

CHILD OBESITY



“Blessings for the Family Dinner Table in the children’s name we say”

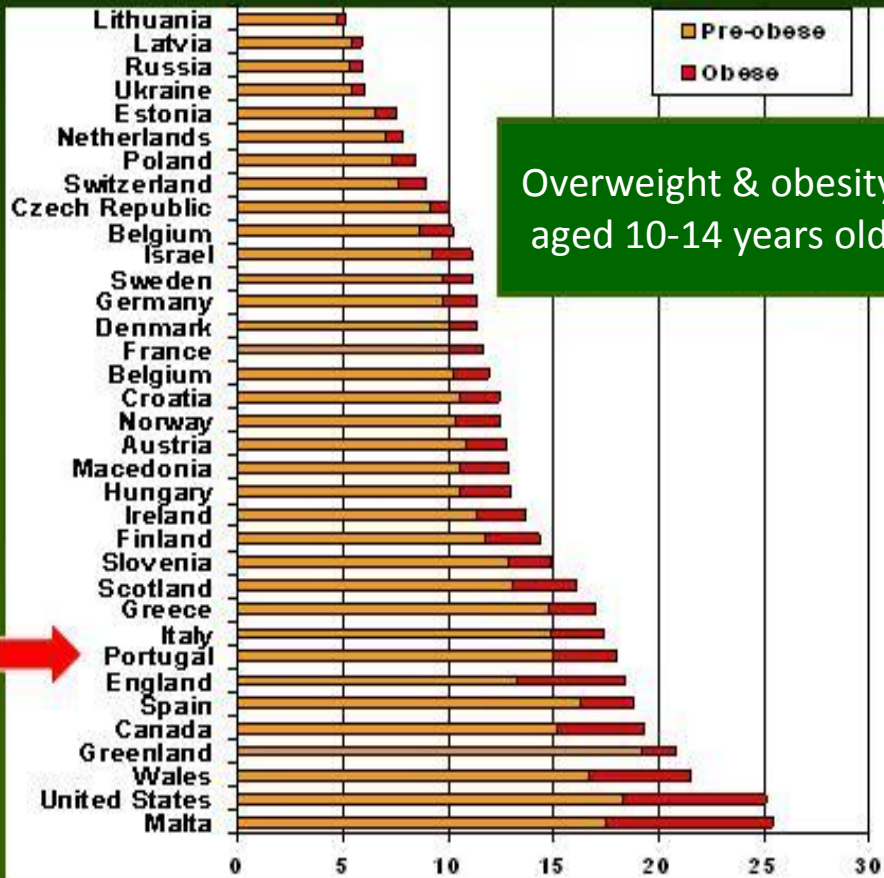
Family enrolment
in risk communication:
a local tryout in the
Azorean islands.

São Marcos, R.; Arroz, A. M.; Gabriel, R.; Neves, I. C., Rego, I. E. & Palos, A. C.



THE PROBLEM

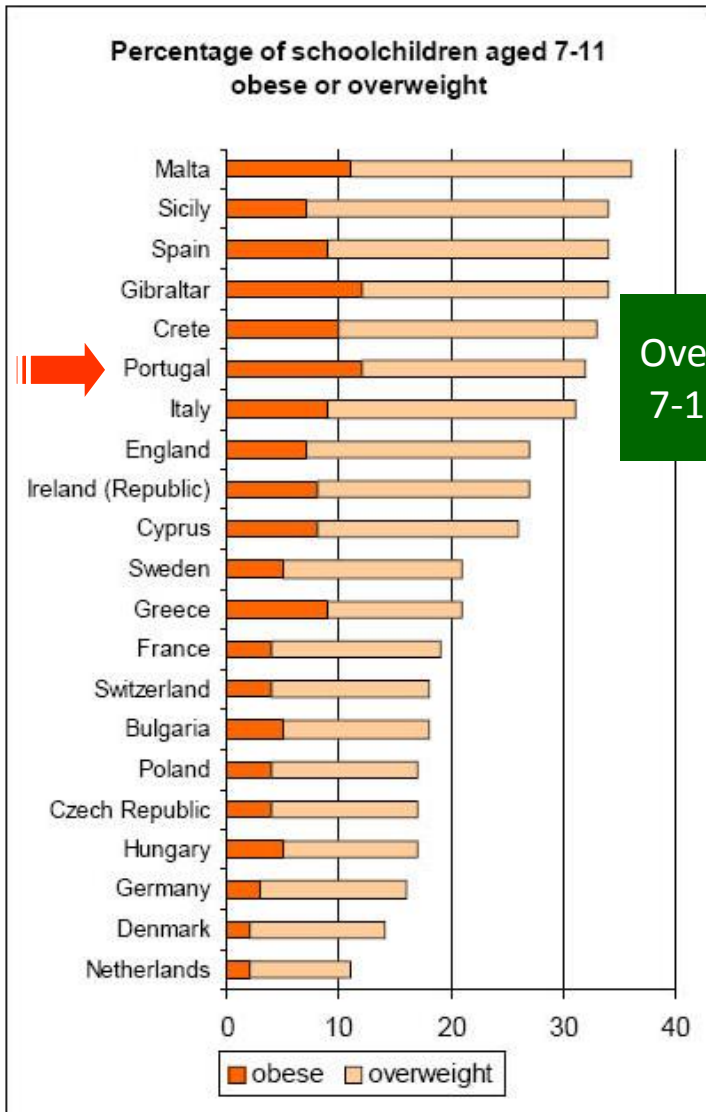
OVERWEIGHT & OBESITY IN THE WORLD



Around 150 million children in school age suffer from overweight, from which 45 million are obese (IOTF).

THE PROBLEM

OVERWEIGHT & OBESITY IN EUROPE



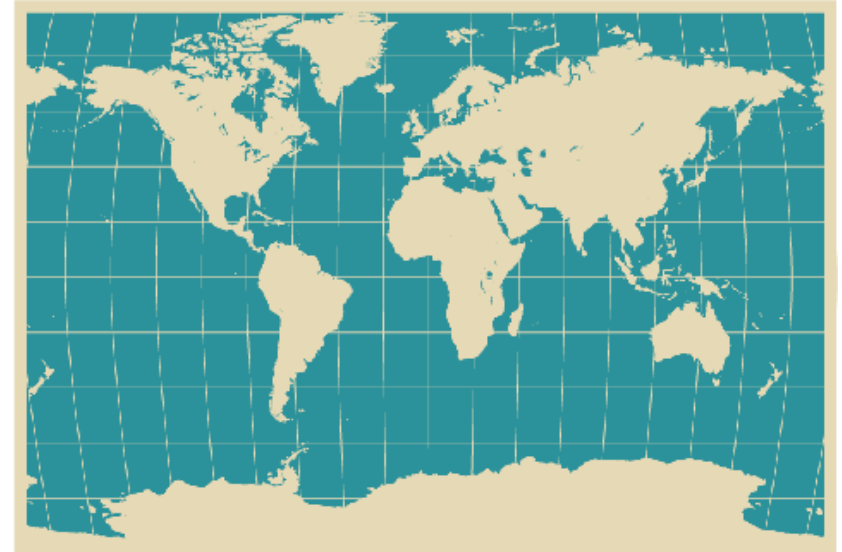
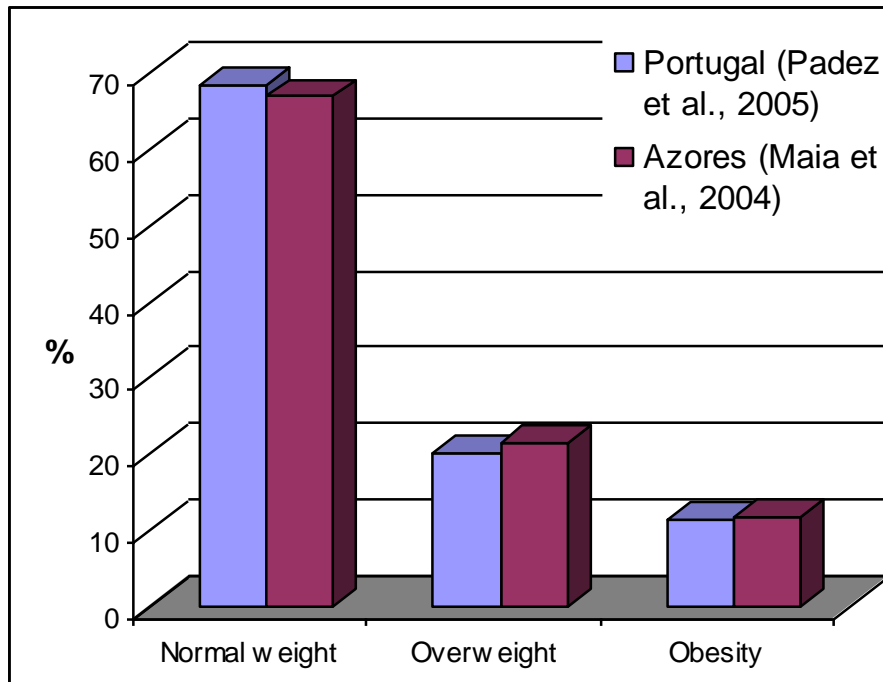
Overweight & obesity prevalence in children aged 7-11 years old

Around 20% of European children are overweight and one third of them are obese

Portugal, Spain, Italy, Malta, Sicilia, Gibraltar and Creta present a prevalence index of 30% on children's obesity and overweight

THE PROBLEM:

OVERWEIGHT & OBESITY AMONG CHILDREN – IN PORTUGAL VS AZORES



Child obesity is a greater problem in the Azores than it is in Portugal and other European Countries (Rita Carvalho, 2009)

THE PROBLEM

CHILDREN FOOD HABITS IN AZORES

Contrast between average recommended daily values and the actual ones consumed by azoreans in 1998 (per day)

N= 1380

PROTEINS

Porto et a, 1998

ENERGY

Valores Recomendados e de Consumo Kcal por pessoa e por dia

Idade (anos)	Referência		Consumo	
	F	M	F	M
1-3	1165	1230	1324	1346
4-6	1545	1715	1600	1873
7-10	1740	1970	2326	2305
11-14	1845	2220	2077	2487
15-18	2110	2755	2171	2806
19-49	1940	2550	1819	2749
50-64	1900	2465	1534	1993
+65	1855	2215	1409	1696

Valores Recomendados e de Consumo gr por pessoa e por dia

Idade (anos)	Referência		Consumo	
	F	M	F	M
1-3	14.5		60.1	
4-6	19.7		65.7	
7-10	28.3		76.6	
11-14	42.1	41.2	66.7	93.2
15-18	45.4	55.2	78.4	96.8
19-49	45.0	55.5	73.9	104.7
50-64	46.5	53.3	62.0	84.8
+65	46.5	53.3	58.7	64.9

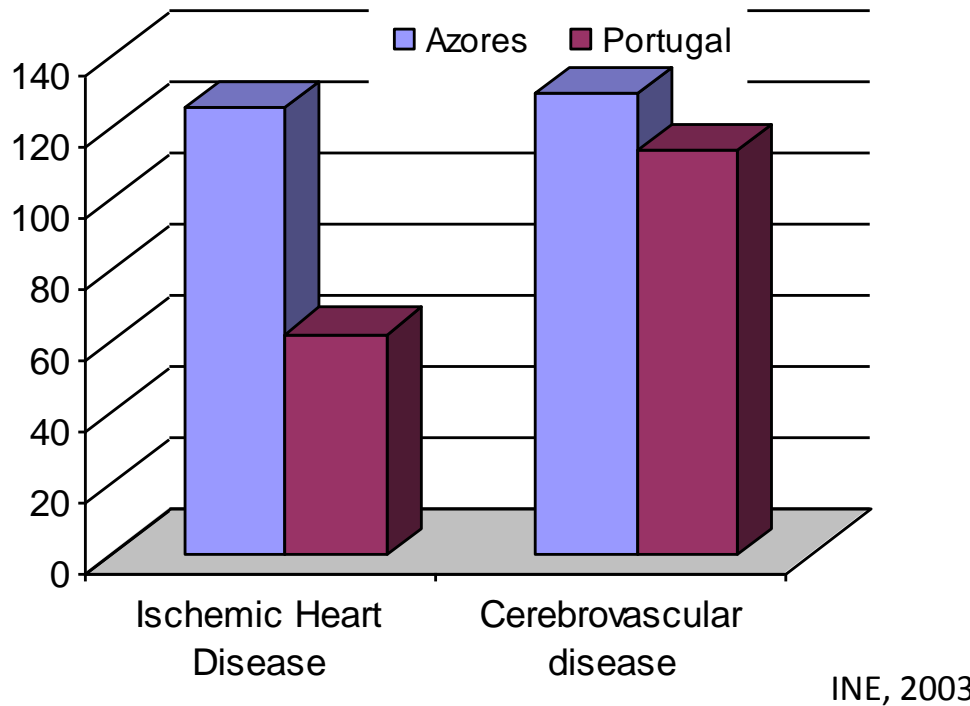


CARBON HYDRATES

Valores de Consumo gr por pessoa e por dia / % da energia total ingerida

Idade (anos)	gr		% energia	
	F	M	F	M
1-3	177	190	53.4	56.4
4-6	232	263	58	56.1
7-10	324	346	55.7	60
11-14	301	347	57.9	59.8
15-19	294	337	54.1	56.5
20-49	241	338	52.9	49.1
50-64	210	248	54.7	49.7
+65	195	235	55.3	55.4

THE PROBLEM



The mortality due to circulatory diseases in the Azores is scarier than in the mainland.

THE SOCIAL RESPONSE

GOVERNMENTS' REGIONAL PROGRAM FOR THE FIGHT AGAINST OBESITY (2009)

RISK ASSESSMENT:

PERIODICAL MONITORING ON:

- **OBESITY'S PREVELANCE**
- **FOOD HABITS AND PATERNS**

MEDICAL CARE ON OBESITY:

- **MEDICAL CONSULTATION ,**
- **MULTIDISCIPLINARY TEAMS**

PREVENTIVE MEDICAL CARE

- **PROFESSIONAL TRAINING ON HEALTHY FOOD
HABITS AND EXERCISE FOR FAMILY DOCTORS,
NURSES AND ASSISTENTS**

THE SOCIAL RESPONSE

GOVERNMENTS' REGIONAL PROGRAM FOR THE FIGHT AGAINST OBESITY (2009)

RISK MANAGMENT:

**REGULAMENTATION OF THE FOOD
AVAILABLE AT THE SCHOOLS' CANTEENS,
BARS AND OTHER PUBLIC INSTITUTIONS**

MAIN PRINCIPLES OF INTERVENTION

SOCIAL CONTEXT

Relevance of the cultural identity

VALUES, TRADITIONS AND CULTURAL BACKGROUND

That help to configure the Social identity of the Family.

MATERIAL CULTURE

Artifacts crystallize meanings

TWO-WAY COMMUNICATION PROCESS

To hear the ‘other’

CO-AUTHORSHIP – ‘Participatory’ research to study the meanings of actual food habits, thoughts and practices among families.

To design a communicational device in order to promote a common space and time to reflexive practice.

SOCIAL CONTEXT

THE HOLLY SPIRIT CEREMONIES

Meal liturgy

Giving grace to the lord by sharing a sacred meal



MATERIAL CULTURE



WHO? Voluntary Azorean families, with more than one child (non obese), from economically disadvantaged background.
(see literature)

WHAT? The social dynamics behind the construction of the families' 'food identity'.

- How is that identity negotiated?
- Till what extent do the elements engage in their food choices?
- How are the social roles defined? gender? age? parenthood?

HOW? Through qualitative, participatory research using an anthropological principles of approach, ethnographic methods of observation, interaction and data collection.

THE TABLECLOTH

A CATALYST FOR REFLECTION

The researcher will propose a challenge to the families: the making of a tablecloth a material testimony of their own reflection.