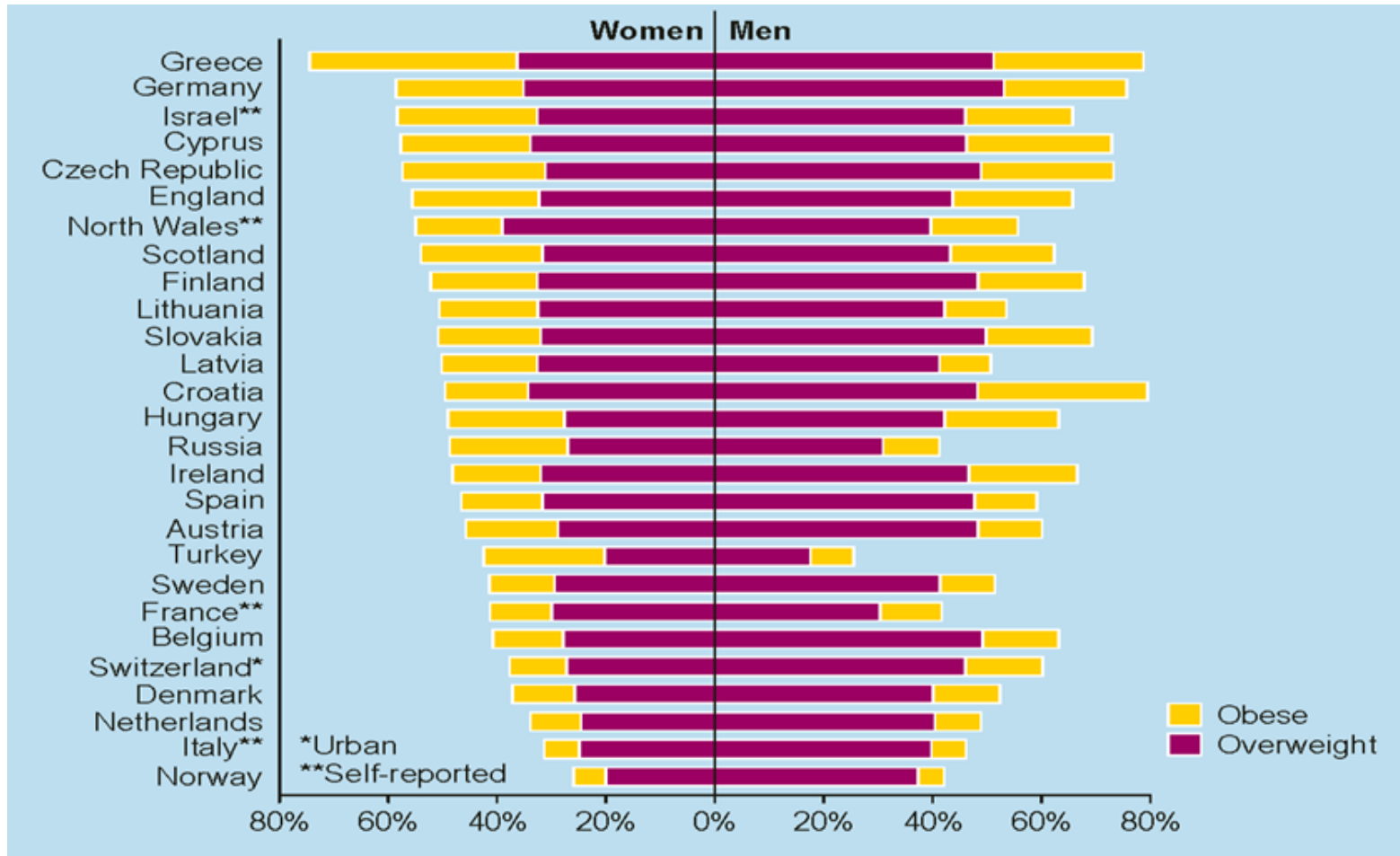


Social factors determining prevalence of obesity

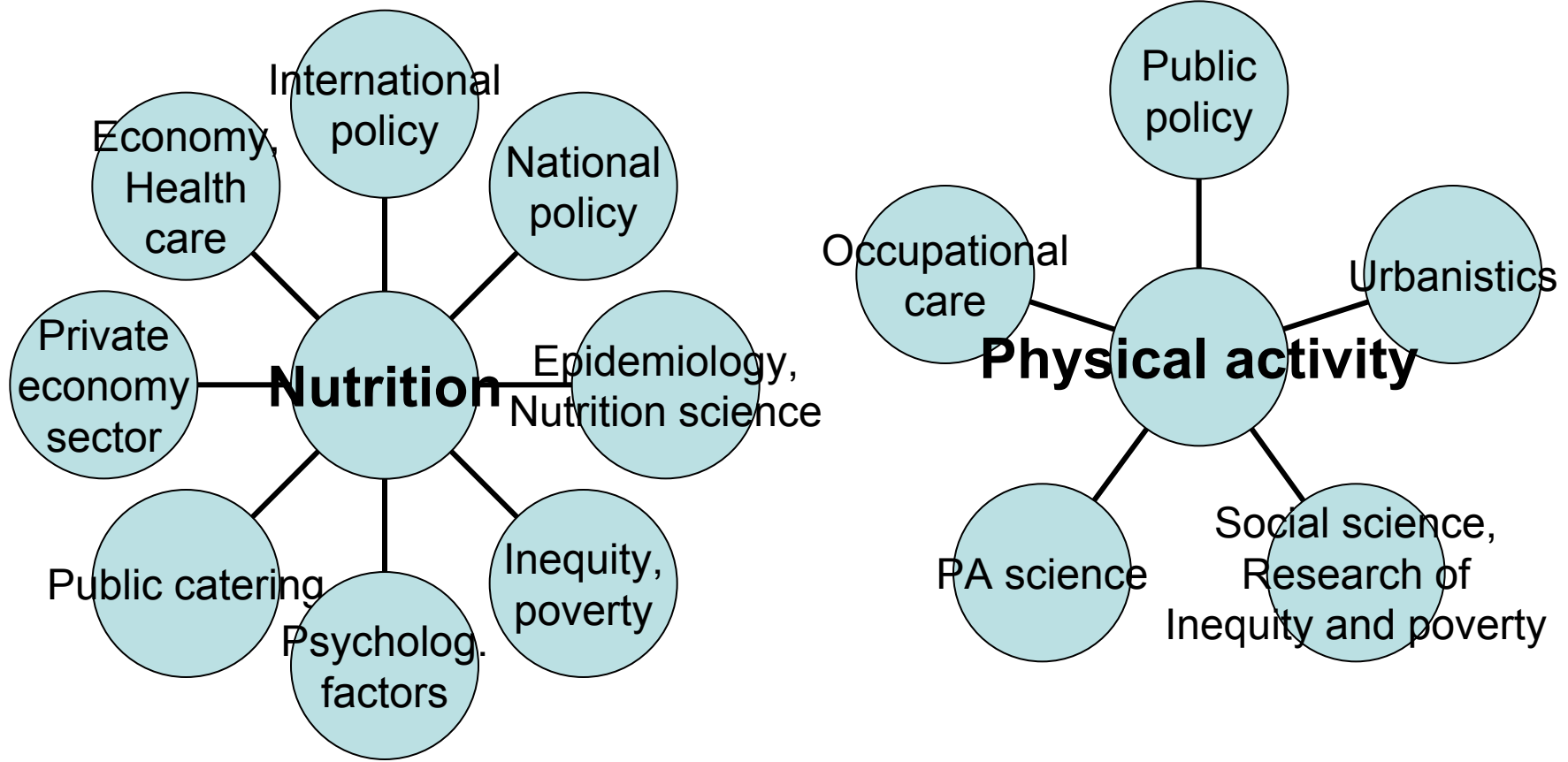
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Incidence of obesity

in EU in men 10-20%, in women 15-30% (IOTF 2005)



Conceptual frame of key determinants of obesity



Politics

International

- EU regulations
 - import rules
 - agricultural politics
 - - state subsidize
 - food labels
 - food safety and quality
- WTO agreements

National

- regulations (food labelling, ...)
- taxes – food prices
- agriculture
- Food marketing
- Health care
- Food safety and quality
 - school catering
- Education < education on healthy eating

Determinants of obesity – material

High attractiveness of products



Determinants of obesity – real world I.

- Too much food and „cheap calory“
- No profit from healthy food
- Food price does not reflect environmental circumstances
- Fossil resources take precedence over human energy

Serving sizes...



...gender difference of servings



Materialistic – real world

Indicators e.g.

- Mortality of cyclists
- Security of pedestrians and runners during nights
- No. of swimming pools per inhabitant
- Length of cyclist's paths
- Another relevant indicators (specific for region, population group etc.)

Atractivity of built environment for PA of children?



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Psychological factors

- Valid social theories in general
- Cultural and social norms
- Perception of body image in general

Determinants of obesity – material II.

- Attractivity of children's activities in parks cannot beat pc games and tv
- Parking lots are preferred to physical activity space
- Active transport to school and work is not supported sufficiently
- Safety during physical activity

Determinants of obesity - sociofysiological

- Price signals influencing like-attitude in fruit and vegetable
- Food shopping as a hobby, *per se*
- Food shopping in single dose, big amount and using external energy (cars)
- Consumption of bigger portions (increasing trend)
- Proportion of production => consumption fat/sugar/meat/milk products

Determinants of obesity – social

- No active support of „quality“ products for all income population groups
- Success of companies is not directly connected with consumer's health
- Little restrictions and limits of improper foods for defined population groups
- Healthy diet is not used as affirmative social instrument
- Low food and nutrition literacy

Determinants of obesity – social cognitiv

- Advertisement and marketink aimed to children
- Wending machines at schools
- Overeating pleasure is socially accepted
- No education for delicate taste discrimination (salty / sweet)
- Parents are not supported in long/term responsibility => they often prefer quiet and tranquility

Social world

- Re-definition of what is acceptable and desirable



Eg. need of environmental changes to enable changes of:

- body signals perception,
- portion sizes,
- physical activity

Situation in EU

- Different „social gradient of obesity“ in wealthier countries in Western Europe
- Children / adults (Latvia vs. France)

Conflict of index?

- Obesitogenic index

x

- HD index (Human Development Index)

Macro and microeconomic determinants influencing physical activity I.

Most of every-day environments, eg.

- living

- work

- school and after-school activities

stopped to support PA and as a consequence started to be obesitogenic.

Psychological factors

- Generally accepted social theories
- Cultural and social norms
- General understanding of body image

Social perception of obesity

- During phylogenesis – desirable phenotype – in women (no in men), in Homo sapiens, hunters– gatherers
- More safe regarding healthy pregnancy
- More safe regarding survival



Crossing for pedestrians



No cycling line



Example of cycling line



