



Europe



PRESS RELEASE

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Top World Obesity Day Awards go to winners from six European countries

Organisations from six European countries have been named as winners of the European Association for the Study of Obesity (EASO), and European Coalition for People living with Obesity (ECPO) World Obesity Day Europe Awards for 2020 and 2021.

Two Swiss organisations won **the ECPO Award for The Best Public Engagement Programme**. Eurobesitas and Perceptio Cibus pooled resources to produce and publicise a video to draw attention to the stigma often experienced by people living with obesity. It highlights a better approach that should be followed by medical professionals.

The seven-minute video called “Courage” was produced entirely by amateur actors from Eurobesitas and was written and directed by the eminent Swiss obesity specialist and physician, Dr Dominique Durrer. The film was made in French but with versions subtitled in English and German and dubbed in Portuguese.

The film was released to coincide with World Obesity Day Europe 2021 and received widespread media and social media attention.

Courage can be watched at https://youtu.be/yEbqq_-qjfs, and a short video about the making of the video can be seen at <https://vimeo.com/561095639/d0f655407f>

Two winners shared the ECPO Award for the Best Patient Engagement Programme. The Slovak Coalition of People with Obesity and Overweight (SKLON) moved all its activities online due to the COVID-19 pandemic.

Using their website and Facebook pages, they organised numerous events during the weeks leading up to World Obesity Day, including free-of-charge activities in cooperation with the Public Health Office of the Slovak Republic (ÚVZ SR), the Slovak Society of Practical Obesitology (SSPO), the University of Health and Social Work of Saint Elisabeth, the Slovak Nordic Walking Association, STOB lecturers, Phoenix zdravotnícke zásobovanie a.s., Kompava Company, and sports instructors.

A video of their activities can be viewed at <https://vimeo.com/573522935/01a7c98f93>

The joint winner was Stop Obesity (STOB) from the Czech Republic. They similarly organised daily online physical activities with 2,450 people taking part. They also organised an online conference with opening remarks by the Deputy Minister of Health. More than 930 people watched the livestream and several thousand more have since watched it on YouTube. Online consultations, with 28 experts from STOB, were attended by 180 people. A video of their activities can be viewed at <https://vimeo.com/571008110/f1f2a91735>

The EASO Award for the Best National Training Programme, was won by the University of Minho, Braga-Portugal. They developed a “hands-on day” for families and childcare teachers at the University to share different approaches/activities for preventing obesity in children for families and to discuss different strategies for preventing obesity in children from childcare centres. They also developed a booklet for parents with strategies about eating habits.

There were also joint winners of the EASO Award for the Best Collaborative Project. the French “Ligue contre l’obésité” commissioned a national survey on weight bias and obesity in France and its overseas departments and territories. They also launched a “kilometres against obesity” challenge as well and held a 36-hour live marathon event aimed at associations, health professionals, researchers and the general public. A total of 36 speakers talked about obesity and its causes. In addition, the League encouraged individuals, groups and patient associations across France to hold and register World Obesity Day events of their own. The 195 events held generated publicity from more than 50 news organisations including newspapers, TV and radio stations, and national press agencies.

A collaboration between the Association for the Study of Obesity on the island of Ireland (ASOI) and the Irish Coalition for People living with Obesity (ICPO) were joint winners of the award. On World Obesity Day (March 4) the two organisations held an online event with a live host and pre-recorded sessions. It involved 50 people living with obesity and 20 professional obesity healthcare specialists and attracted 162 participants. In addition, the two organisations conducted an extensive social media campaign which put them in the 5th and 9th position in the top 10 most active social media influencers on World Obesity Day. More information can be viewed in the video <https://vimeo.com/556888922/6d087259fd>.

“It was very difficult selecting the winners from the many entries we received” said EASO President, Professor Jason Halford. “There were excellent initiatives from throughout the region and altogether the publicity for World Obesity Day in Europe reached an estimated 150 million people. This was phenomenal, especially considering all the COVID-19 restrictions that had to be observed,” he said.

Planning for World Obesity Day on March 4, 2022 is already well underway and both the EASO and ECPO grant applications <https://woday.eu/grants-and-awards/grants/> and Award schemes <https://woday.eu/grants-and-awards/awards/> are open.

“World Obesity Day Europe is a wonderful opportunity for people living with obesity to help draw attention to the many challenges they face and to call for greater access to treatment and care,” said Sólveig Sigurdardóttir, President of ECPO. “Our members are very much looking forward to participating and organising events again in March and we would like to urge everyone to enter the awards again.”

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For further information on the awards, please contact Tim Edgar (tim.edgar@easo.org). Tel: +32 475 37 66 93

For further information on World Obesity Day Europe please see <https://woday.eu/>; on EASO please see <https://easo.org/>, and on ECPO <https://eurobesity.org/>



European Association for the Study of Obesity

The European Association for the Study of Obesity | www.easo.org

The leading voice of obesity science, medicine and community in Europe, representing scientists, obesity specialists, physicians, health care practitioners, public health practitioners and patients. Established in 1986, EASO is a federation of professional membership associations from 36 countries.



The European Coalition for People Living with Obesity |

www.euroobesity.org

Initially established in 2014, to help the European scientific and clinical community better understand the patient experience. From this, the Patient Council developed into a strong voice for people living with obesity & the patient community across Europe. We are now an independent patient led, managed, and run organisation working collaboratively across Europe.
