



breaking the silence

Together for a healthier Switzerland.

Press release

iMpuls and Novo Nordisk: partnering to fight obesity associated stigma and promote health in Switzerland

Zurich, 17 November 2025 – The health platform iMpuls and Novo Nordisk are launching a partnership to destigmatise obesity in Switzerland, educate the public and actively support those affected and their relatives. With the “Breaking the Silence” initiative, the partners are committed to an open dialogue and offer digital tools, programmes and in-depth information to accompany people on their way to a healthier life.

More than 43 percent of the Swiss population are affected by overweight or obesity. Although obesity is a recognised chronic disease, it is often perceived as a self-inflicted problem, stigmatising and isolating many of those impacted. To counteract this situation, Migros’ health platform iMpuls and Novo Nordisk have joined forces to support people with in-depth information, digital tools and programmes. With the “**Breaking the Silence**” initiative, the partners are committed to an open dialogue about obesity in order to break down prejudices and actively strengthen those affected and their relatives. The partnership underlines the importance of health as one of Migros’ four strategic business areas. At the same time, the cooperation supports the strategic goals of Novo Nordisk and iMpuls by promoting education and awareness, thus jointly contributing to a healthier Switzerland.

A strong partnership for a healthier Switzerland

The partnership between iMpuls and Novo Nordisk brings together two strong players with a common mission: to destigmatise obesity and promote a healthier lifestyle.

Novo Nordisk: With over 100 years of experience in the treatment of chronic metabolic diseases and comprehensive global prevention initiatives, Novo Nordisk is committed to research, prevention and better care for people living with obesity and diabetes. The company brings scientific expertise and innovative approaches to the partnership.

iMpuls: As Migros’ health platform, iMpuls reaches the general population and offers support in prevention and health promotion.

Three central goals: education, destigmatisation, health promotion

The partnership focuses on three main areas in order to provide long-term support to those affected and to raise societal awareness about obesity:

1. **Scientific education:** Well-founded information on the causes and health consequences of obesity to improve understanding about the disease.
2. **Destigmatisation:** Raising public awareness around stigma, reducing prejudice and promoting open dialogue.
3. **Support for those affected and their relatives:** Via digital tools and programmes help those affected to actively manage their health including their associated families and the wider social circle.

First measures on the iMpuls health platform

To mark the launch of the initiative, the partners are initiating a national survey to make visible the experiences and needs of the Swiss population as well as those affected and their environment regarding overweight and obesity. The results form the basis for further programmes and content that support weight management in the long term (link to the survey: [German](#), [French](#), [Italian](#)).

In addition, the first content is already available on the iMpuls health platform (in German, French and Italian):

- **Educational articles** such as “**Stigmatisation: Overcoming stereotypes and prejudices about overweight**” ([German](#), [French](#), [Italian](#)), “**Understanding obesity: causes, consequences and treatment options**” ([German](#), [French](#), [Italian](#)) and “**Obesity: not a lifestyle choice, but a disease**” ([German](#), [French](#), [Italian](#))
- An interactive **quiz “Knowledge or prejudice? Uncovering stigma”** encourages reflection and raises awareness about common prejudices surrounding overweight and obesity. ([German](#), [French](#), [Italian](#))

Future offers: In the medium term, digital learning and information offers will be developed to support people in their individual health goals in the area of weight management.

Working together for a healthier future

“Health is a central concern of Migros. With this partnership, we want to support people on their way to a healthier life and at the same time break down social barriers,” explains **Selina Steinmann**, Head of Migros Health Platform iMpuls.

The partnership is aimed at the entire Swiss population, in particular those affected, relatives and people at increased risk, as well as key players in the Swiss healthcare system, including healthcare professionals and payers. Together, iMpuls and Novo Nordisk want to support people in actively taking their health into their own hands and shaping a healthier future.

“We are committed to increasing the quality of life and creating an environment that promotes holistic health. It is important to us to break down taboos so that people can talk about their health challenges with understanding and respect,” says **Anne Mette Wiis Vogelsang**, General Manager of Novo Nordisk Switzerland.

In a personal conversation, Selina Steinmann (iMpuls) and Anne Mette Wiis Vogelsang (Novo Nordisk) provide more information about the vision and goals of the cooperation: [Link to the video](#) (in German only).

Further information:

- impuls.migros.ch ([German](#), [French](#), [Italian](#))
- meingewichtverstehen.ch ([German](#), [French](#), [Italian](#))
- Link to the video about obesity ([German](#), [French](#), [Italian](#))

About iMpuls

Migros has been committed to the health of the Swiss population for years. As one of its four strategic business areas, health is a central component of the company's strategy. With iMpuls, Migros offers a platform that accompanies people on their way to a healthier life with knowledge, inspiration and concrete offers on fitness, nutrition, relaxation and prevention. This commitment is supported by Medbase, which is part of the Migros Group and offers comprehensive medical and therapeutic services throughout Switzerland.

About Novo Nordisk Switzerland

Novo Nordisk is a leading global healthcare company with a heritage of more than 100 years in diabetes care. Building on this foundation, our purpose is to drive change to defeat serious chronic diseases - from diabetes and obesity to rare blood and endocrine disorders - by pioneering scientific breakthroughs, expanding access to medicines, and working to prevent and ultimately cure disease. We are committed to long-term, responsible business practices that deliver financial, social and environmental value. Headquartered in Denmark and operating in around 80 countries, Novo Nordisk employs approximately 78,500 people and markets products in roughly 170 countries. Around 400 employees work for Novo Nordisk throughout Switzerland, a quarter of whom work for our Swiss subsidiary. For more information, please visit novonordisk.ch as well as Novo Nordisk's social media, including [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#) and [YouTube](#).

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