

Medtronic

WORLD OBESITY DAY

Gold standard ideas guide



World
Obesity
Day March 4

Europe



Join us for a global opportunity to address obesity together

World Obesity Day is held every year on March 4 and is an important campaigning initiative of many of the world's leading obesity organisations.

The European Association for the Study of Obesity (EASO) is proud to be one of them. It is a valuable opportunity for our affiliated national obesity associations from 36 countries and our network of 134 accredited multidisciplinary treatment centres – Collaborating Centres for Obesity Management (COMs) – to promote the importance and need for obesity prevention, treatment and care.

World Obesity Day brings together healthcare, patient and political communities as well as many of the organisations representing the other diseases impacted by obesity including diabetes, cancer and heart disease.

We are very grateful to Medtronic as a major sponsor of WOD, and for their continued support and active participation in this campaign. We hope this booklet will help to inspire you too, and we wish you every success with organising events for World Obesity Day.

Euan Woodward



Executive Director



The European Association for the Study of Obesity (EASO)

To learn more about EASO and our network of Collaborating Centres for Obesity Management' (COMs) please visit www.easo.org



Contents

- 4** Why is it important to be part of World Obesity Day?
- 5** Five gold standard ideas
- 6** Getting started
- 8** Introduction to the five ideas
- 10** In-person hospital open days
- 11** Virtual hospital open days
- 12** Seminars for referring physicians
- 14** Media engagement
- 16** Adding obesity pages to your website
- 17** Social media
- 19** Additional support and inspiration
- 20** Final thoughts



Why is it important to be part of World Obesity Day?

1

Improve awareness and education

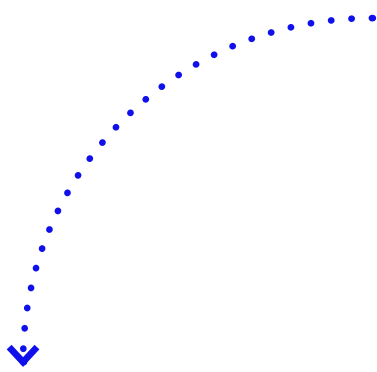
By participating in WOD, hospitals and clinics can take an active role in educating key stakeholders such as GPs and the general public about treatment options. Holding events and outreach activities is a great way to raise awareness and improve education around obesity, its consequences and the benefits of treatment.

2

Improve access to treatment for obesity and related diseases

Obesity is recognised as a chronic disease that requires long-term management by several national health organisations and the WHO. But it is not yet recognised by all countries. It is important that obesity is more widely recognised as a chronic disease as this will result in greater access to care and treatment.

Five gold standard ideas



Hospital open days



Seminars for referring physicians



Media engagement



Dedicated obesity pages on your website



Social media campaigns

Be guided by your resources

This guide presents five gold standard ideas for activities that you might like to initiate.

Each activity requires a different level of resources. We recommend that you choose the activities that best match your ambition level, access to resources and goals.

The five gold standard ideas have been tried by various hospitals and clinics across the EMEA region and have proven effective.

Estimated hospital resources	▲ ▲ ▲ ▲ ▲
Target group	<ul style="list-style-type: none">• Patients• Providers• Payers• Policymakers• Public
Supporting resources	<ul style="list-style-type: none">• Hospital PR/Comms

Each activity indicates the level of hospital resources required, the audiences to be targeted and which supporting resources may be needed.

Measuring success

When discussing and planning activities it's important to identify the success criteria up front. This can help determine if the initiative was worthwhile and what can be improved on for the next year.



Getting
started

Getting started

When to hold your event

World Obesity Day is held every year on March 4. To get the most value out of your WOD participation, we recommend holding your event on the day itself, in the lead-up to or immediately after the day. Aim for somewhere between the middle of February to the end of March.

Tip

Begin planning as far as possible in advance. This will provide you with the proper amount of time to plan around other hospital or city events, involve the right people and equipment, and to engage partners, the public and the press.

Branding

Make sure that whatever event you choose, WOD branding is clearly visible. This lends maximum credibility to your event, strengthens the impact of your messages and binds your activities to the overall goals of WOD. Download logos, vectors and templates for a variety of WOD-branded materials from the WOD Europe website www.woday.eu



Capture it with photos and video

Capturing photos and videos of your event is very important. These images can be shared on social media – both internally and externally, can be uploaded to your website, used in presentations, provided to the media, and used to showcase your hospital. It's the best way to generate as much interest as possible.

See more guidance on social media under gold standard activities and download the photo and video guide from the WOD website.

Take advantage of WOD and Medtronic resources

On the WOD website, you can find a range of resources you can use to help draw attention to your event, from messaging packs, logos, templates and press release drafts to fact sheets, Q&As and infographics. Please look under the menu headed 'Resources'. Medtronic may also be able to provide additional materials.

External collaboration

Collaborating with key individuals and organisations provides you with the opportunity to combine resources (and sometimes budgets) to drive even greater results. We recommend these collaborations:

Patient Ambassadors

WOD is a great opportunity to engage your patient ambassadors to tell their stories and educate the general public about effective treatment options. There is a range of activities patient ambassadors can be a part of in support of your WOD initiatives:

- Media interviews and photoshoots.
- Tell their personal story at WOD events.
- Be available for questions at WOD events.
- Be the subject of PR or social media stories.

EASO National Associations

Many of the National Obesity Associations affiliated with EASO and a network of more than 130 COMs (Collaborating Centres for Obesity Management) across Europe will be actively participating in World Obesity Day. Apart from providing opportunities to be involved in initiatives they are planning, these organisations can be an excellent source of expertise. They can also provide credible spokespeople and many of them have strong relationships with local and national media. For a full list of contacts, please visit www.woday.eu

Patient Organisations

Patient organisations have a strong desire to support and educate people living with obesity about both prevention and treatment. They are probably also the organisations that know the public audience the best, and know how to attract them to hospital events. The European Coalition for People living with Obesity (ECPO) www.eurobesity.org are one of the main organisers of World Obesity Day and can put you in touch with their affiliates in your country.



Introduction to the five ideas

Introduction to the five ideas



Hospital open days

To mark World Obesity Day, your hospital or clinic invites the public, the press and other important stakeholders to visit your facilities, meet the surgeons and staff, and learn more about your obesity treatments, including bariatric surgery. These open days can be in-person or virtual events.



Seminar for referring physicians

Your hospital invites any local physicians who support patients living with obesity to learn more about its causes and consequences and the efficacy of bariatric surgery.



Social media

Social media is an excellent way to get the word out about WOD and your WOD events. Use it as a tool to create awareness about obesity treatments and to attract the public, policymakers and the press to your activities.



Add dedicated obesity treatment pages on your website

If your hospital or clinic website does not already have pages dedicated to obesity treatment, World Obesity Day offers ideal timing to do so.



Media engagement

Using WOD as a hook, your hospital reaches out to the local media with patient success stories and other stories about people with obesity. The goal is general education, reducing stigma and to create awareness of prevention and treatment.



In-person hospital open days



Open your facilities to the public and offer tours, services and information about weight management and obesity treatment. Open days are good occasions for people to meet in a group or one-on-one basis with hospital specialists to find out more about treatment options.

Estimated hospital resources	▲ ▲ ▲ ▲ ▲
Target group	<ul style="list-style-type: none">• Patients• Providers• Payers• Policymakers• Public
Supporting resources	<ul style="list-style-type: none">• Hospital PR/Comms

Which activities could we include?

Health checks

Offer a comprehensive health check and talk to people about what the results say about their health and how it may need to be improved.

BMI checks

Give the public the opportunity to understand their body mass index and how it relates to their current health status.

Patient ambassador activities

Arrange presentations, press conferences or 1:1 discussions that allow patient ambassadors to tell their stories to potential patients.

Presentations, workshops, lectures

Invite the public to be educated about bariatric surgery and other topics related to weight loss.

Patient seminars

Give potential patients the opportunity to get in-depth knowledge about bariatric surgery and understand whether it's the right treatment option for them.

Tours of operating theatres, pre- and post-surgery facilities

Lead the public through these important facilities and educate them on procedures and tools used in relation to the surgery.

Consultations

Give the public the opportunity to sign up for a consultation on obesity and the treatments that are available to them.

Equipment demonstrations

Give people the chance to see and understand the surgical equipment and how it is used safely.

Social media engagement

Use social media to attract people to the open day and share key moments from the day's events in real time.

Local media engagement

Invite the press to cover the open day and any related activities.



Virtual hospital open days



If your hospital or clinic is unable to hold in-person open days, an alternative could be to arrange a “virtual” online open day.

Although not such a personal experience, it can be an effective way to showcase your facilities, at the same time as providing an engaging learning experience for members of the public, healthcare specialists, carers and healthcare decision makers.

A virtual event could even attract more interest and attendance from people who are unable or unwilling to travel, or who prefer anonymity.

It can be as simple or elaborate as you wish to make it.

- A video tour of your hospital and obesity treatment facilities, introduced and narrated by one of your clinicians.
- A public webinar, presented by your team and patient advocates, for people to learn more about obesity and its consequences.
- A series of short video interviews featuring your key staff talking about obesity management, treatment and care.

For an elaborate version you might want to consider engaging a specialist company who produce 3D and virtual reality experiences.



How to get started

1. Set the date

Be sure to consider public holidays and other city or hospital events. Use a calendar matrix to get an overview.

2. Choose a location within the hospital

Be sure it has enough space, the right furniture and enough power sources to support your activities.

3. Draft an agenda

Based on which activities best support the event goals, begin brainstorming speakers, presenters and hospital tours. Don't forget to schedule time for breaks and discussions.

4. Book the required staff and AV equipment

Try to book people as soon as possible to ensure that contributors still have time in their schedules.

How to attract contributors and attendees

1. Develop the key message

Be sure to highlight what's in it for them. This will depend on your target group.

2. Tell a story

Use a patient ambassador, celebrity or surgeon to show what successful obesity treatment looks like.

3. Don't forget important details like date, time and place.

4. Include a call to action:

- 'Call us to reserve a seat.'
- 'Sign up for a free tour of the hospital!'
- 'Book your free seat here.'

How to spread the word

5. Posters

Around the hospital, other healthcare centres, GP surgeries and the city.

6. Social media

Facebook and Instagram campaigns featuring photos and videos.

7. Facebook ads or Google AdWords

Paid online advertising aimed at the relevant target group.

8. Media

Place ads in local newspapers and send out press releases.

Seminars for referring physicians



Seminars for referring physicians go hand in hand with World Obesity Day. The goal of these seminars is to enhance knowledge about the causes and consequences of obesity and to solidify bariatric surgery as an accessible treatment option.

Holding physician seminars within the context of WOD gives them added credibility.

Estimated hospital resources	▲ ▲ ▲ ▲ ▲
Target group	• Providers
Supporting resources	• Hospital PR/Comms

These can also be online events

Like virtual open days, these seminars could also be held online rather than in-person. There are numerous online webinar tools available but we suggest you use one like Zoom (zoom.us/webinar) that includes the possibility to invite, register and keep track of participants, as well as for participants to ask written and verbal questions.

Physician seminars can:

- Help strengthen relationships with local physicians and GPs.
- Cement connections with existing customers.
- Provide valuable instruction for healthcare professionals.
- Help remove stigma around obesity.

What is the typical format?

A physician seminar is often a short meeting at the end of the day where the key members of the hospital multi- disciplinary team give a presentation introducing bariatric surgery, explaining recent developments in the field and introducing the hospital's offerings. However, the format could be easily adapted to suit your local market.

What materials could be included

- PowerPoint presentations – both to present and to share afterwards via email.
- Handouts with important information you would like attendees to take away, for example:
 - Prints of slides.
 - Contact information for contributing staff.
 - Reprints of articles referred to during the seminar.
 - Patient brochures.



Seminars for referring physicians

How to arrange a seminar

1. Set the date.

Be sure to consider public holidays and other city or hospital events.

2. Draw up a speaker list.

Choose speakers who directly support your goals.

3. Draft an agenda.

Don't forget to schedule time for breaks and discussions.

4. Find a suitable location.

Be sure it has enough space, the right furniture and the right AV equipment.

5. Decide how physicians should sign up for the seminar.

6. Create prints ads or posters or send out invitations accordingly.

7. Follow up with attendees afterwards to keep the dialogue going.

Tips & tricks

- Consider the best way to invite the audience: print ads in physician publications or direct mail (by post or email) if your hospital has the relevant contact information.
- Be sure to include a call to action and an email address for more information.

INVITATION

Sign up for Bariatric Hospital's physician seminar on weight loss surgery

Dr John Smith
3350 Main Street
53223 Townsville

30 May 2017

Dear Dr Peterson,

Sign up for Bariatric Hospital's physician seminar on weight loss surgery.

Obesity is a serious health issue, and the increasing number of co-morbidities makes finding effective solutions to the obesity problem paramount.

On 1 August 2017, Bariatric Hospital is hosting a free seminar at our clinic for hospital and family physicians. The keynote speaker will be our chief surgeon, Dr John Smith, who will be presenting the latest findings within bariatric surgery, including the impact of bariatric surgery on patients with type 2 diabetes.

The seminar takes place at Clinic Street 7, 87465 Townsville at 5.00-7.00 p.m. Please visit: bariatrichospital.com for more information and to sign up, or simply complete the attached reply card – the postage is prepaid.

We look forward to hearing from you.

Kind regards,

Lisa Brown, Chief Nurse
Bariatric Hospital
Tel.: (55) 1234 5678
Email: lisa@bariatrichospital.com

Feel free to call or write should you have any questions.



REPLY CARD

NAME																			
WORKPLACE																			
TEL.																			
EMAIL																			

Sign me up for the free physician seminar on 1 August.

You are also welcome to register at signup@bariatrichospital.com or on fax: (55) 2345 6789.



Media engagement



World Obesity Day provides an excellent hook for getting the media to talk about obesity. Any subjects connected to the treatment of obesity will be of interest, and your hospital will be able to provide education around obesity and its consequences, as well as effective treatment options and advice on reducing stigma.

Estimated hospital resources	▲ ▲ ▲ ▲ ▲
Target group	<ul style="list-style-type: none">• Patients• Providers• Payers• Policymakers• Public
Supporting resources	<ul style="list-style-type: none">• Hospital PR/Comms• EASO national associations• Patient associations

What materials/activities could you include?

- Press releases.
- Press conferences.
- Provide newspapers with articles for publication.
- Offer radio and TV programmes the opportunity to interview hospital multidisciplinary teams.
- Newsletters published by your hospital and health insurers.



Three steps to engaging

1. Define your PR strategy

The media loves real stories about real people. Use real patient cases that are strong, emotional and powerful – someone people can relate to. Use a combination of quotes, storytelling and facts from other sources to bring the story to life.

- **Set objectives for your WOD media campaign.**
- **Create your key messages.**
- **Define tactics:**
 - Recruit patient cases and draft the stories into interesting story angles.
 - Contact key media and brief them on key messages and story angles.
 - Drive journalists to the WOD website for more information.
 - Secure endorsements from key opinion leaders to establish credibility.
 - Host a press event at the hospital and present the latest research in bariatric surgery.
- **Set up one-to-one briefings with key healthcare journalists.**

2. Develop interesting story angles such as:

- **Patient case** – A story with a strong emotional appeal.
- **A local angle** – Describes how the local community will benefit.
- **Innovation** – Presents research, awards, new procedures, reduction in mortality rates, etc.
- **Consequence** – Relates a group or organisation to an existing news event, usually describing how it's been affected by an announcement.
- **Timing** – Relates a particular story to a specific region or event, such as a holiday or season.

3. Create a press release or host a press conference

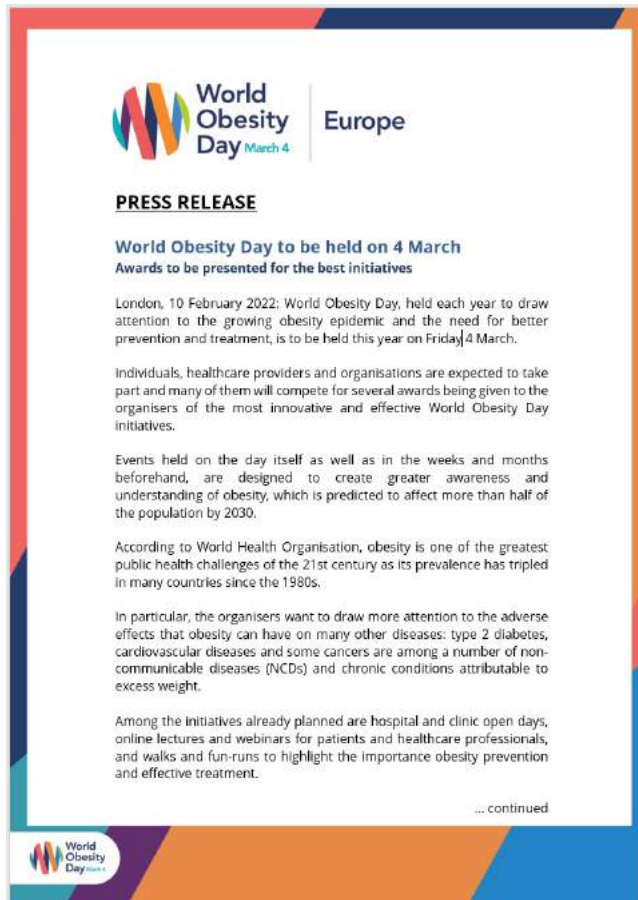
Press releases

Journalists prefer single-page press releases. If a story is good, the journalist will be in contact for more information. Paste the headline (key message) at the beginning of the email and/or provide a summary of the story in less than 20 words.

Press conferences

A press conference allows you to give more information than a press release, and you can answer questions from the press – giving you the opportunity to make a bigger impression. And, if you play your cards right, you could secure a feature spot on the local TV news. Should your hospital have a dedicated PR team, don't forget to reach out to them for support.

Media engagement



Example of press release

How to prepare for a press conference

Define the message and plan to summarise it in three to five key points

Schedule the time and date – Tuesdays, Wednesdays and Thursdays are best as they are considered slower news days. Shoot for between 10:00 and 11:00 a.m. to ensure maximum coverage by the media.

Choose a site

Be sure it provides visual interest and relationship to your key message, such as the hospital or parliament building. Pick a place that is not too far for reporters to travel and is relatively free of background noise.

Select and train your speakers

Physicians, surgeons, and patient ambassadors make great speakers. Be sure they are trained in answering press questions.

Contact the media

Start by creating a list of news directors at TV and radio stations. Send emails announcing the press conference. Call to follow up.

Prepare a press advisory

Similar to a press release, a press advisory contains more background information. Send this to your media contacts one week ahead of time to follow up.

Develop a press kit

This is a folder of information to give to reporters about WOD.

The press kit should contain the following:

- A list of press conference participants
- A press release stating your hospital's position on the issue
- Background information on the issue
- A few high-resolution photographs
- Short biographies of participants
- Related news stories from prestigious publications



Adding obesity pages to your website

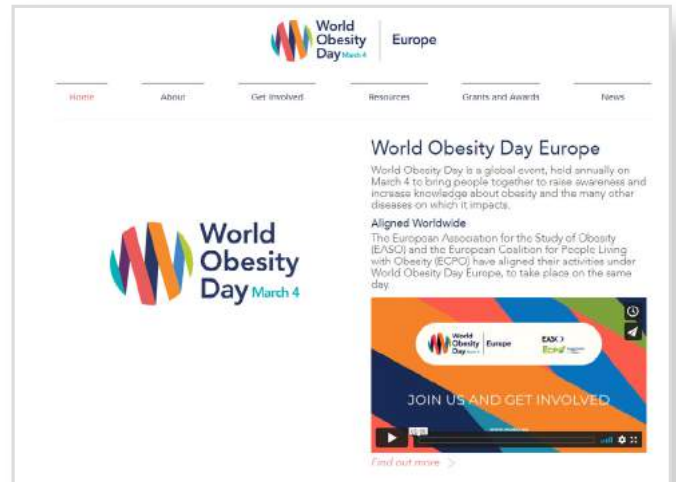


Your support for World Obesity Day presents an ideal opportunity to update your hospital or clinic website with more information about the importance of weight management and obesity treatment.

You can use WOD as the occasion to draw attention to your updated pages through the media and social media, and to inform all your staff and patients via internal newsletters, posters and even paper placemats in your canteens and patient catering trays. There are very colourful WOD designs you can use in the resources section on the www.woday.eu website.

Useful tips

- Use patient friendly language.
- Provide clear navigation to ensure people can access the information they need.
- Make sure it is clear how to contact someone from the hospital team.
- eurobesity.org/peoplefirst/how-to-support-people-first/



Apart from information about the obesity care and treatment you offer, your website could also include sections on:

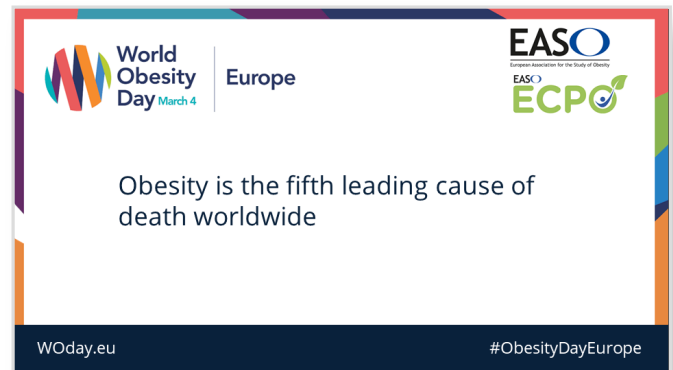
- The importance and advantages of maintaining a healthy weight.
- The many other diseases affected by obesity.
- How to seek help to maintain a healthy weight.
- The top five things you should be asking your GP.
- The choice of treatment available.
- Bariatric surgery: What's involved and is it suitable for me?
- Links to more sources of information on weight and obesity.
- Examples of a healthy diet.



Social media



The weeks leading up to World Obesity Day and the day itself provide the ideal opportunity for your hospital to use Twitter, Facebook, LinkedIn and Instagram to inform and engage the public and key target audiences. The goal is to create an interest in learning more about obesity and obesity treatment, to reduce stigma and to help improve understanding.



Estimated hospital resources	▲ ▲ ▲ ▲ ▲
Target group	<ul style="list-style-type: none">• Patients• Providers• Payers• Policymakers• Public
Supporting resources	<ul style="list-style-type: none">• Hospital PR/Comms



Live sharing

Social media is an excellent stand-alone activity, and it can be an effective supporting activity for the other four gold standard activities. We recommend sharing photos and key moments or takeaways from your events in real time – for example, pictures of event speakers and a quote or a picture of a patient receiving a health check. This gives the wider world a good feeling for your events and helps reinforce the event's important messages.

Ideal social media stories

- Key takeaways in real time.
- Patient success stories.
- Stories of people struggling with obesity and searching for treatment options.
- Key facts about the causes and consequences of obesity.

What materials could it include?

We suggest you use a combination of existing WOD materials, hashtags and tweets [#WorldObesityDay](#) and [#ObesityDayEurope](#) as well as the hashtags and Twitter handles of your hospital or clinic. You can find a wealth of materials under 'Resources' on the WOD website www.woday.eu



Social media

How to get started

1. Make a social media strategy and messaging plan

Map the audience

Become familiar with which social media they use. Are they using traditional social media, such as Facebook, Twitter or LinkedIn? Which blogs do they read? Gather the research in a spreadsheet and analyse it for later use.

Identify case persons

Who is talking about the benefits of a procedure or posting news about data? Check the size of their following and read the comments they receive. The case person can be approached and asked if they would be willing to comment on a news piece.

Influencers

Are there certain people talking 'louder' than others? Peer-to-peer communication is more credible than other types.

Content

Plan the content of a story beforehand and make sure to know exactly which content may be shared. Always refer to the target audience and objectives when deciding which content to focus on.

Write it

When writing for this type of outlet, keep it simple, brief and well-edited. The style on social media is personal, direct and short. Any text written for social media should be the same.

Sources

Include #hashtags and @names of people. If a key opinion leader is used for quotes, a reference to his/her social media profile is expected. If there is reference to data, a link to the full data source should be included.

Make it visual

Photos, videos and links to other sources are the most effective. This will increase the number of views the post receives. The use of video has been proven particularly effective when distributing a news piece. See below for more information on how and why to use video.

Check

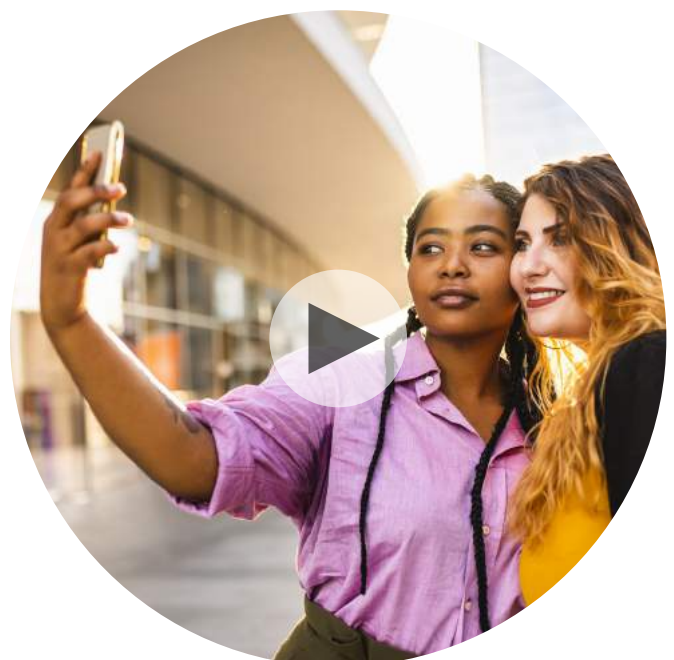
Double-check everything: that the story is valid, is well-written and that sources are linked.

2. Create video news releases (VNRs)

A complicated message can be communicated directly to end-users through any website or social media channel, bringing both life and image to a story. VNRs are perfect for WOD campaigns as they can feature soundbites from key opinion leaders, hospital personnel and patients, connecting their stories to upcoming WOD events.

3. Monitor the story

It is important for someone with social media skills to monitor news and stories effectively. This helps you know which stories to plug into and can help you measure the effectiveness of your posts. Stories can be monitored using tools like Google Alerts or Twitter Advanced Search.



Additional support and inspiration



Various other activities can support your gold standard activity – or you can try another activity that you may already have experience with. Here are some additional ideas:

1. Patient seminars

Patient seminars give potential patients an opportunity to get in-depth information about bariatric surgery and ask questions to post-op patients, surgeons, nurses and other specialists. The target group includes people who are overweight or have obesity and are exploring bariatric surgery as a treatment option. Perhaps they have been referred by their GP. This group may include friends or family members.

2. Outreach to your healthcare network

A strong network creates an effective referral loop. World Obesity Day is an excellent opportunity to get in contact with hospital physicians, nurses, local GPs, pharmacists, nutritionists, physiologists, chiropractors and other healthcare providers that work regularly with people with obesity. The goal is to create a dialogue related to WOD.

3. Raise public awareness with a WOD run/walk

Your hospital can sponsor or promote an obesity run/walk to celebrate WOD. You can invite patients, key opinion leaders, policymakers and other important stakeholders to participate. The route could lead to a symbolic location such as your national parliament. The goal is to draw attention to the need for everyone with severe obesity to have access to safe and effective treatment in parallel to robust prevention strategies.





Final thoughts



World Obesity Day is a fantastic opportunity to build on your current activities. Not only does it give you the possibility to combine forces with a variety of influential obesity-dedicated organisations, but it also offers exciting opportunities to amplify your success stories.

The value you can generate through WOD is significant, and so we hope you can take inspiration from the activities in this guide to help you to meet your objectives.

These materials are provided as general guidance and only for informational purposes and do not constitute medical or legal advice. By using any of these materials you agree to be responsible for any liability that may flow from the use of these materials; that you have taken such steps as may be necessary to ensure that your use of the materials applies with applicable laws and regulations of the country you intend to use them in; and that any statements used are accurate and appropriate for use having regard to your institution or practice.

Photo credit: Getty Images and Shutterstock

Medtronic

© 2021 Medtronic. Medtronic, Medtronic logo, and Engineering the extraordinary are trademarks of Medtronic. TM* Third-party brands are trademarks of their respective owners. All other brands are trademarks of a Medtronic company. EMEA-NA-2100198 - 21-weu-omh-wod-guide-2021-5932076

medtronic.com/covidien/uk