

"The studies we looked at were the first to investigate social media approaches to obesity. There needs to be more research into this area to see what approaches work best for which patients, in light of the dramatic global adoption of social media tools and content. The use of social media to treat obesity encourages patients to be more proactive and empowers them to contribute towards their own treatment. It's not the only solution to the obesity epidemic, but it should be introduced as an element of every country's obesity strategy," added Mr Ashrafian.