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Social representations: Diet patients with chronic non transmissible

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Introduction: The "diet" is located within a complex social worldview, where culture is a collective creation ideologically internalized in each individual, and is fully accepted by society. Chronic Noncommunicable Diseases [NCD] are a group of diseases whose importance lies in being the main cause of morbidity and mortality worldwide, all these share important points from the point of view etiopatológico, leading all in one treatment: "diet".

Objective & Methodology: To explore the common sense of the "diet" in patients with NCDs. The theoretical and methodological basis of social representations (RS) was resumed, which integrate cognitive concepts such as, estereotipos, beliefs, symbols, etc., semi-structured interviews were applied to 200 patients a Family Medicine Unit of the Mexican Social Security Institute State of Mexico East, that to define patients from the "diet".

Results: The term "diet" was associated with an address with a range of very high association to: "what you can eat", "it is very difficult to follow the diet by the time", "what fills me"; "Diet is not as important as medication", "what you should eat" and "with food one can control the disease" "you eat what is not allowed", "it is what it tells me the doctor can eat", "are foods you recommend nutritionist", confirming that the "diet" is a social construct biomedical control and also is out of the acceptance and assimilation of the patient.

Conclusions: The end of this research reveals that the thin threads of marginalization and ignominy of our collective suffering NCDs expose a food inequality and perpetuation of an inadequate diet, despite public policies on nutrition, these are far of reality, opening a field of research from the area of nutrition the primary focus "diet".

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"Smart choices, smarter life" - An intervention to reduce childhood obesity

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Childhood obesity has emerged as a critical public health concern with over 42 million overweight and obese children worldwide. It is fundamental for the growing prevalence of obesity to be addressed. Interventions worldwide have been implemented to reduce obesity; however the need for more successful interventions is vital. Reducing childhood obesity is crucial as obesity is at the forefront of association with many non-communicable diseases such as cardiovascular disease. "Smart choice, smarter life" is a proposed intervention to be implemented in Queensland, Australia. "Smart choice, smarter life" is evidence-based, developing on the intervention "smart choices" which was implemented in Queensland, Australia in 2005. "Smart choice, smarter life" will begin with in-school focus groups for both parents/guardians and students. Following the completion of the focus groups, students will engage in an activity-based program, which will allow them to match what they have in their lunchboxes to the "smart choices" regulations. To test the success of "Smart choice, smarter life" students' anthropometric measurements including waist circumference and body mass index (BMI) will be recorded at the start and at the end of each academic term. "Smart choice, smarter life" aims to form habits among children, which will have a positive influence in their later life. If the intervention is cost-effective and beneficial, there is potential for the measure to be implemented throughout Australia and worldwide.

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