



Media advisory EURO/17/06
London, Copenhagen, 31 October 2006

PRESS CONFERENCE

PREVENTING THE OBESITY EPIDEMIC IN EUROPE.

A PRELIMINARY MEDIA BRIEFING ON THE WHO EUROPEAN MINISTERIAL CONFERENCE IN ISTANBUL (NOVEMBER 15-17) TO ADOPT THE EUROPEAN CHARTER ON COUNTERACTING OBESITY.

WHEN *Thursday, 2 November 2006, at 10.30 a.m.*

WHERE *The Council Room, One Birdcage Walk, Westminster, London, SW1H 9JJ.*
(Institution of Mechanical Engineers - for a map and directions please refer to <http://www.imeche.org.uk/1bcw/location.asp>)

WHAT *European Health ministers are to finalise the first WHO ministerial charter on obesity.*
WHO will outline the importance of the charter and will provide an overview of recent policy developments in nutrition, physical activity and the prevention of obesity, highlighting some of the government actions already underway, as the latest WHO estimates warn of major increases in overweight and obesity with almost 150 million Europeans aged 15 and over becoming obese (BMI \geq 30) by 2010 – compared to 125 million in 2002. Childhood obesity levels are set to reach one in 10 across the WHO European Region by 2010 – almost double the level found in surveys from a decade ago.

WHO The press conference organized by the WHO Regional Office for Europe, with the assistance of the International Association for the Study of Obesity. The following panellists will talk to the press:

- **Dr Francesco Branca**, Advisor on Nutrition and Food Security, WHO Regional Office for Europe;
- **Professor Philip James**, chair of the International Obesity TaskForce of the International Association for the Study of Obesity and chair of the Presidential Council of the Global Prevention Alliance;
- **Mr Neville Rigby**, Director of Policy and Public Affairs, International Obesity TaskForce/International Association for the Study of Obesity, and coordinator of the European Childhood Obesity Prevention Alliance.

MORE INFORMATION ONLINE: [HTTP://WWW.EURO.WHO.INT/OBESITY/CONFERENCE2006](http://www.euro.who.int/obesity/conference2006)

CONTACTS AND ACCREDITATION – SEE OVERLEAF

MEDIA CONTACTS:

WHO Regional Office for Europe: Ms Liuba Negru, Press Officer, office +45 39171344, mobile +45 20459274; e-mail LNE@euro.who.int and Ms Faith Kilford, Communications Officer, office +45 39171550, mobile +45 20459273; e-mail FKI@euro.who.int

International Association for the Study of Obesity: Mr Neville Rigby, Director of Policy and Public Affairs, International Association for the Study of Obesity, 231 North Gower Street, London NW1 2NR; tel: +44(0) 2076911902, fax: +44 (0) 8707051233, mobile: +44 (0) 7939250347, www.iaso.org / www.iotf.org / www.preventionalliance.net

ACCREDITATION

Correspondents wishing to attend the press conference should return the form below to:
LNE@euro.who.int

PRESS REGISTRATION FORM

WHO Regional Office for Europe
Press and Media Relations Unit
Scherfigsvej 8, 2100 Copenhagen, Denmark
Email: LNE@euro.who.int
Tel. (45) 39 17 13 44, 39 17 15 50 and 39 17 13 97
Fax. (45) 39 17 18 80

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