

PRESS RELEASE

March 1, 2024

World Obesity Day takes place on Monday, March 4

World Obesity Day Europe, held each year to draw attention to Europe's growing obesity epidemic and the need for better prevention and treatment, will take place on Monday, March 4.

The European edition of the global event – World Obesity Day Europe – is held annually to draw attention to Europe's growing obesity epidemic and the need for better prevention and treatment.

Within the umbrella theme, Addressing Obesity Together, participants organise events ranging from free health check-ups and healthy eating advice to holding virtual open days at hospitals and treatment centres. Information and training workshops are also held for patients and healthcare professionals.

The campaign, part of the global World Obesity Day, is an initiative of the European Coalition for People Living with Obesity (ECPO). People from all walks of life participate to create greater awareness and understanding of obesity.

The [World Obesity Atlas 2024](#), published by the World Obesity Federation, predicts that the prevalence of overweight and obesity in the WHO European region will reach 71% by 2035.

Of the 41 million adult deaths worldwide each year due to non-communicable diseases (NCDs), 5 million are driven by high BMI (≥ 25 kg/m²). Nearly 4 million of these are from diabetes, stroke, coronary heart disease and cancer alone.

In particular, ECPO 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. Reducing obesity prevalence and improving its management will substantially benefit health services and improve the likelihood of meeting global targets for tackling NCDs in adults. This will ensure better health for future generations.

Numerous World Obesity Day Europe events will take place at national and local levels and will be publicised extensively on social media @ObesityDayEU and #WODEurope on X (Twitter).

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Among them are online conferences, lectures and discussions in Czechia, Germany, and Sweden, as well as in-person events in Luxembourg, Hungary, and Portugal.

In Italy, chefs are working with healthcare and dietary specialists to hold cookery workshops for people living with obesity.

Podcasts are being broadcast in Ireland, Slovakia and Belgium. In Portugal, an educational children's book on obesity is being launched for distribution to schools, and scientific workshops on obesity and mental health are planned.

"Listening to those with the lived experience is extremely important as we continue to address obesity," says Dr Kremlin Wickramasinghe, Regional Adviser for Nutrition, Physical Activity and Obesity, Special Initiative on NCDs and Innovation, WHO Regional Office for Europe. "Seeing so many organising World Obesity Day initiatives is very encouraging."

The ECPO image bank of photographs continues to be expanded and updated in collaboration with more than 30 patient organisations across European countries.

The image bank has been created to help change people's attitudes to overweight and obesity. It consists of more than 600 professionally taken photographs to support editors in selecting less stigmatising images for use in newspapers and magazines.

Further details on World Obesity Day and where to find more information on obesity and obesity prevention and treatment are available on the World Obesity Day Europe website: www.woday.eu.

The following hashtags are used on social media: #WODEurope, #WorldObesityDay, and #AddressingObesityTogether.

For further information, please contact Mario Silva (mario@euroobesity.org) or Vicki Mooney at ECPO (vicki@euroobesity.org) Tel: +34 687391566 . For further information on World Obesity Day Europe, please see <https://woday.eu/>; and on ECPO <https://euroobesity.org/>

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