



Press release – International Chair on Cardiometabolic Risk
Hôpital Laval– Université Laval
November 14th, 2007

Press release

INTERNATIONAL CHAIR ON CARDIOMETABOLIC RISK MEDIA PRIZE TO REWARD BEST ARTICLES ON CARDIOMETABOLIC RISK PREVENTION

Québec, November 14th, 2007 – The International Chair on Cardiometabolic Risk is pleased to announce a European Media Prize to reward articles that will best inform readers about a growing public health issue: Abdominal obesity and related cardiometabolic disease.

The objectives of the prize are to reward journalists who help fight the growing pandemic of abdominal obesity and related cardiometabolic disease worldwide by providing readers of their publication with comprehensive and in depth information on cardiometabolic risk factors and disease prevention measures.

- As a consequence of an affluent sedentary lifestyle shared by a growing proportion of individuals all over the world, WHO estimates that by 2015 more than 2.3 billion people will be overweight, of which 700 million will be obese
- Existing patient management strategies have not prevented the soaring rise in the prevalence of abdominal obesity and type 2 diabetes, two new emerging drivers of global cardiometabolic risk
- Not all forms of obesity are placing patients at equal risk of heart attack, stroke and diabetes and abdominal obesity is its most dangerous form
- More can be done relatively easily and right now to better inform both physicians and the public about cardiometabolic risk related to abdominal obesity and how to assess and prevent such risk
- Studies¹ have shown that when greater understanding is promoted among all stakeholders, patients have a better chance of adopting healthier lifestyles

Abdominal obesity is initially asymptomatic and related cardiometabolic risk can increase without being noticed until type 2 diabetes or cardiovascular disease is diagnosed. Therefore, it is particularly important to raise awareness among all stakeholders, both on prevention and diagnosis of abdominal obesity and related cardiometabolic risk.

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"By shedding more light on the disease evolution process and providing people with tips and information on how to lead a healthier life, we hope to start reversing the unacceptable trend of cardiometabolic disease around the world" the prize organizers announced.

The prize itself is open to all European journalists. Articles must have been published in a magazine or newspaper accessible to either consumer and/or medical audiences between November 2007 and May 2008.

The jury will reward the article which best meets the following criteria:

- Offer comprehensive information on cardiometabolic risk factors
- Highlight abdominal obesity and its associated consequences
- Mention waist circumference measurement
- Provide cardiometabolic disease prevention measures
- Participants are strongly encouraged to consult the wealth of information available on the Internet, in publications and on the Chair's website:

www.cardiometabolic-risk.org

Articles can be sent in local language but must be submitted by May 15th, 2008. They can either be sent by e-mail, mail or fax to the address below:

Ghislaine Amsler - Burson-Marsteller
International Chair on Cardiometabolic Risk – Media Prize
6, rue Escudier – 92772 Boulogne-Billancourt Cedex – France
Fax: +33 1 41 86 76 00
Email: ghislaine.amsler@bm.com

The winner will receive a cash prize of 5000€, the second runner-up, 3000€ and the third runner-up, 1500€. The three winning journalists will be informed by e-mail and telephone of his/her award and will be invited to a scientific congress where an award event will be held.

The jury is made up of the following three people who will of course take into consideration the type of audience for which the article has been written when judging the quality of the content:

Prof. Jean-Pierre Bassand, Cardiologist

Head of Cardiology Department- University Hospital Jean-Minjoz – Besançon, France
Past-President, European Society of Cardiology
Fellow of the European Society of Cardiology
Fellow of the American College of Cardiology

Pr John Betteridge, Endocrinologist

University College London, Pr of Endocrinology and Metabolism, Department of Medicine – London, UK
Committee Member of the European Chapter of the International Atherosclerosis Society
Fellow of the American Heart Association
Co-chair of the Executive Committee of CARDS, primary CVD prevention trial in type 2 diabetes

Pr Eberhard Standl, European Association for Cardiovascular Prevention & Rehabilitation

Academic Hospital Munich-Schwabing, retired Director of the Department of Endocrinology, Diabetology and Metabolism – Munich, Germany
Chairman of the Munich Diabetes Group, Diabetes Research Institute
Vice-chair of the newly founded EASD study group on cardiovascular complications
President of the International Diabetes Federation, European Region

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The prize is co-sponsored by the International Chair on Cardiometabolic Risk and the European Association of Journalists.

About the International Chair on Cardiometabolic Risk

Based at Université Laval, Québec, Canada, the International Chair on Cardiometabolic Risk is made up of 25 world-renowned international scientists. Their goal is to develop awareness and knowledge around cardiometabolic risk factors in order to improve international patient management. Each year, this group organizes a series of conferences and debates. The Chair also intends to provide physicians and patients with various educational materials, many of which are available on their website:

www.cardiometabolic-risk.org

About the European Association of Journalists

The EAJ brings together more than 700 individual journalists through their membership in various national sections. EAJ is an independent non-profit international organization with neither party-political nor union ties. It has been given a NGO (non Governmental Organization) status by UNESCO and the Council of Europe. It is a member of the European Movement and has a working relation with the OSCE (Organization for Security and Cooperation in Europe) Representative on Freedom of the Media. Most activities of the EAJ are arranged by the sections at national level. However, one of the aims of the international association is to create links between individual journalists; to exchange contacts, information and ideas. The EAJ partners with the European Journalism Centre (EJC), an independent institution for further training of journalists.

For further information or requests, please contact:

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References:

¹ The CHOICE survey of 814 primary care physicians in 7 countries. September 2005, Harris Interactive