

EuroPharm Forum Training Seminar Making it Happen – New Practical Approaches to WHO Priorities

Hillerød, Denmark
14-15 February 2007

Introduction to Workshop on Obesity: Preventing, Controlling and Managing Obesity Ivana Silva

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Preventing, Controlling and
Managing Obesity
What can Pharmacists do?

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Overview

- An EU perspective on Obesity
- Health Promotion and Disease Prevention – healthy diets and physical activity
- Treatment and Management of Obese Patients



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Community Action in the Field of
Public Health (2003 – 2008)

- Objective: to promote health and prevent disease through addressing health determinants **across all policies and activities** (...) by preparing and implementing strategies and measures on **life-style related health determinants, such as nutrition and physical activity**




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Obesity in the Political Agenda

- **February 2007** – MEP adopted a report, entitled "Promoting healthy diets and physical activity"
- **January 2007** – The European Commission proposal for wide-ranging reforms to the Common Market Organisation for fruit and vegetables
- **November 2006** – European Charter on counteracting obesity, WHO European Ministerial Conference on Counteracting Obesity (Istanbul, Turkey, 15–17 November 2006)
- **September 2006** – Report on the Contributions to the Green Paper
- **December 2005** – European Commission Green Paper "Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases"
- **March 2005** – European Platform for Action on Diet, Physical Activity and Health





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State of Play at EU level

- **Fact:** Unhealthy diets and lack of physical activity are the leading causes of avoidable illness and premature death in Europe, and the rising prevalence of obesity across Europe is a major public health concern.
- **Fact:** Across the EU, 14 million children are estimated to be overweight and a further three million classed as obese. In some states already half of the adult population are overweight and between 20 to 30 percent of them are obese.





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State of Play at EU level

- **Fact:** Up to 27% of men and 38% of women are obese in some parts of the EU. The number of overweight children is also growing rapidly, currently rising by 400 000 a year.
- **Fact:** Obesity contributes to a number of serious illnesses most notably heart disease, type-2 diabetes, hypertension, stroke and certain types of cancer. Poor nutrition and insufficient exercise are among the leading causes of avoidable death in Europe.



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State of Play at EU level

- **Fact:** It is estimated that 7% of healthcare costs in the EU are linked to obesity and related illnesses.



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State of Play at EU level

- Tackling overweight and obesity therefore is not only **important in public health terms**, but will also **reduce the long-term costs to health services and stabilise economies** by enabling citizens to lead productive lives well into old age.



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State of Play at EU level

- Fact:** the promotion of healthy diets and physical activity has the potential for reducing the risk for a number of diseases and conditions, such as obesity, hypertension, heart disease, diabetes, stroke, osteoporosis and certain forms of cancer and in addition considerably improving the quality of life



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State of Play at EU level

- Fact:** obesity is a multi-causal condition which requires a comprehensive preventive approach, including multi-stakeholder efforts at local, regional, national, European and global levels



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Structures and Tools at Community Level

- European Platform for Action on Diet, Physical Activity and Health
- European Network on Nutrition and Physical Activity
- Health across EU policies
- The Public Health Action Programme
- European Food Safety Authority (EFSA)

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/nutrition_en.htm



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Areas for Action

- Consumer information, advertising and marketing
- Consumer education
- A focus on children and young people
- Food availability, physical activity and health education at the work place
- **Building overweight and obesity prevention and treatment into health services**
- Addressing the obesogenic environment
- Socio-economic inequalities
- Fostering an integrated and comprehensive approach towards the promotion of healthy diets and physical activity
- Recommendations for nutrient intakes and for the development of food-based dietary guidelines




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Areas for Action

- **Training health professionals about the impact of nutrition and physical activity on health either during their professional and/or post graduate training.**
- Importance of a multi-policy or a multi-strategy approach in prevention overweight and obesity.
- Special focus on children and youth.
- Education is an essential part of the overweight prevention approach.

EC Green Paper "Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases"



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Areas for Action

- Health promotion should be given by all health care providers (...) in particular, in the primary care because it is easily accessible.
- Forming multidisciplinary working groups, using clear referral pathways, better use of nutrition and physical activity specialists, and **improved cooperation between health centres** (hospitals, nursing homes etc.).
- Lifestyle advice should be incorporated in the treatment of a disease or as part of rehabilitation.
- The **health care setting can be used for media campaigns** for the general population or high risk groups and the health care setting can be used **for screening of obesity and early identification of cardiovascular risk factors.**



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Promoting Physical Activity




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Promoting Healthy Diets



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Informing and Counselling on Medicines and Treatments

- Dieting and exercise alone are not always sufficient to ensure durable weight loss
- Medical treatment
 - Weight-loss medicines
 - Surgical procedures




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What Pharmacists should know about Obesity

- What is obesity?
- How common is obesity?
- What are the serious obesity-related diseases?
- What causes obesity?
- When is obesity dangerous?
- How is obesity treated?
- When is medical treatment necessary?
- How to maintain weight after weight loss?
- Which medicines may be used for medical treatment?



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What Pharmacists should be able to explain

- **Medication Treatment**
 - Single drug treatment
 - Combined drug treatment
- **Potential Benefits of Medication Treatment**
- **Potential Risks and Concerns When Considering Medication**
 - Potential for Abuse or Dependence
 - Development of Tolerance
 - Reluctance to View Obesity as a Chronic Disease
 - Side Effects





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What Pharmacists should be able to perform

- Screening for obesity
- Management and monitoring of patients undergoing specific treatment for obesity
- Management and monitoring of obese patients with other chronic diseases
 - Early detection of cardiovascular risk (e.g.)
- Signposting to other specialists and patient groups

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Preventing, Controlling and Managing Obesity What can Pharmacists do?

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Prescription Weight-Loss Medications

Generic Name	Brand Name
Dexfenfluramine	Redux (withdrawn)
Diethylpropion	Tenuate, Tenuate dospan
Fenfluramine	Pondimin (withdrawn)
Mazindol	Sanorex, Mazanor
Orlistat	Xenical
Phendimetrazine	Bontril, Plegine, Prelu-2, X-Trozin
Phentermine	Adipex-P, Fastin, Ionamin, Oby-trim
Sibutramine	Meridia




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Commonly Asked Questions About Weight-Loss Medications

- Can medications replace physical activity or changes in eating habits as a way to lose weight?
- Will I regain some weight after I stop taking weight-loss medications?
- How long will I need to take weight-loss medications to treat obesity?
- What dosage of weight-loss medication would be right for me?
- I only need to lose 10 pounds. Are weight-loss medications appropriate for me?
- How will I be evaluated to determine if I am an appropriate candidate for weight-loss medication?
- What other medical conditions or medications might influence my decision to take a weight-loss medication?
- What type of program will be provided along with the medication to help me improve my eating and physical activity habits?



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