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While they are all true statements, I think the point should be made in a more sensitive manner. I'm concerned that these billboards might legitimize the bigotry and bullying to which obese individuals are subjected. Obese children are likely to be hurt emotionally, rather than motivated, by repeated exposure to these images on a daily basis.

This is yet another example of the last acceptable form of discrimination.

These kids don't need another reason to feel bad about themselves. This just gives the bullies at school another tool to hurt them.

I realize the problem that we face. But this type of awareness message just rubbed me the wrong way. The children that face this problem are victims. This depicts them as almost a criminal...a police line-up or missing and battered children immediately come to mind (kids with little hope that need our help). Childhood obesity is different. They need our help, but maybe not in this way. There has to be a message of hope and a happy ending. That's just my opinion.

Negative reinforcement and fear tactics don't work on kids. Try some positivity.

The first time I saw one of those billboard ads, I was shocked and appalled and then angry. Kids have it rough already, why are you trying to make them feel more alienated by pointing out they might be heavier than other children? That's just cruel and no better than the bullies that go around the playground taunting them. Stop the billboard campaign immediately.

While it is true that childhood obesity needs to be paid attention to, this is not the way to do that. Each one of those kids as well as those that look similar to them are being set up for more and more bullying. No good can come of a campaign like this. There are better ways to draw attention to this problem.

Sadly, these look like mug shots or "wanted" ads. When did fat children become criminals and a scourge upon society? It's not a war on childhood obesity. This is becoming, indirectly, a war on obese children.

This is going to continue assuring children that they are horrible if they are fat, or even slightly overweight. Therefore, they are going to grow up isolated from their peers, and in some cases, may even cause them to form Eating Disorders out of fear of becoming fat which is now equated with being horrible, ugly and undesirable/unwanted. Honestly? If you're aiming to damage a child's self-respect and character and steal their happiness away for a long, long time, this is the way to do it.

These images don't say anything about how to make changes or help. How does this help the situation? What are they trying to accomplish other than stigmatizing overweight kids? I feel for the kids featured in these pictures.

This is targeting children that already get bullied by other children. Who in their right mind would think this is helpful?