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Nutrition information seeking behaviour: A study of adult obese patients of the Fatima Memorial Hospital, Lahore**Zia Abeeda¹ and Anwar Mumtaz Ali²**¹University of Veterinary and Animal Sciences, Pakistan²Abdalians C. H. Society, Pakistan

Statement of the Problem: The prevalence of obesity is increasing throughout the world's population but its size varies greatly between and within countries. This study aims to investigate the information seeking behavior of adult obese patients visiting Fatima Memorial 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. Research method: Survey method, using a questionnaire was used to collect data from adult obese. These data were supplemented by qualitative interviews of two nutritionists. The initial instrument prepared by the researchers was reviewed by a panel of three experts for content validation. It was pilot tested on six obese adults getting nutrition information from UVAS Nutrition Clinic who were not part of the sample. It was revised in light of the input received. The questionnaire was personally administered by one of the researchers on 30 patients. Statistical analysis was done using SPSS. Twenty-eight respondents were female and only two male. Findings: 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 the 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. Recommendation: 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

Biography

Abeeda Zia obtained her Master in Library and Information Science from the University of the Punjab, Lahore, in 2002 and joined the University of Veterinary & Animal Sciences, Lahore, as a cataloguer. UVAS is the oldest university in Pakistan that produces Doctor of Veterinary Medicine. Later I did my M. Phil. in 2017. My research topic was "Nutrition information seeking behaviour: A study of adult obese patients of a Pakistani hospital. Now I am working as the Deputy Librarian at UVAS. I have expertise in Digital Library and Reference service. My areas of interest are: Nutrition, Paediatric Nutrition, Obesity and weight Management.