

IHI Call Days | Call 9

● ***Combating Obesity: Holistic Approach to Integrating Prevention, Treatment, and Policy Options Across European Member States and Around the Globe***

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Link to the IHI brokerage platform:

- Proposal sharing tool: [Obesity360](#)
- Participant profile: [Kalle Toivonen](#)

Challenges and objectives



Obesity is a complex health issue that leads to significant economic costs and personal challenges due to its numerous health implications, such as diabetes, cardiovascular diseases, and certain cancers. Moreover, obesity stigma compounds these issues, causing additional psychological distress and social isolation, which can deter individuals from seeking help and exacerbate health outcomes.



Preliminary objectives for proposed project:

- 1) Deeper understanding how different interventions (medication, surgery, lifestyle changes) suits for different people = more personalized obesity treatments/interventions
- 2) Better utilization and integration of existing data sources as well as tapping into the potential of unused information (wearables) for the wider health and economic benefit
- 3) Advantages in the field of AI and finding a niche for European businesses

Your approach to solve the problem

The core innovation of this project is the **integration of multi-sectoral efforts to address obesity from a holistic perspective.**

We will develop a **personalized, AI-powered intervention program**, that integrates health, behavioral and environmental data to provide tailored treatment and prevention strategies.

Key components include **tracking individual behavior** through medical data, wearable devices, mobile apps, food purchases, wastewater analysis, and social media activity, **considering environmental factors such as socio-economic status and access to healthy foods.**

- How to integrate multi-sectoral efforts to address obesity from a holistic perspective.
- What are the key components of medical, imaging, behavioral and environmental data to provide tailored treatment and prevention strategies
- What are the environmental and social factors influencing lifestyle habits and preventing obesity stigma
- How to build integrations and data links (incl ownership, consent/mydata, economic schemes)
- How to proceed with economic implications of data
- What are the main ethical implications and how to take the under careful consideration

Is your project suitable for IHI?

Economic Impact: Reducing obesity rates can significantly lower healthcare costs associated with treating obesity-related conditions. Additionally, healthier populations contribute to higher productivity and reduced absenteeism.

Societal Impact: Improving public health, enhancing quality of life, and reducing the stigma associated with obesity. Engaging entire families ensures lasting behavioral changes and intergenerational health improvements.

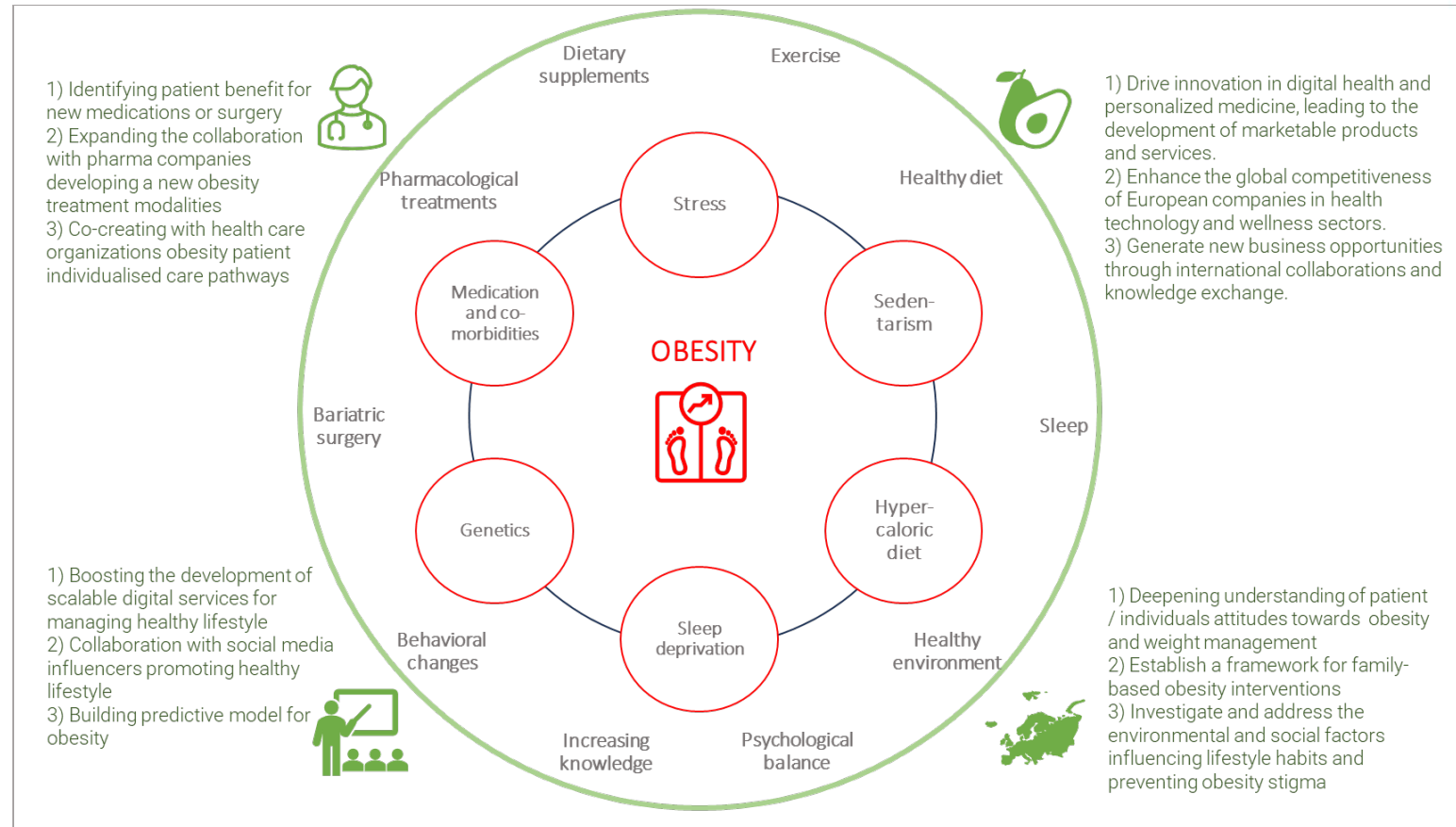
Sustainable Development: Promoting healthier lifestyles aligns with sustainable development goals, particularly those related to health and well-being (SDG 3).

Collaboration Network and Roles:

- **Healthcare Providers:** Hospitals and health care units for implementing and assessing obesity treatment protocols.
- **Universities and Research Organisations:** Bringing a knowledge and analytical skills.
- **Private Companies and Startups:** Involved in medication, digital health, nutrition, exercise and sleep technology, and the food industry
- **Educational Institutions:** Schools and universities for educational outreach and research support
- **Policy Makers:** Common health policy initiatives and support groups for better engagement
- **Social media:** For branding, educational outreach and for family engagement

Outcomes and Impact

- **Drive innovation in digital health and personalized medicine** by breaking down the fragmentation between various disciplines paving way for a **healthier society and increased well-being**.
- Provide a test bed platform for companies to real-world testing and validation for **new digital innovations and fostering the development of innovative health technologies** with harmonized approach to data generation.
- Enhance the integration of future products and services along the healthcare pathway. **Increase the global competitiveness of European companies** in health technology and wellness sectors.



Expertise and resources

- We have:
 - Strong academic links and currently in discussions with companies targeting especially nutrition and mental health side of the topic
 - Dedicated personnel with strong thematic understanding building the proposal. Supported also by a leading academic researchers and clinicians in the field of obesity.
 - Ready to bring in-kind contribution (provided that we are approved as a contributing partner)
- We are looking for:
 - Especially industry partners that connect to our approach
 - Happy to have discussions with anyone that is interested in the topic to see if we have a fit

