



International Chair on Cardiometabolic Risk rewards best three EU resources on abdominal obesity and cardiometabolic risk

Munich, September 1, 2008 – The International Chair on Cardiometabolic Risk (ICCR) is pleased to announce the three winners of the European Media Prize co-sponsored by the ICCR and the Association of European Journalists (AEJ). The Prize was launched in November 2007 to recognize the articles or projects that best inform readers about a growing public health issue worldwide: abdominal obesity and related cardiovascular disease risk.

The Prize was open to all European journalists. Submissions could be made in the form of a print article, video footage, or radio broadcast, provided they were intended for either consumer or medical audiences and were published or aired between November 2007 and June 2008.

The jury featured Professor Jean-Pierre Bassand, cardiologist (France), Professor John Betteridge, endocrinologist (United Kingdom), and Professor Eberhard Standl, European Association for Cardiovascular Prevention & Rehabilitation (Germany). After carefully reviewing all submissions, jury members unanimously chose the following three winners:

- A comprehensive website (www.syndromedelabedaine.org) open to the general public and developed by Dr. Boris Hansel (France). The website focuses on abdominal obesity and the metabolic syndrome and contains key messages on how to reduce global cardiometabolic risk through appropriate and reasonable changes in lifestyle.
- An article entitled “Public Health: Obesity Crisis” written by Charlotte Rigby (United Kingdom) and published in Pharmacy Magazine. The article was chosen for its outstanding description of how expanding waistlines are a sign of disease and a major public health issue.
- An article entitled “Síndrome metabólico, ¡lo puedes superar!” (Metabolic syndrome, you can beat it!) by Debora Taddei (Spain), which was published in *Dietética y Salud*. The article clearly ties cardiometabolic risk and the metabolic syndrome to elevated waist circumference, and its upbeat tone gives concerned consumers the confidence they need to tackle their health issues.

All three journalists have been invited to the ESC 2008 meeting in Munich, Germany, where they will learn their respective rankings and corresponding cash reward. They will also be awarded their prize certificate during a dinner with jury members and two ICCR Executive Board representatives.

Professor Jean-Pierre Després, Scientific Director of the ICCR, was pleased with the number of prize submissions received. In all, 26 journalists from 5 different countries submitted their articles or projects on various aspects of cardiometabolic risk. Although the prize entry deadline has passed, the hope is that more reporters from around the world will continue to write on the topic, emphasizing the crucial role played by abdominal obesity in increasing a patient's global risk of cardiovascular disease. "Abdominal obesity plays an even more important role than weight or BMI in determining a patient's risk of suffering prematurely from a heart attack or a stroke, and all it takes is a simple tape measure to assess this risk," said Professor Després.

The European Media Prize is one of several major initiatives that the ICCR has undertaken in the past year to reverse the deplorable global rise in morbimortality rates of cardiovascular disease, type 2 diabetes, and obesity. Other ICCR endeavours include presentations at major medical meetings as well as a comprehensive website and newsletter.

About the International Chair on Cardiometabolic Risk

Based at Université Laval in Quebec City, Canada, the International Chair on Cardiometabolic Risk (ICCR) brings together 22 world-renowned international scientists. Its goal is to enhance awareness and knowledge of cardiometabolic risk factors in order to improve international patient management. Each year, the ICCR organizes an array of conferences and debates that serve to advance understanding in its fields of interest. The ICCR also works to provide physicians and patients with a variety of educational materials, many of which are available on the ICCR's website.

www.cardiometabolic-risk.org