

## **Professor Jason Halford**

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Professor Jason Halford is Head of the Department of Psychological Sciences at the University of Liverpool, former Chair of the UK Association for the Study of Obesity - ASO ([www.aso.org.uk](http://www.aso.org.uk)), and Treasurer of the European Association of Obesity (EASO). He is a Chartered Health Psychologist.

His early research focused on anti-obesity drugs and appetite and this has progressed to the behavioural assessment of potential anti-obesity drugs in early clinical development. Over the past 10 years his research has focused on drug-induced weight gain, the effects of nutrients and fibre on appetite and hormone release, the effects of stress on eating behaviour, the effect of marketing of children, and on lean-obese differences in the expression of appetite. In 1999 he co-founded the Human Ingestive Behaviour Laboratory at Liverpool and in 2004 he also cofounded the Liverpool Obesity Research Network (LORN). Professor Halford is the co-ordinator of the 8 million Euro EU Framework Seven Satiety Innovation SATIN project ([www.satin-satiety.eu](http://www.satin-satiety.eu)) to develop novel foods for appetite control using novel processing technologies to alter food structure. He is also a leading scientist on the WRAP trial investigating the role of commercial weight management providers in primary care and the lead investigator on a new trial to examine the impact of artificial sweeteners on appetite in the context of active weight management. New projects include the SWITCH trial examining the effects of artificial sweeteners on appetite and food choice during active weight management (joint PI with Dr Jo Harrold) and the ENERGISE and RESILIENT clinical trials lead by Professor John Wilding and Dr Dan Cuthbertson respectively. Professor Halford is also theme lead for Improved Consumption and Health of the successful N8 Agri-food resilience catalyst bid (<http://n8agrifood.ac.uk/>).