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EMA partners with content creators to promote safe and responsible use of GLP-1 medicines

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#HealthNotHype social media campaign aims to expand audience reach of public health messages

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EMA has launched its first social media campaign working with content creators. The #HealthNotHype campaign aims to raise awareness about the safe and responsible use of GLP-1 receptor agonists.

These medicines were initially developed to treat type-2 diabetes, but some GLP-1 receptor agonists are now indicated for weight management in people living with obesity and weight-related health conditions.

While these medicines are effective for patients, especially in light of the growing rates of obesity and diabetes worldwide, they have also captured widespread public attention beyond the medical community. From news coverage to social media and celebrity endorsements, awareness of GLP-1 receptor agonists and their use for weight loss is soaring, fuelling both interest and the risk of misinformation, misuse and other issues like illegal sales of counterfeit products.

"#HealthNotHype is about passing the message that GLP-1 receptor agonists are not magic solutions for weight loss. Like all medicines, they have benefits and risks and are not for everyone. They are long-term treatments that must be accompanied by other lifestyle changes, always under the supervision of a doctor. By working with content creators, we want to ensure that validated scientific information is part of the conversations people are having on social media about these medicines."

— EMA's Executive Director, Emer Cooke

Partnering with content creators

The Agency carefully selected content creators from seven different Member States of the European Union (EU) to ensure a balanced geographical coverage. They were chosen for their credibility in healthcare communication and their alignment with EMA’s values of evidence-based information, respect, transparency and independence.

The selected creators are mostly healthcare professionals or experts in nutrition. The main channel for this first campaign is Instagram, due to the high volume of conversations and information on GLP-1 receptor agonists circulating on this platform.

The campaign is starting today and will last approximately one month. Throughout this period, the creators will post audiovisual content on their channels and interact with their followers via quizzes and polls.

The table below lists the Instagram handles and the countries represented by the selected content creators.

Country	Channel	Followers (on 16 October 2025)
Finland	jennipuolivali	39,000
Germany	medicinexcare	242,000
Italy	infermieregianluca	175,000
Latvia	uzlabo	32,800
Portugal	raquelvareda	52,800
Slovenia	david.zupancic	41,100
Spain	boticariagarcia	861,000

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