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Increasing obesity levels are currently big news but do we think carefully enough about what this trend actually means? Everybody - including doctors, parents, teachers, sports clubs, businesses and governments - has a role to play in the `war on obesity'. But is talk of an obesity `crisis' justified? Is it the product of measured scientific reasoning or age-old `habits of mind'? Why is it happening now? And are there potential risks associated with talking about obesity as an `epidemic'?

The Obesity Epidemic proposes that obesity science and the popular media present a complex mix of ambiguous knowledge, familiar (yet unstated) moral agendas and ideological assumptions.