



Official Participant

## Report Template for EU Events at EXPO

Event Title :	A call to action on Obesity	Date:	6 June 2015
Event Organiser:	European Association for the Study of Obesity (EASO), the Italian Society for the Study of Obesity (SIO) and the Center for Study and Research on Obesity (CSRO) of University of Milan		
Event Target Group:	Experts and special interest groups working in the field of obesity, and delegates of the diverse countries present in EXPO.		
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### Event Concept

Scientific workshop followed by the formal presentation of the [2015 EASO Milan Declaration](#): A Call to Action on Obesity. It is important to note that the Milan Declaration featured a Call to Action from the medical section of EASO but also a Call to Action from the EASO patient Council. The workshop was designed to highlight the impact that overweight and obesity have on individuals, society and healthcare systems. It highlighted opportunities for the medical/scientific community and promoted discussion and networking between the experts and special interest groups attending. The agenda was:

Welcome by Paola Testori Coggi, Former Director General Health and Consumers, European Commission (Italy)

Welcome by Maurizio Martina, Minister, Ministero delle Politiche Agricole, Alimentari e Forestali (Italy)

Welcome by Claudia Sorlini, President of the Expo 2015 Scientific Committee (Italy)

Welcome by Gianluca Vago, Dean of the University of Milan (Italy)

Welcome by EASO, SIO and CSRO

G Frühbeck (Spain), E Woodward (UK), P Sbraccia (Italy) and M Carruba (Italy)

Keynote Presentation: Obesity, the gateway to disease

P Sbraccia (Italy)

What does Obesity mean to me?: 3 presentations from the EASO Patient Council

Angela Ferracci (Italy)

Christina Fleetwood (Sweden)

Mieke van Spanje (Netherlands)

Keynote presentation

The need for a paradigm shift in obesity management: G Frühbeck (Spain)

WHO presentation

F Branca (Switzerland)

Panel Discussion: Working together to develop solutions

Summing up and Close

### Expected Outcomes

The event was organised in order to formally launch the EASO Milan Declaration, drawing attention to and soliciting support for the recommendations in the Call to Action and Patient Council Statement. Attendees were key stakeholders including EU Institutions, the WHO, scientific, medical and public health experts with an interest in obesity, patient representatives and media.

### Main Conclusions

The meeting incorporated presentations from scientific experts and patient advocates, and allocated significant time to discussion sessions. Many stakeholders participated in these discussion sessions.

It was reported that obesity is a progressive disease in itself, impacting severely on individuals and society alike, and also the gateway to many other disease areas, including most NCDs (Non Communicable Diseases). Obesity plays a central role in the development of a number of risk factors and chronic diseases like hypertension, dyslipidaemia and type 2 diabetes mellitus inducing cardiovascular morbidity and mortality, cancer and neurodegenerative diseases. If obesity is prevented and appropriately managed, we can block a major supply route to ill health. Obesity should therefore be viewed as one of the primary targets for current efforts to combat the increasing NCDs epidemic.

It was presented that to address this situation, obesity should become a top priority, with increased commitment for concerted, coordinated and specific actions. A comprehensive, sustainable and pro-active strategy to deal with the challenges posed by the obesity epidemic is urgently needed. Encouraging the development and implementation of programmes for prevention, early diagnosis and treatment is mandatory. It is clearly imperative that obesity, as a disease and as a gateway to NCDs, is targeted as an area for immediate action and priority for research, innovation and action.

### What follow-up actions emerged from this event?

The event and the Milan Declaration were widely reported in Italian and European media, and widely disseminated via EASO social media and communications channels. The Milan Declaration was distributed in all EASO member countries and translated into three languages (Dutch, Polish and Czech). EASO reported the content of and messages from the declaration to WHO and the EU Commission (DG Santé) as specific follow up actions, and the content of the Milan Declaration drives ongoing EASO messaging (European Obesity Day) and actions (stakeholder collaborations, HCP training, patient advocacy, media education and policymaker support).