

PRESS RELEASE AND MEDIA ADVISORY

European Obesity Day to be held on 19 May 2018

Awards to be presented for best initiatives

Brussels, 15 February 2018: European Obesity Day, held each year to draw attention to Europe's growing obesity epidemic and the need for better prevention and treatment, is to be held this year on Saturday 19 May.

Individuals, healthcare providers and organisations throughout Europe are expected to take part. The organisers, the European Association for the Study of Obesity (EASO), has launched an award scheme to recognise the best initiatives.

EASO is Europe's leading organisation responsible for research into obesity and since EOD was first held in 2010, the day has gained significant importance and support across EU Members States.

Events held on the day itself as well as in the weeks and months beforehand, are designed to create greater awareness and understanding of obesity, which is predicted to affect more than half of the European population by 2030.

According to World Health Organisation, obesity is one of the greatest public health challenges of the 21st century as its prevalence has tripled in many countries in Europe since the 1980s.

In particular, EASO wants to draw more attention to the effects that obesity can have on many other diseases: type 2 diabetes, cardiovascular diseases and some cancers are among a number of non-communicable diseases (NCDs) and chronic conditions attributable to excess weight.

For European Obesity Day 2018, EASO is calling for better obesity training for physicians and healthcare providers (HCPs), and for more EU Member States to recognise obesity as a chronic disease.

"Despite the growing epidemic and the burden it places on healthcare systems, GP's are given very little training on obesity," says EASO President, Professor Hermann Toplak.

"This is a major barrier to obesity treatment. More effort needs to be made to improve healthcare professionals' understanding of obesity and comprehensive treatment approaches that can be delivered as part of patient care," he said.

Among EASO's European initiatives will be a major policy conference in Brussels on May 17 to which EU Member State authorities will be invited in order to share best practice and to discuss the need for better education, treatment and care. It will also be attended by representatives from various European institutions and there will be keynote speakers from the World Health Organization and OECD.

At national level, EASO and its member associations in 32 countries in Europe will be staging various events to create greater awareness and understanding of obesity. In line with the tagline for European Obesity Day, *Tackling Obesity Together*, people across all EU member states are being encouraged to participate.

For initiatives that have already taken place over the past year, the first EASO Awards will be presented at the 25th European Congress on Obesity to be held in Vienna in May.

Further details of how to support European Obesity Day and where to find more information on obesity and obesity prevention and treatment, are available on the European Obesity Day website: www.europeanobesityday.eu. Activities can also be followed on Twitter (@EOD2018 and #EOD2018) and on Facebook <https://www.facebook.com/EObesityD/>. Details of the EASO EOD Awards is available at <https://www.europeanobesityday.eu/get-involved/european-obesity-day-awards/>

-Ends-

For further information:

Please see the European Obesity Day website: www.europeanobesityday.eu; the European Association for the Study of Obesity (EASO) www.easo.org; and the World Health Organisation www.euro.who.int/en/health-topics/noncommunicable-diseases/obesity.

Media contacts:

Ms Sheree Bryant, European Association for the Study of Obesity (EASO)
sbryant@easo.org