

2023-2025 Strategic Plan



European Association
for the Study of Obesity

Overview



This document will outline EASO's strategic aims and objectives for the period 2023-25, with long-term objectives up to 2030, and will outline the actions across all EASO work streams required to achieve them.

EASO Mission and Vision

○ **EASO Mission:**

To improve health outcomes across society, EASO empowers, advocates and educates our members to research, prevent, diagnose, treat and manage the chronic disease of obesity.

○ **EASO Vision:**

Identifying and solving the challenges of obesity through collaborative action with multidisciplinary stakeholders underpinned by a strong scientific understanding.

○ **EASO Values:**

Obesity covers a diverse range of scientific, medical and social topics, and EASO embraces a collaborative multistakeholder approach. All actions are developed and undertaken through inclusivity, integrity, equity and diversity.

About EASO: Brief

- Established in 1986, EASO is a federation of professional membership associations from 36 countries. It provides Expert Secretariats to the European Parliamentarian Interest group on Obesity & Resilient Health Systems as well as for the OPEN-EU (Obesity Policy Engagement Network – EU hub). EASO hosts the annual European Congress on Obesity (ECO).
- EASO is the voice of European obesity professionals, representing a community of over 20,000 scientists, health care practitioners, physicians, public health experts, early career researchers and students.
- EASO works across three priority areas: research, education and policy.
- EASO was founded to represent, support and develop our national association members. We build competency through medical education and advocacy training, and we build capacity through grants, awards and in-kind support.

About EASO: Brief

What is our reach?

- EASO is a federation of 36 National Associations across Europe:

Northern Region: Belgium; Denmark; Finland; Germany; Iceland; Ireland; Netherlands; Norway; Russia; Sweden; United Kingdom.

Middle Region: Austria; Croatia; Czech Republic; France; Georgia; Hungary; Lithuania; Poland; Romania; Slovakia; Slovenia; Switzerland.

Southern Region: Azerbaijan; Bosnia Herzegovina; Bulgaria; Greece; Israel; Italy; Malta; Montenegro; North Macedonia; Portugal; Serbia; Spain; Turkey.

- EASO also has a network of over 150 Collaborating Centres for Obesity Management (COMs). These are specialist multi-disciplinary treatment centres, accredited by EASO to reach the highest standards of care, clinical education and research. The COMs network reaches over 400,000 patients annually.

**Vision - what does EASO aim
achieve by 2025 (2030)**

EASO
European Association
for the Study of Obesity

I. Governance

- We will increase national association membership by 5 countries by 2025. We aim to grow membership to include all countries in the WHO European region by 2030.
- We will improve national capacity and competencies by hosting annual member masterclasses or clinics (in governance, advocacy and/or policy)
- We will review Task Force and Working Group structures and membership
- We will review COMs structures and strategic actions. We will increase COMs adult membership to 200 and COMs paediatric membership to 50 by 2025
- We will review and improve internal processes around project development, publications, stakeholder engagement and consultations.
- We will review and diversify our funding structures, including the introduction of a Corporate Membership scheme. We will investigate foundation funding.
- We will develop and implement a 2023-2025 communications strategy, to include society and policy specific communications
- We will review patient representation within EASO structures
- We will review our collaborations with stakeholder societies (EASD, EFAD, EASL, ESPEN, ESE, ESC etc.).

II. Research

- We aim to continuously influence the research agenda and promote obesity related research recommendations to relevant EU institutions.
- We aim to facilitate and conduct EASO COMs led research by 2025 (to include the use of cross-centre COMs data).
- We will participate in EU Research projects (and proposals) under relevant research calls. We will support EASO COMs and ECPO (and other relevant stakeholders) participation.
- We aim to establish an EASO Research Foundation by 2025, with a fund of €1 million by 2030.
- We aim to establish (or support the establishment of) a European obesity registry by 2025?

III. Education

- By 2030, our aim is that all medical and HCP school graduates have received specific obesity training, aligned to our published core competencies.
- We will systematically map education across Europe, to fully understand the level of obesity education offered, by whom and to whom.
- We will publish a set of core competencies for obesity education
- We will develop and published a standardised obesity curriculum, based on the agreed competencies for obesity education.
- By 2025 we will integrate this core curriculum into at least one European medical school

IV. Policy

- By 2025, EASO will have convinced EU Institutions, related Member States and WHO EURO Region countries to expand the NCD framework from 5 to 6 to include obesity as an NCD under the policy framework via UNGA NCD High Level Meeting
- EASO will build EASO national member policy advocacy capacities via the EASO Policy Changemaker Programme and Early Career Policy Changemaker Programme focusing on “Operation National Plans” and “Research Agenda” from a WHO as well as EU Member States perspective
- EASO will Generate policy evidence to underpin the EASO policy narrative which is adopted by key policymakers and the wider related community
- Secure obesity as a top agenda item as part of the next EU Strategic Research Agenda (2021 – 2027 and 2027 – 2035)
- Deliver advocacy capacity to stakeholder community at EU and national levels. Work to ensure “health literacy for all on obesity” at national, EU, WHO EURO Region level and contribute to global adoption of narrative
- EASO will facilitate obesity National Plans covering primary prevention, treatment and long-term management implemented across EURO Region by 2030

**What activities will EASO
undertake to reach these
objectives?**

I. Governance

- In Q1 2023 we will establish regular communication with National Association Presidents via 'EASO Connect'. We will host annual strategic discussion meetings at ECO, in addition to the General Council meeting
- We will review, update and implement internal processes around project development, project participation, publications and external collaborations in Q1 2023
- We will review and update Task Force/Working Group membership, structures and action plans in Q1/Q2 2023.
- We will establish a Corporate Membership scheme to increase funding across a wider portfolio of companies from 2023. We will investigate Foundation funding in 2023.
- We will survey all EASO National Association members in Q2 2023 to understand their capacity levels, their competency/knowledge gaps and their main areas of interest/activity. We will determine where EASO can support their progression and activities, and we will develop a strategy in Q3 2023 to improve levels of interaction and support.
- We will review and map obesity (or related) activity in 2024 in countries with no existing EASO member society. We will help to develop societies and support membership applications.

II. Research

- Having published research recommendations in 2021, we will publish an update in 2024. We will support our National Associations and COMs to do the same nationally, and will prepare a strategic action plan by end 2023 to ensure that this happens in at least 5 countries by end 2024.
- We incorporate EASO COMs led research into 2023 funding prospectuses, with the aim of securing funding to establish the EASO Research Foundation. We will investigate EU Research Call opportunities for consortia built via EASO COMs.
- EU Project Participation.
- Research Dissemination: We will publish annual research updates. We will use the ECO as a platform for annual research dissemination with dedicated sessions for publication, EU project and relevant research updates.
- EASO Awards and Research Grants: We will establish and develop NNF funded awards and grants, from 2023. These will recognise excellence and will support future research and career development through grants attached to each award.

III. Education

- In Q1-Q2 2023, we will draft a comprehensive education strategy
- In Q1-Q2 2023, we will draft a COMs development/expansion strategy, to include COMs led education
- In Q1-2 2023 we will map education across Europe, to fully understand the level of obesity education offered, by whom and to whom. We will understand who receives specific obesity education, to what level and how it is then used/implemented. In phase I we will select 10 pilot countries and focus on undergraduate medical schools.
- In Q3/Q4 2023 we will publish a consensus set of core education competencies
- In Q1 2024 we will establish a Working Group to draft an obesity curriculum. We will present a first draft at ECo2024
- We will support the EASO Early Career Network with annual funding to organise ECO sessions, a Winter School, Best Thesis Award and ongoing activities and communications.
- Stakeholder Education – by 2025, EASO will have held teaching sessions at the ESC and EASD congresses. EASO will continue to hold stakeholder sessions annually.
- Support External Education where appropriate (IMP)
- We will grow ECO participation by 5% each year.

IV. Policy

- We will undertake the following policy evidence gathering projects:
- We will complete our Taxonomy of Obesity Project by Q2 2023. This will include:
 - Co-create a taxonomic framework to align and educate stakeholders on the language of chronic disease through the lens of obesity.
 - Deliver a tangible and searchable structured online tool for policy makers, regulatory authorities, health practitioners and health advocates (not least People Living with Obesity) to use as the basis of discussions for their work and interactions
 - To have said tool and content adopted by key Public Institutions (WHO, EU Institutions and Agencies, OECD) and by reference national and regional (territorial) Public Administrations across Europe and beyond
- We will complete our Cost of Inaction study in Q3 2023
- We will complete our obesity payor survey by Q1 2023
- Value Based Outcome Measures
- Policy Advocacy Capacity Building: We will hold 2 editions of our 'Advocating on Obesity' teaching courses in 2023. We will review impact (how do we measure that?) in Q4 2023 before determining 2024 editions.
- Policy Advocacy Capacity Building: We will hold 3 Policy Stakeholder Sessions in 2023, addressing key topics that will engage target stakeholder audiences. We will review impact (how do we measure that?) in Q4 2023
- We will support colleagues to translate relevant research results to inform policy.