

Vienna City Hall  
**28 September 2010**  
9 a.m. – 7 p.m.

Conference:

## **Fighting Weight**

Individual body weight between economic interests, social norms, public health and personal lifestyles.

**Vienna Women's Health Programme**

# The weight struggle

## Preface

The struggle with body weight has long ceased to be a solely individual problem, and has turned into a phenomenon affecting society at large. Nutrition – originally a vital and natural part of our lives – has become a complex factor that involves a variety of artificial aspects and influences.

Today, an appalling 80–90% of all women and girls are dissatisfied with their own body. The number of men and boys affected is equally on the increase. On the other hand, the dieting industry is booming: food and drug producers keep coming up with new products and services for people with "weight problems", thus boosting their profits and maintaining the general focus on individual body weight and shape. The cosmetics and beauty industry also benefits from the beauty cult, while the fashion industry continues to dictate a physique conforming to the ideal measurements of 90-60-90 – regardless of the fact that only 6 out of 10,000 women fulfil this "beauty ideal". The media help propagate perfectionist aesthetic standards by publishing retouched glossy photos of top models, actors and actresses showing off the results of aesthetic surgery. On the other hand, celebrities who fail to conform to strict beauty standards are subject to media bullying – a popular sport for society magazines. Confusingly, the very same magazines print articles encouraging everyone to "love their body" the way it is. As media businesses depend on advertising fees, seductive commercials further increase the gap between images and messages communicated in the media.

Health experts and the public health system try to counter this development by providing help and advice, but they walk a thin line indeed: obesity is known to increase the individual risk of morbidity and mortality, which in turn means higher healthcare costs. At the same time, well-meant recommendations on nutrition and weight management may cause people of all age groups to develop a tense, over-complicated relationship to their own body. As a result, a growing number of people try to lose weight, believing weight loss to be healthy per se, but often ending up with an emaciated body and poor health. The conference "The weight struggle" aims to identify the different influences and underlying interests in this field, and to suggest strategies for promoting a positive body image.

### **Sonja Wehsely**

*Executive City Councillor  
for Public Health and Social Affairs*

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### **Professor Dr Beate Wimmer-Puchinger**

*Officer for Women's Health Issues  
City of Vienna*

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# Programme / Plenary

08:00 – 09:00 **Registration**

09:00 – 09:30 **Opening**

Professor Dr Beate Wimmer-Puchinger, Officer for Women's Health Issues, Vienna  
Sonja Wehsely, Executive City Councillor for Public Health and Social Affairs, Vienna

09:30 – 12:30 **Plenary**

Chair: Walter Dorner (to be confirmed), Beate Wimmer-Puchinger

09:30 – 10:00 **Healthy and sustainable food and nutrition policy - a priority in health promotion**

Ilona Kickbusch (CH, Bern)

10:00 – 10:30 **The seven deadly sins of obesity: how the modern world is making us fat**

Jane Dixon (AUS, Canberra)

10:30 – 11:00 **D i s c u s s i o n**

11:00 – 11:30 C o f f e e b r e a k

Chair: Ilona Kickbusch

11:30 – 12:00 **Economic realities beneath modern food**

Geof Rayner (GB, London)

12:00 – 12:30 **Food culture and eating habits in a changing society**

Karl-Michael Brunner (A, Vienna)

12:30 – 13:00 **D i s c u s s i o n**

13:00 – 14:00 L u n c h B r e a k

Chair: Wolfgang Schütz

14:00 – 14:20 **Manipulating appetite**

Maximilian Ledochowski (A, Vienna)

14:20 – 14:40 **Obesity as a cause of increased disease risk: truth or myth?**

Thomas Dorner / Anita Rieder (A, Vienna)

14:40 – 15:00 **Cui bono?**

**Who can profit from communicating an idealised but unrealistic body image?**

Beate Wimmer-Puchinger (A, Vienna)

15:00 – 15:15 **D i s c u s s i o n**

15:15 – 15:45 C o f f e e b r e a k

# Programme / Parallel lectures

15:45 – 17:15 **Parallel lectures – session 1:**

**Structural steps and strategies to reduce diet-related diseases**

Chair: Dennis Beck

**The EU Health Claims Regulation: nutrition and health claims made on foods**

Birgit Dieminger (A, Vienna)

**The Austrian Nutrition Action Plan**

Ingrid Kiefer (A, Vienna)

**Buffet-style school and works canteens as a contribution to healthy nutrition**

Manuel Schätzer (A, Vienna)

**Together we are strong– strategic partnership in health promotion**

Christoph Hörhan (A, Vienna)

15:45 – 17:15 **Parallel lectures – session 2**

**Body, weight and health**

Chair: Gabriele Moser

**Gender, body weight and chronic diseases**

Alexandra Kautzky-Willer (A, Vienna)

**The ideal body – dream or nightmare?**

**Body dissatisfaction as collateral damage of the (over)weight debate**

Michaela Langer (A, Vienna)

**Weight-related psychiatric diseases**

Ursula Bailer (A, Vienna)

**Understanding the burden of body weight: what makes it so hard to lose weight in the long term.**

Elisabeth Ardelet-Gattinger (A, Salzburg)

# 28 September 2010

15:45 – 17:15 **Parallel lectures – session 3**

**The art of seduction – focusing on food marketing strategies**

Chair: Martin Hofer

**Functional food and nutraceuticals promise health and beauty:  
lifestyle food – a sales trick or preventive health strategy?**

Christiana Gerbracht (D, Potsdam)

**Food commercials between maximum profits and corporate social responsibility**

Roswitha Hasslinger (A, Vienna)

**"Healthy food" – the dream and reality of health claims in food commercials:  
the role of consumer protection**

Franz Floss (A, Vienna)

**Commercials for unhealthy food in children's programmes**

**– an analysis of TV advertising times for food products**

Winfried Moser (A, Vienna)

17:30 **Free entry**

**Reading by Rainer Hunold**

Author and actor Rainer Hunold reads from his book

**"Ich bin nun mal dick. Ein Wohlfühlbuch"**

followed by a discussion

Entry from 17:15 p.m.

MC: Ricarda Reinisch

19:00 End of conference

# Speakers and chairs

**Professor Dr Elisabeth Ardel-Gattinger** • Institute of Psychology, University of Salzburg, Obesity Academy Austria

**Professor Dr Ursula Bailer** • Vienna University Hospital for Psychiatry and Psychotherapy, Dept. of General Psychiatry

**Dennis Beck** • Managing Director of WiG – Vienna Health Promotion Office

**Professor Dr Karl-Michael Brunner** • Institute of Sociology and Empirical Social Research / Vienna University of Economics and Business Administration

**Birgit Dieminger** • AGES GmbH – Austrian Agency for Health and Nutrition Safety, Competence Centre for Nutrition & Prevention / Vienna

**Assistant Professor Dr Jane Dixon** • National Centre for Epidemiology and Population Health, Australian National University / Canberra

**Dr Thomas Dorner MPH** • Institute of Medicine, Vienna University of Medicine

**Dr Walter Dorner** • President of the Chamber of Physicians / Vienna

**Franz Floss** • Managing Director of the Association for Consumer Information / Vienna

**Dr Christiana Gerbracht** • German Institute of nutrition research (DIFE), Research Fellow at the Department of Clinical Nutrition, Potsdam-Rebrücke / Germany

**Roswitha Hasslinger** • Managing Director of Gallup Institute Austria, Vice President of the Austrian Consultative Committee on Advertising / Vienna

**Dr Martin Hofer** • City of Vienna Food Safety Department – Public relations and customer communication / Vienna

**Christoph Hörhan** • Head of Fonds Gesundes Österreich ("Fund for a Healthy Austria") / Vienna

**Professor Dr Alexandra Kautzky-Willer** • Chair for gender medicine at the University Hospital for Internal Medicine, Vienna General Hospital

**Professor Ilona Kickbusch** • Director of Kickbusch Health Consult, Senior Health Policy Advisor at the Federal Health Office / Switzerland

**Dr Ingrid Kiefer** • Head of the Competence Centre for Nutrition & Prevention, Austrian Agency for Health and Nutrition Safety (AGES) / Vienna

**Michaela Langer** • Deputy Head of the Vienna Women's Health Programme, Municipal Dept. 15, Clinical and Health Psychologist / Vienna

**Dr Maximilian Ledochowski** • Director of the Department for Nutritional Medicine, Innsbruck University Clinics; specialist for internal and nutritional medicine / Innsbruck

**Professor Dr Gabriele Moser** • Specialist for internal medicine, psychotherapist, University Clinic of Internal Medicine IV / Vienna

**Winfried Moser** • Scientific director of the Institute of Children's Rights and Parenting Education / Vienna

**Professor Dr Geof Rayner PhD** • Professor Associate in Public Health, Brunel University, Visiting Research Fellow at City University, London / GB

**Dr Ricarda Reinisch** • Austrian Broadcasting Corporation (ORF) / Competence Centre and Editorial Office on Health Issues / Vienna

**Professor Dr Anita Rieder** • Specialist for social medicine, Institute of Social Medicine at the Vienna University of Medicine, President of the Austrian Adipositas Society / Vienna

**Dr Manuel Schätzer** • SIPCAN save your life – Initiative for healthy living / Vienna

**Professor Dr Wolfgang Schütz** • Rector of the Vienna University of Medicine

**Professor Dr Beate Wimmer-Puchinger** • Officer for Women's Health Issues, Municipal Dept. 15, Clinical and health psychologist, Vienna

## Conference information

**Date :** September 2010, 9 a.m – 7 p.m.

**Venue:** Vienna City Hall, Grand Festival Hall (Festsaal), Lichtenfelsgasse 2, A-1010 Vienna  
Public transport: **Underground line U2** – station: *Rathaus*  
**Tram** lines 1, 2, D – station: *Burgtheater*.  
or tram line J – station: *Rathaus*

**Held by** the Vienna Women's Health Programme, A-1030 Vienna, Thomas-Klestil-Platz 8/2

### Co-operation

**partners** Healthy Austria Fund  
Vienna Health Promotion Office

### Concept and

**contents:** Professor Dr Beate Wimmer-Puchinger  
Michaela Langer, Vienna Women's Health Programme

### Organisation:

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### Conference fees

individual ticket ..... Euro 35.–  
student ticket..... Euro 15.–  
ticked for City of Vienna staff Euro 20.–

**Registration** online or by fax at  
[www.frauengesundheit-wien.at/konferenz](http://www.frauengesundheit-wien.at/konferenz)

The number of guests is limited. Registrations are accepted on a first-come, first-serve basis. For the registration to be final, the conference fee must be paid upon receiving written confirmation of registration. The payment deadline is 24 September 2010.

Bank details: RLB NÖ-Vienna, account no. 11057890, BLZ: 32000 (free-of-charge money transfer from abroad, please state IBAN: AT70320000011057890, BIC: RLNWATWW), account owner: "Wiener Gesundheitsförderung".

NB: Please quote "Konferenz Kampf ums Gewicht" as the payment purpose, and quote your name and invoice number.

**All cancellations** must be in writing; no cancellation will be charged until 14 days before the conference. If participation is cancelled later than this, the full conference fee is payable.

**Deadline for registrations:** 20 September 2010

**Publishing information** Owner, publisher and responsibility for contents under Austrian law: Vienna Women's Health Programme, City of Vienna, Municipal Dept. 15 (MA 15) Professor Dr Beate Wimmer-Puchinger, Thomas-Klestil-Platz 8/2, A-1030 Vienna, phone: 4000-871 62.

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June 2010.

Free entry

# Reading

17:30 Uhr

Rainer Hunold (actor and author) reads from his book

## "Ich bin nun mal dick. Ein Wohlfühlbuch"

followed by a discussion

Entry from 17:15 p.m., end of reading: 19:00 p.m.

MC: Ricarda Reinisch

Popular and portly actor Rainer Hunold advocates a stress-free approach to being chubby. His message is simple: rather than just accepting that you are "fat", try to tell yourself, I am what I am – and that's how it should be! His book is quite unlike the many slimming guides and "innovative" diet programmes that keep flooding the market. Nowadays many people believe they have to provide some sort of justification, or even apologise for being rotund. Having fun seems to be a privilege of the slim and trim. If you are overweight, you are snubbed, and refused access to their realm of beauty and perfection. This leaves many people feeling excluded, hurt and humiliated – although, in fact, there is absolutely nothing wrong with their looks and their body. Hunold reflects on this topic both pensively and cheerfully. His anecdotes are about changing rooms, advice from physicians, teasing comments by friends, slimming hypes or physical education in school. In short: his book is a refreshing, well-considered and highly entertaining analysis of a non-problem in modern society.

### The author:

**Rainer Hunold** studied art education, sculpture and German before becoming an actor. He secured first TV roles from 1975 and subsequently starred in over 90 episodes of the popular crime series "Ein Fall für Zwei", 140 episodes of "Dr. Sommerfeldt – Neues vom Bülowbogen" and other successful German TV series. 1992 he received the prestigious Grimme award in gold for "Kollege Otto". Recent TV appearances include the ZDF production "Der Staatsanwalt". Rainer Hunold is also successful as a scriptwriter.