

12th International Conferences on **Childhood Obesity and Nutrition**
&
3rd World Congress on **Diabetes and Obesity**

March 18-19, 2019 | Rome, Italy



Caroline Golden

Nudging obesity in the right direction

The global risk of obesity for children has risen from 0.7- 5.6% in girls and from 0.9-7.8% in boys from 1975-2016 (NCD Risk Factor Collaboration (NCD-RisC) 2017). We are proposing a novel method of tackling obesity in young adults using Nudgeomics – a combination of DNA-based dietary guidelines and small nudges in food product recommendations via an app. The app provides both educational information on personalized dietary guidelines, and the nutritional information of the food product, with the advice on whether the food product is good for you based on your DNA or whether another product would be better. The technique is based on Nudge theory. A meta-analysis of Nudge interventions showed that it improved dietary behaviour in children in 83% of studies. Moreover, dietary nudges were found to be more effective in children in elementary school and adolescence rather than pre-school. Nudgeomics is not only an effective tool to tackle obesity in adolescents; it also harnesses both the agency of the child and the authority of the parent. NudgeShare enables parents to shop for their whole family by integrating the DNA-based guidelines of all family members. The parent, in their position of authority over the diet of their children, is provided with reassurance

JOINT EVENT

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Biography

Caroline Golden is working with Professor Chris Toumazou and Dr. Maria Karvela who pioneered the term Nudgeomics at the KMPG Innovation and Information Protection in Digital Health Conference, on 23rd September 2016. The Nudgeomics team is currently conducting a clinical trial to determine the effectiveness of the Nudgeomics technique on reducing the risk of type 2 diabetes in pre-diabetic individuals.

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