The 24th of May saw the launch of a new health promotion campaign aimed at encouraging CERN personnel to practise regular physical activity and adopt a balanced diet.

CERN’s medical follow-up of staff over recent years has seen a clear rise in weight gain (see the BMI graph) and it was for this reason that the Medical Service launched a Be Active & Eat Well campaign in 2009. This trend continues today, mainly affecting young adults in the first two years following their arrival at CERN.

**Winning formula = Move! & Eat Better**

This new campaign aims to encourage regular physical activity together with a balanced diet. The official launch will coincide with CERN’s relay race on the 24th of May and it is intended to promote long-term lifestyle changes.

Together with the support of many partners (CERN’s dieticians and Communications Service, CERN clubs, UNIQA, Bike to Work, Novae and others...) the Medical Service will be encouraging CERN personnel to move! by participating in events to be organised throughout the year both in and outside CERN.

In addition, information on the theme “eat better” will be distributed throughout CERN sites.