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HEALTH LITERACY IN THE BODY WEIGHT CONTROL BEHAVIOUR: WHAT SITUATION DO WE HAVE?

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Statement of the Problem: We live in the times, where media attention to a beautiful body is overestimated, and the social pressure for meeting image expectations influences and affects our quality of life. The prevalence of overweight and obesity among all age groups is one of the most burning public health problems (WHO, 2017). In addition, another great public health concern is huge dissatisfaction with their bodies, unhealthy weight loss behaviour and disordered eating. The fitness industry has become an unregulated misinformation machine. Society trusts in body ideals and body weight control technique from media and have poor understanding about dosage of physical activity and exercising. The aim of this presentation is to reveal people's health literacy in the field of body weight control, and to discuss about the challenges of health and fitness sector, also opportunities for better interaction between healthcare and exercise specialists.

Findings: Evidence suggests that the media and use of social media has a negative influence on body image. Excessive concern about appearance affects both women and men. Overweight or obese people even more suffer from psychosocial stress caused by social pressure to lose weight, have low self-esteem, are often dieting and are more likely to get depression.

Conclusion & Significance: A part of the population still has a wrong imagination about weight control and exercising behaviour. Educators and trainers should focus on the client education on the many health and lifestyle benefits of exercise, not on weight, and avoid provide unsubstantiated information. One of the future tasks is to encourage inter-professional learning and working between healthcare specialists, physiotherapists, sport scientists and fitness professionals.