# Researchers Encourage TikTok Use to Tackle Teenage Obesity



Researchers are advocating for the use of social media platforms such as TikTok to combat obesity among teenagers. This proposal was highlighted by Dr. Antonella Franceschelli from Unicamillus International Medical University in Rome, during a presentation at the European Congress on Obesity in Venice. The study analyzed 108 videos related to obesity management posted on a TikTok account run by Dr. Franceschelli from September 2021 to February 2024. These videos, which generated a total of 4.6 million views, predominantly focused on healthy eating, exercise, and information about anti-obesity drugs, with the topic on semaglutide gathering nearly one million views alone.

Dr. Franceschelli emphasized the potential of social media to create engaging and educational content that can reach teenagers effectively. She also suggested that addressing obesity through these platforms could aid in diminishing the stigma associated with it by fostering a supportive online community. The study's findings coincide with recent data showing a decrease in obesity rates among children in England, as reported by the National Child Measurement Programme.