

PRESS RELEASE AND MEDIA ADVISORY

European Obesity Day to be held on 18 May 2019

Brussels, 3 April 2019: 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 18 May.

Individuals, healthcare providers and organisations throughout Europe will be taking part with events ranging from providing free health check-ups and healthy eating advice, to holding open days at hospitals and treatment centres, walks and runs to encourage exercise, and information and training workshops for healthcare professionals.

The campaign is an initiative of the European Association for the Study of Obesity (EASO), Europe's leading organisation responsible for research into obesity. Since European Obesity Day (EOD) was first held in 2010, it has continued to gain awareness and support across 32 European countries.

In the spirit of the tagline, *Tackling Obesity Together*, people from all walks of life are being encouraged to participate 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 Organization, 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 attention to the impact that obesity has on society and the economy, and the huge benefits to be gained from prevention and treatment.

Among EASO's European initiatives will be a major policy conference in Brussels on 16 May to which EU Member State authorities have been invited to share and prioritise best practices.

It will also be attended by representatives from various European institutions and will include keynote speakers and panellists from the World Health Organization, OECD, and the European Commission.

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 ([@EOD2019](https://twitter.com/EOD2019) and #EOD2019) and on Facebook <https://www.facebook.com/EObesityD/>.

Details and registration for the policy conference are at:
<https://www.europeanobesityday.eu/easo-annual-policy-conference/easo-policy-conference-2019/>

-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;

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