

СЕКЦІЯ ГРОМАДСЬКОГО ЗДОРОВ'Я ТА ПРОФІЛАКТИЧНОЇ МЕДИЦИНИ

MISCONCEPTION OF THE FOOD PRODUCTS CLAIM'S AND RELATED OBESITY AND OVERWEIGHT

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Abstract: Obesity and diabetes are the most common diseases in the XXI century. A lot of investigations are connecting abundance of such diseases with growing consumption of free sugar in the world. As known breastfeeding is the best diet for infants, however, mothers often need to stop breastfeeding for returning to a job, and then parents forced to use a complementary food (CF) that contains a high level of sugar. Badly balanced food consumption in infants may predispose to a forming a pernicious habits in choosing food products. Such as excessive preference for products containing the high level of free sugar. So in our investigation, we decided to explore a potential generation of parents in age 18-23 years old and their preference for the claim on a pack of food products.

Introduction: More than 90% of cases of obesity by the idiopathic causes, and only 10% have a hormonal origin. Although overweight and obesity significantly increase the risk to take CVS diseases, mellitus, endocrine, and even some oncologic diseases. And as a known excessive preference for sugar is the main cause of overweight and obesity.

Material and methods: By analyzing a survey of young people age 18-23 years who are potential parents, to determine the level of knowledge regarding the labeling of food, about the sugar content. In our investigation, we used a questionnaire for determine they preference to most popular claim. The analyses included 115 interviewed respondent, among of them 64% Female and 36% Male. For material base were used critical analyze of 40 articles from a large foreign editions such as :«Journal of Nutrition Education and Behavior», «BEHAVIORAL AND BRAIN SCIENCES» and many others.

Results: So received results fair demonstrate that young generation of potential parents has a misconception about dangerous of free carbohydrates, and forming dietary habits. Respondents addicted to choosing a fake "healthy" claim such as 1) Containing Vitamin C 36,6%; 2)Without trans-fat 32,3%; 3)Without GMO 19,4%; 4)Does not contain free sugars 11,8%. More than 53% of respondents have a misconception about the age of forming food products preferences. Only 17% of respondent regular take into account consisting of products which they purchase. Nearly half of the survey participant doesn't have enough knowledge's about notion such as free sugar, however, there was a difference between foreign and domestic respondents in an answer, in a favor of foreign participant that have a more correct understanding free sugars dangerous.

Conclusions: Were thinking that a global problem of obesity and overweight closely related with pernicious habits which forming in infants, probably it may be related to misconception of food products claims such as: "Vitamin C!" or "Non Trans-fat" or other inscription at the pack that misleading about real harm and benefit food products.

ПОРІВНЯННЯ ТЕНДЕНЦІЙ СМЕРТНОСТІ ДОРОСЛОГО НАСЕЛЕННЯ ТА ОСНОВНИХ ПОВЕДІНКОВИХ ФАКТОРІВ РИЗИКУ СЕРЦЕВО-СУДИННИХ ЗАХВОРЮВАНЬ В УКРАЇНІ ТА КИТАЇ

COMPARISON OF TRENDS OF MORTALITY OF ADULT POPULATION AND KEY PREDICTION FACTORS OF RISK OF CARDIOVASCULAR DISEASES IN UKRAINE AND CHINA

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Актуальність: Однією з провідних проблем сучасного світу є серцево-судинні захворювання (ССЗ), які стають основною причиною людських втрат. Зокрема, серед причин інвалідизації дорослого населення понад 60% становлять саме хвороби системи кровообігу (ХСК). У структурі смертності ХСК також посідають перші місця. Отже, одне із першочергових завдань охорони здоров'я полягає в організації превентивних заходів щодо ХСК, що полягають у попередженні основних факторів ризику: харчування та паління.

Мета роботи: порівняти основні поведінкові фактори ризику ССЗ і трендів смертності дорослого населення в розподілі до статі.