



## Breaking Weight Bias, Press release 1 - March 2021

### Starting the BWB project!

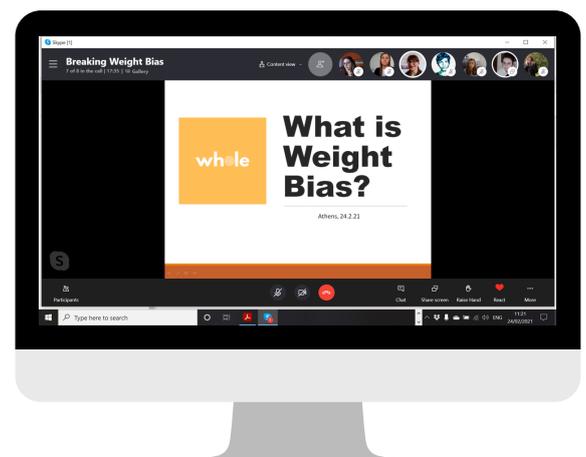
On 1st December 2020, the "Breaking Weight Bias – Promoting Health without harming through digital training tools" (BWB) co-funded by the Erasmus+ Programme of the European Union project started, and it will run until 30th November 2022.

### What is BWB about?

**The project aims** at designing, developing, and disseminating an innovative training framework and eventually a complete set of training material and tools about weight bias in healthcare settings, as well as to make clear that the treatment of obesity is more complex than the advice of “eat less-move more”. Also, the project aims to provide participants with the skills and methodological tools, so they will be able to promote health without harming.

### BWB Kick-off meeting

The first meeting of the BWB project took place virtually on the 24th February 2021. During the meeting the partners had the opportunity to get to know each other and decide the first steps in the project, discuss the nearest tasks and establish a common vision. At the meeting, financial, administrative and dissemination issues were also discussed.



#BreakingWeightBias

**Project number:**  
2020-1-UK01-KA204-079106

**Implementation period:**  
01-12-2020 - 30-11-2022



Within two years, the following innovative products will be developed with the BWB project:



**The Breaking Weight Bias training course** - A complete set of training material that will equip healthcare professionals with the skills and knowledge to recognise and challenge negative attitudes towards weight, while giving them tools to encourage their patients to develop a better relationship with food and their body, while they focus on health and wellbeing, instead of their weight.



**The Dynamic Demonstrator** - An interactive tool that will enhance understanding of risks associated to weight-based stigma in healthcare and demonstrate in visual and effective ways its impact on the health of the individuals.



**Breaking Weight Bias Academy**, an online meeting place - An online space where users from all over the world can communicate, exchange ideas, share best practices, that has the chance to become a huge network increasing the impact of the project.

Stay tuned and follow our hashtag  
**#BreakingWeightBias on social media!**

## Partners

