

PRESS RELEASE

“Irish Men & Obesity” Podcast Launch on World Obesity Day Europe March 4th

Obesity organisations, healthcare providers, and people living with obesity across Europe are participating in World Obesity Day, which takes place on Monday, March 4th.

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 and is an initiative of the European Coalition for People Living with Obesity (ECPO).

For World Obesity Day 2024 on March 4th the **Irish Coalition for People Living with Obesity (ICPO)** are launching their podcast “**Irish Men & Obesity**”.

This podcast features the lived personal experiences of five Irish men, and is also joined by Professor Donal O’Shea, HSE Clinical Lead for Obesity. The aim is to close the gap between the 70% of women seeking help for their obesity, compared to only 30% of men.

“With the statistics showing that men are not as likely as women to seek help for obesity, this podcast from ICPO we know will raise awareness of the importance of understanding why this needs to change.

*Everyone deserves equitable access to treatment, but also everyone needs to understand there is no stigma attached with looking for that care”- **Professor Donal O’Shea***

The societal costs of adult obesity in Ireland are estimated to be €1.13 billion annually, €450 million of which is direct healthcare costs (*13) and 85,000 children of this generation are expected to die prematurely due to the impact of overweight and obesity on health. (*16)

* <https://www.hse.ie/eng/about/who/healthwellbeing/our-priority-programmes/heal/the-healthy-eating-active-living-implementation-plan-2023-2027.pdf>

*“When listening to the other volunteers on this podcast I identified with everything they said which I hadn’t thought to share. I hope we can raise awareness to help encourage men to seek help earlier in life for their obesity.” – **Gerry Barrett, ICPO***

More ...

The World Obesity Atlas 2023, published by the World Obesity Federation, predicts that the global economic impact of overweight and obesity will reach more than €4 trillion annually by 2035 if prevention and treatment measures do not improve.

One in four people (nearly 2 billion) will have obesity.

Childhood obesity could more than double by 2035 (from 2020 levels).

According to the World Health Organization, obesity is one of the greatest public health challenges of the 21st century. It is one of the key risk factors for many non-communicable diseases (NCDs).

Follow on social media and find further information here:

World Obesity Day Europe Website:

www.woday.eu.

ICPO website

www.icpobesity.org

ECPO website

www.eurobesity.org

The Association for the Studies of Obesity Ireland

www.asoi.info

X (Twitter) [@ICPObesity](https://twitter.com/ICPObesity) [@ObesityDayEU](https://twitter.com/ObesityDayEU) [@ECPObesity](https://twitter.com/ECPObesity) [@ASOIreland](https://twitter.com/ASOIreland)

The following hashtags to follow on social media:

#WODEurope #WorldObesityDay #AddressingObesityTogether

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Please note: ECPO has an image bank of more than 600 professionally taken photographs of people living with obesity from different European countries, including Ireland.

They are free to use by the media and are available to support editors in selecting less stigmatising images.

The library can be viewed, and high-resolution photos downloaded from the ECPO Media Centre: <https://ecpomediamedia.org/>

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