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Protective role of co-administration of vitamin D in monosodium glutamate induced obesity in female rats

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Introduction: Obesity in females is an emerging health problem. The consumption of MSG has been considered as a risk factor for obesity. The tastemakers in Chinese and fast foods, such as fish sauce and soy sauce, contain very high levels (up to 1.38 g/100 g) of glutamate. The deficiency of vitamin D is associated with obesity and metabolic syndrome.

Objective: The aim of the present study is to determine the effect of co-administration of vitamin D on body weight control in MSG-induced obese rats.

Materials & Methods: 18 adult female wistar rats were randomly divided into three groups equally. The first group received a daily oral dose of 5 g/kg body weight of MSG, the second group received the same dose of MSG along with calcitriol (0.2 mcg/kg BW) for 15 days. The third group was treated with saline served as the control. The body weight, food and water intake was measured.

Results: MSG induced rats showed a significant increase ($P<0.001$) in the body weight, food and water intake but significant decrease ($P<0.001$) was observed in the rats treated with MSG along with Vitamin D.

Conclusion: Ingestion of vitamin D suppresses body weight gain in MSG-induced obese rats. Active agents in vitamin D are useful for the prevention and treatment of obesity. Foods tested with high glutamate levels can be fortified with minute quantities of calcitriol to combat the adverse effects without compromising on the taste of the food processed. On a small scale, this also gives an additional benefit of overcoming the largely vitamin D deficient population.

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Food marketing to children and youth: What are they doing, and what can we do about it?

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Amid growing global concerns about childhood overweight and obesity, more attention is turning to the contribution of advertising and marketing of food and beverages that significantly influences children's food preferences and consumption. Most of the foods and beverages marketed to children are high in fat, salt, sugar and calories, and contribute to poor quality diets, high calorie intake, and excessive weight gain. Around the world, children and youth are surrounded by food and beverage marketing in schools and restaurants, in stores, on the street, on television, in print and, increasingly, via sophisticated, multi-platform and immersive tactics that bypass parental influence and target children through their mobile devices, popular web sites and social marketing platforms, and other types of digital media. The health implications of this ubiquitous marketing are deeply concerning, especially since young people at highest risk for obesity and related diseases are subject to the most aggressive targeting. The worldwide explosion in digital marketing techniques is especially problematic, since children are especially vulnerable to these strategies, and less able to recognize them as true marketing. What will it take to end the immersive and aggressive marketing that targets our children and harms their health? During this session we will identify examples of how marketers are targeting children in countries around the world and discuss the most promising approaches that researchers, public health advocates, practitioners, policy makers, and community leaders are taking to improve children's food marketing environments.

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