances of developing skin cancers such as melanoma, squamous cell carcinoma, and basal cell carcinoma.

MAINTAINING AN EVEN SKIN TONE — Uneven skin tone and hyperpigmentation are common issues exacerbated by sun exposure. Sunscreen helps maintain an even complexion by preventing the development of dark spots and discolouration, leaving your skin looking consistently radiant.

PRESERVING COLLAGEN AND ELASTIN — Collagen and elastin are essential proteins that contribute to the firmness and elasticity of your skin. UV rays can break down these proteins, leading to sagging and wrinkles. Sunscreen acts as a shield, preserving the integrity of collagen and elastin for firmer, more resilient skin.

GUARDING AGAINST ENVIRONMENTAL STRESSORS -Your skin faces daily challenges from environmental stressors such as pollution and free radicals. Sunscreen with antioxidants provides an extra layer of defence, neutralising free radicals and protecting your skin from the damaging effects of pollution.

SUPPORTING A HEALTHY SKINCARE **ROUTINE** – Incorporating sunscreen seamlessly fits into a holistic skincare routine. It complements other skincare products, enhancing the efficacy of your serums, moisturisers, and treatments. By making sunscreen a non-negotiable step, you create a comprehensive and effective skincare regimen.





INVESTING IN YOUR SKIN'S FUTURE

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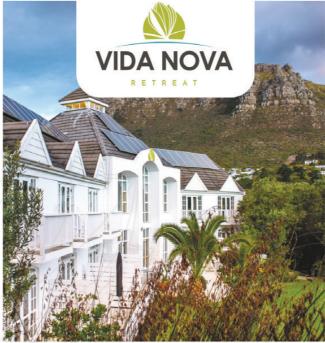
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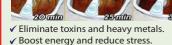
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ADVERTORIAL

ACCELERATING ACTION TO TACKLE OBESITY





OBESITY FACT SHEET

APPROVED AS PART OF THE HEART AND STROKE FOUNDATION EATING PLAN

THE HEART AND STROKE FOUNDATION SOUTH AFRICA (HSFSA) started in 1980 and as such has 44 years of history to share. The HSFSAs key mission is to reduce the morbidity and mortality of cardiovascular disease (CVDs) which include heart disease, strokes, associated risk factors and other circulatory diseases. Although the Foundation's focus is on South Africa, it also positively impacts the African Continent and countries globally with its workstreams in health promotion and disease prevention.

The programmes that the HSFSA has developed are often replicated in other countries as a good practice model. The HSFSA will be working with regional and global organizations to further impact obesity reduction targets in order to mobilize for action based on the World Obesity Day 2024 theme: "Let's talk about obesity _" to be commemorated on 4 March 2024.

1. WHAT IS OBESITY?

Obesity is defined by the World Health Organisation as 'abnormal or excessive fat accumulation that presents a risk to health'. It is most commonly measured by BMI, though there are other methods such as waist and height ratios that taken with BMI, can be more accurate.

2. OBESITY IS A DISEASE

It is caused by a variety of factors, including biology, mental health, genetic risk, environment, healthcare access, and access to ultra-processed food. It is not due to lack of willpower. Learn more about the ROOTS of obesity on the website.

3. OBESITY IS A RISK FACTOR

People living with obesity are at a greater risk from other chronic diseases such as diabetes, cardiovascular disease and certain cancers. Obesity is also a risk factor for complications of Covid-19.

4. 'EAT LESS, MOVE MORE' DOES NOT "FIX" **OBESITY**

Eating less, moving more' implies that weight loss is just about diet and exercise, ignoring other drivers of obesity. Although physical exercise plays an important role in overall health and can be used in the context of comprehensive weight management interventions and prevention strategies, exercise alone is not an effective obesity treatment.

5. WEIGHT STIGMA IS DANGEROUS

In many countries, people living with obesity are regularly blamed for their disease. Weight stigma reinforces assumptions that obesity is merely a person's individual responsibility. It can damage mental and

physical wellbeing and may prevent people from seeking necessary medical care. While stigma differs in different parts of the world, one thing is clear: experiencing systemic bias does not help people to 8. OBESITY IS NO LONGER JUST A DISEASE adopt healthier lifestyles. In fact, it can make it harder. Learn more about the impact of stigma.

6. INDIVIDUALS ARE NOT TO BLAME FOR THEIR OBESITY

Obesity is often driven by forces outside of a person's control. Biological and genetic factors put some of us at greater risk. Our physical and social environments impact on our ability to live healthy lives and expose us to unhealthy foods that are engineered to make us eat more. Obesity is therefore the result of complex biological, genetic and environmental factors.

7. OBESITY IS NOT JUST ABOUT WEIGHT

Weight is one indicator of obesity, but treating obesity is about improving overall health, not just about losing weight. It is possible for a person with a higher BMI

to be managing their disease and living at a 'healthy weight'.

OF RICH COUNTRIES

Obesity is now rising the fastest in lower- and middleincome countries. Many are simultaneously tackling overweight/obesity and under-nutrition. Obesity is especially prevalent in poorer and more vulnerable communities.

9. CHILDHOOD OBESITY CAN AND MUST BE PREVENTED AND TREATED

Childhood obesity has nearly doubled every 10 years. It can profoundly affect childrens' physical health, social, and emotional well-being, and self esteem. It is associated with poor academic performance and a lower quality of life. It is often carried through to adulthood, so prevention and treatment is vital to stopping a global rise in obesity. Education is needed to support appropriate nutrition for children.

30 YEARS OF IMPACT

A special message from the Children's Hospital Trust CEO Chantel Cooper



to

our

underwent surgery

the

one of our state-of-the-

art theatres. Now 16, she

dream of becoming a

brain surgeon, a testament

support enables.

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beyond the local boundaries of the Red Cross Children's

Hospital, reaching children through projects

the upgraded paediatric

ward and new outpatient

unit at Victoria Hospital,

along with the expanded

neonatal unit at Groote

Schuur Hospital. Moreover,

our impact stretches into

Africa through the African

Programme, empowering

paediatricians to specialize

and elevate care standards

continent-wide. Dr. Joyce, an extraordinary example of

the programme's success,

inaugural cancer treatment

facility for children, leaving

an enduring impact on

significance of our history;

our gaze is now fixed firmly

on the future. In addition to

and through collaborative

efforts with the Red Cross

Children's Hospital, the

Children's Hospital Trust

envisions expanding our

impact to ensure that

all children have access

to essential healthcare

within their communities,

particularly those who do not require specialized care.

Our inaugural initiative will

focus on enhancing the

burns service in partnership

with Red Cross, Ceres, and

We appreciate the

Paediatric

established

countless lives.

possibilities

Fellowship

Uganda's

his year marks a determination after she significant milestone us: the 30th anniversary of our journey of ensuring that sick and remains steadfast in her injured children have access to essential healthcare. We could not have reached this remarkable milestone

without the unwavering

support of donors.

Inspired by the needs of the Red Cross War Memorial Children's Hospital, the idea to establish the Trust was sparked and nurtured by Prof. David Beatty, a beloved and esteemed professor of paediatrics and child health at the University of Cape Town. Alongside dedicated individuals like Chris Niland and John Bester, a vision was realised – an organisation with a mission to support sick and injured children and governed by stringent standards of excellence and commitment.

Because of you, wishes have come true. As I enter my eleventh year with the Trust, through firsthand experiences, I have witnessed the transformative power of your support, not only for individual children and their families but also for our dedicated healthcare workers. There are certain children who have etched themselves into my heart with their remarkable stories, transcending boundaries, and inspiring hope. Imraan, who spent months in the Oncology ward, embodies the strength and resilience of young warriors fighting cancer. Cady, diagnosed with a brain tumour at a young symbolizes age, courage

> Worcester Hospitals. a n d We extend our deepest gratitude to our donors who have supported us on this incredible journey. Together, we've made a profound impact on the lives of countless children.

> > **Children's Hospital Trust CEO** Chantel Cooper and patient, Kiiara.









Because of you, wishes come true.

For 30 years, your generous donations transformed countless lives, bringing healing and hope to sick and injured children. As we celebrate this journey together, your ongoing support will directly fund vital infrastructure, training programs, and life-saving equipment. Join us in shaping the next 30 years of impact and healing for children in need.



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www.worldobesityday.org



THE HEART AND STROKE FOUNDATION EATING PLAN



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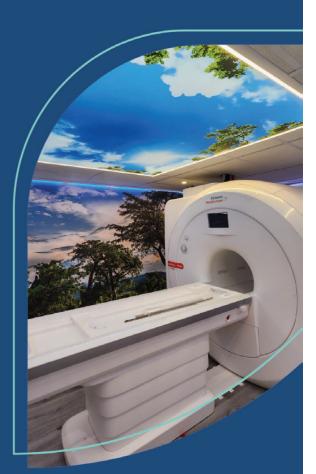
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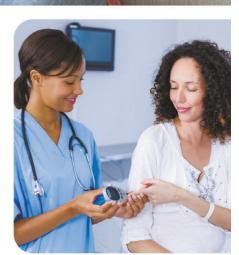
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