

## Prevalence of obesity among young female adults in Coimbatore city and impact of diet counselling

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### ABSTRACT

The study was conducted to find out the prevalence rate of obesity among young adults; obesity is relation to life style, dietary pattern of the selected subjects and to impart the diet counselling. The study concludes that the major cause for the prevalence of obesity among young adults was due to their unhealthy dietary habits, consuming calorie dense fried foods, milk products sweets and carbonated beverages and another main contributing factor is their sedentary life style. Through proper diet counselling and regular exercise, the weight reduction can be achieved successfully.

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**Key Words :** Obesity, Diet counselling, Young females

### INTRODUCTION

Obesity has become one of the serious health problems with the prevalence steadily increasing over the past four decades. There is ever expectation that the next generation of children are likely to be fatter than the current generation of children which implies a challenge to our global health care system. While childhood obesity rates have doubled, the adolescent's obesity has tripled. The cause of obesity is complex and includes genetic, lack of physical activity, over consumption of high fat, energy dense food, family and social environment. Urbanization and modernization have inevitably altered dietary habits and life style practices contributing to the emergence of increasing obesity. There is an urgent need for obesity screening to estimate prevalence rates and early intervention programmes to combat this escalating menace. In fact, childhood obesity is expected to reach epidemic proportion in developing countries like India. National Survey Data (N.S.D.) indicate that only two per cent of school children were obese. Observation made by Mirmiran (2003) showed that out of the four states, (Haryana, Himachal Pradesh, Punjab and Rajasthan), prevalence of obesity among adult population was highest in Punjab 15 per cent being normal, 12.2 per cent overweight (obese I) and 2.6 per cent (obese II). The National Nutrition Monitoring Bureau Data, depicts that Kerala (10 %) had the highest proportion of obese

population as compared to 9.6 per cent in Tamil Nadu, 4 per cent in Karnataka and Andhra Pradesh .

At the other end of the malnutrition scale, obesity is one of today's most blatantly visible-yet not neglected – public health problems. In 1995, there were an estimated 200 million obese adults worldwide. As of 2000, the number of obese adults has increased to over 300 million. Both overweight and obesity poses a major risk for serious diet related non communicable diseases, including diabetes mellitus, cardiovascular disease, hypertension and stroke, osteoarthritis and certain forms of cancer (Gutierrez *et al.*, 1999).

Economic growth, modernization, urbanization and globalization of food markets are just some of the forces inevitably to the emergence of increasing obesity among young adults . Adult spent a substantial amount of time with friends and eating is an important form of socialization and recreation (Telleton, 2002). The study has been undertaken to find out the prevalence rate of obesity among young adults, obesity in relation with life style, dietary pattern of the selected subjects and to impart diet counselling.

### METHODOLOGY

Avinashilingam Deemed University, well known educational institute for women in Coimbatore district was selected for the study. Out of six faculties, Home Science faculty was selected through purposive sampling, as the