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Cognizance of vitamin D and its deficit in young adults of Dubai, UAE

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Vitamin D deficiency [VDD] coupled with an unbalanced diet and sedentary life, owing to the advent of social media, is a major concern worldwide. VDD is the most common dietary deficit and the most common undiagnosed health conditions prevailing in the young adult of Dubai region. Several studies suggest the remarkable increase in the occurrence of VDD in UAE population. Studies have also forged a strong relationship between VDD and infertility in Emirati women, particularly with respect to IVF failure. VDD worsens the hormonal imbalance, making them prone to miscarriage. The awareness about the importance of vitamin D in diet and its resources seem to be lacking in the young adults among Dubai residents. This paper aims to assess awareness, perception and understanding of VDD among young adults residing in Dubai. It will also focus on the current research: past, present and future challenges of various aspects of VDD. The current research draws material from government sources especially those based in the UAE, data is drawn from research papers, media reports, websites (National Center for Biotechnology Information), and information published by *The American Journal of Clinical Nutrition*. Long term strategies to address this deficiency problem will include public education, national health policies for screening and prevention through food fortification, and treatment with vitamin D supplementation.

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