

Leeds Beckett University Obesity Institute



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Launched in March 2022, Leeds Beckett University Obesity Institute (LBUOI) builds on decades of research into applied obesity research and aims to improve the lives of those living with obesity. Using an inclusive approach with a multi-disciplinary team, the Institute is working on groundbreaking disruptive research to tackle the complexity of obesity at a systems level.

HOW HAS THE PARTNERSHIP HELPED THE BUSINESS?

Awarded a £2 million, 3-year project by UKRI called “Feel Food”, and using a whole-systems approach, LBUOI has been working with Sainsbury’s to tackle food insecurity, the cost of living and energy crisis. People with lived experience of obesity have been brought together with multidisciplinary expert teams to inform retail strategies to address dietary inequalities.

This has produced insights to develop a more sustainable and healthier food choices for people experiencing obesity through translating lived experience into significant real-world impact.

QUOTES

“We will work with people living with obesity and food insecurity to understand the key issues they face while shopping. We will also work with the retail sector and policy makers to understand their perspectives too. This will then help us to identify any in-store changes that could be made to encourage healthier and more sustainable food purchasing.” Professor Paul Gately, Co-director of Leeds Beckett University Obesity Institute.

“I think the other thing is about how we de-risk working with universities, when we talk about patient and public involvement and engagement... the language is so important but it's also about ensuring that the people that work with us are supported with a framework with the tools to be able to connect with different stakeholders like businesses. I think similarly there are colleagues like me within the university that aren't topic-specific experts, but we work with industry to build and bridge that terminology, the process, the steps it takes to have successful collaborations.” Saeeda Bashir, Obesity Institute Principal Consultant.

SOURCES

[Leeds Beckett University Case Study - Obesity Institute](#)
[Leeds Academics Help Improve Access to Nutritional Food](#)

