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Abeeda Zia and Mumtaz Ali Anwar
University of Veterinary and Animal Sciences, Pakistan

This study investigated the nutrition information seeking behavior of adult obese patients of a Pakistani hospital. This issue has not been given adequate attention in research. It is necessary to look into this very important aspect if a society wants to become a healthy one. Survey method using a questionnaire was used to collect data from adult obese patients. The initial instrument prepared by the researchers was expert reviewed for content validation and pilot tested. It was administered to 30 patients visiting the nutritionist of a hospital. They were selected using convenience sampling technique. 28 respondents were female and two male. The results showed that most of the respondents gave preference to taste and cost in food selection. Grains, vegetables and fruit were highly preferred by the respondents. They used a variety of sources for nutrition information. The top three frequently used nutrition information sources were: Family members, friends and internet. Most of the participants gave preference to the print format. A majority of the respondents reported lack of time during appointments to ask for nutrition advice, confusion with too much information and contradictory information as the main problems in their information seeking. The results of this study can be used to provide improved nutrition information sources and services for adult obese and remove barriers to facilitate the use of nutrition information.

abeedazia@uvas.edu.pk