

A PROSPECTIVE OBSERVATIONAL STUDY ON NON-MEDICAL REASONS FOR OBESITYFathima S.¹, Ashtami M. J.², Fesna S. B.³, Merlin Joy⁴, Varsha A.⁵ and Sruthy S. A.^{6*}¹⁻⁵8th Semester B. Pharm Students of Dale View College of Pharmacy and Research Centre, Punalal, Thiruvananthapuram.⁶Associate Professor, Department of Pharmacy Practice, The Dale View College of Pharmacy and Research Centre, Punalal, Thiruvananthapuram.***Corresponding Author: Sruthy S. A.**

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ABSTRACT

The prevalence of obesity is rising more quickly than the pace at which obesity research is progressing. Researchers discovered that a number of non-medical variables are to blame for the sharp rise in the number of fat people. In this review, we go over the effects of being inactive, consuming too many calories, getting too little sleep, and living in stressful environment- all of which are major contributors to obesity.

KEYWORDS: Obesity, Calories, Sleep.**INTRODUCTION**

Obesity is a chronic complex disease defined by excessive fat deposits that can impair health. Unhealthy eating habits, sleep deprivation, inactivity, and excessive consumption of calorie-dense beverages and sugar-filled soft drinks are examples of lifestyle choices. These behavioural decisions are the main causes of obesity.

Lack of physical activity

Insufficient physical activity is a significant contributing factor to obesity. Many people rarely engage in regular exercise as a form of relaxation and instead choose to watch TV, browse the internet, or play computer games. If you don't exercise enough then your organ stores the excess energy you consume as fat because you won't be using the energy from your diet. Adults can engage in at least 150 minutes of moderate-intensity aerobic exercise,

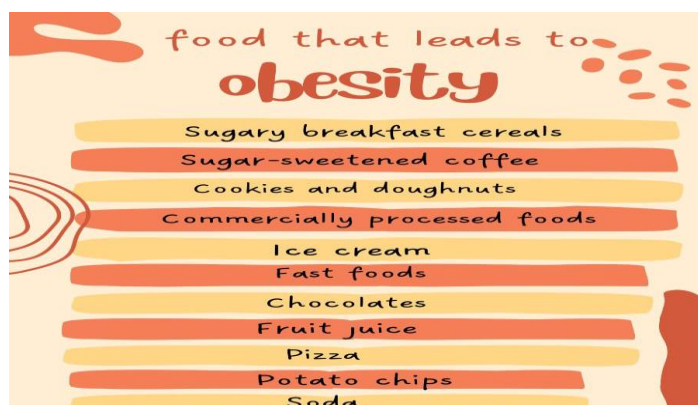
such as brisk walking or cycling. This can be divided up into smaller sessions rather than needing to be completed in one sitting.

Unhealthy eating behaviors

You have a higher chance of being overweight or obese if you engage in certain harmful eating habits. Your calorie requirements will change according on your age, sex, and degree of physical activity.

• Dash diet

It is a versatile and well-balanced eating plan that promotes a lifetime of heart-healthy eating. By adhering to this healthy routine, obesity can be decreased, which in turn minimizes the numerous deformities that obesity causes.



Improper sleeping patterns

Studies have demonstrated a connection between a high BMI and insufficient sleep. Uncontrollable hunger cravings are a result of consistently sleeping for less than 7 hours each night. To put it another way, poor sleep might increase the likelihood that we will overeat or fail to listen to our bodies.

Stressful environment

Stress can have an impact on your brain and cause your body to release hormones that regulate your appetite and energy levels. You may consume more and accumulate more fat as a result of these hormone changes.

Quitting smoking

Weight gain is frequently linked to quitting smoking. Additionally, it may cause some people to acquire enough weight to be considered obese. This occurs often when people turn to food as a coping mechanism for their smoking cessation. However, generally stopping smoking still has a bigger positive impact on your health than continuing to smoke. Your medical staff can assist you in avoiding gaining weight after stopping smoking.

Assertive marketing

The marketing strategies employed by junk food manufacturers can be highly questionable, often prioritizing profits over public health. They may use deceptive tactics to promote unhealthy products as healthy options, making false or exaggerated claims. What's even more concerning is their targeting of children who are vulnerable to persuasive marketing and may not fully understand the consequences of their food choices. This can lead to childhood obesity, diabetes, and lifelong addictions to unhealthy foods. It's essential for parents, educators and regulators to be aware of these practices and take steps to educate children about healthy eating and critical thinking, while also advocating for stricter regulations on junk food marketing to children.

Misled information

The spread of misinformation about health and nutrition is a significant concern worldwide. It's crucial to be aware of the sources of information and their credibility. Here are some key points to consider:

- Unreliable websites and sources
 - Oversimplification or misinterpretation of scientific studies by news outlets
 - Outdated information or unproven theories
 - Biased or misleading information from food companies and manufacturers
 - Promotion of ineffective or harmful products, such as weight loss supplements
- To make informed decisions about your health and nutrition, it's essential to:
- Consult reputable sources, such as academic journals, government health organizations, and credible health websites
 - Look for evidence-based information and scientific consensus

- Be cautious of sources with conflicts of interest or biases
- Stay up-to-date with the latest research and findings
- Consult with qualified healthcare professionals or registered dietitians for personalized advice

Age

As people age, their risk of obesity increases due to various factors. Hormonal changes and a less active lifestyle can lead to weight gain, while the natural loss of muscle mass (sarcopenia) slows down metabolism, reducing the body's calorie needs. If older adults don't make a conscious effort to maintain a healthy diet and increase physical activity, weight gain and obesity are likely to occur. It's essential to be mindful of these changes and proactively adopt healthy habits to manage weight and prevent obesity-related health issues. Regular exercise, strength training, and a balanced diet can help mitigate these age-related changes and support overall health and well-being.

Environment

Food deserts and lack of access to healthy food options can significantly contribute to obesity and other health issues. It's a complex issue that involves food insecurity, transportation barriers, and socioeconomic factors.

Additionally, environmental factors like artificial light exposure, particularly at night, can also play a role in obesity. Disrupting our natural circadian rhythms can affect our metabolism, appetite regulation, and overall health. While the link between screen time and obesity is often attributed to a sedentary lifestyle, the impact of artificial light on our inner clock and metabolism should not be overlooked.

It's essential to address these environmental factors and work towards creating healthier communities with access to nutritious food, green spaces, and responsible urban planning that prioritizes public health.

Social and Economic issues

Obesity is often linked to social and economic circumstances that can make healthy choices challenging. Some of the key aspects include:

1. **Neighborhood environment:** Lack of safe spaces for physical activity, sidewalks, and parks, making it difficult to engage in regular exercise.
2. **Socioeconomic status:** Lower income and education levels can limit access to resources, knowledge, and opportunities for healthy living.
3. **Social norms:** Cultural and social influences that normalize unhealthy behaviors and reinforce harmful habits.
4. **Stress and coping mechanisms:** Using food as a coping mechanism for stress, leading to overeating and unhealthy choices.
5. **Education and Awareness:** Limited knowledge about healthy eating, exercise, and obesity

prevention, hindering individuals' ability to make informed choices.

Addressing these factors requires a comprehensive approach that involves policy changes, community engagement, education, and individual support to create an environment that fosters healthy living.

RESULT AND DISCUSSION

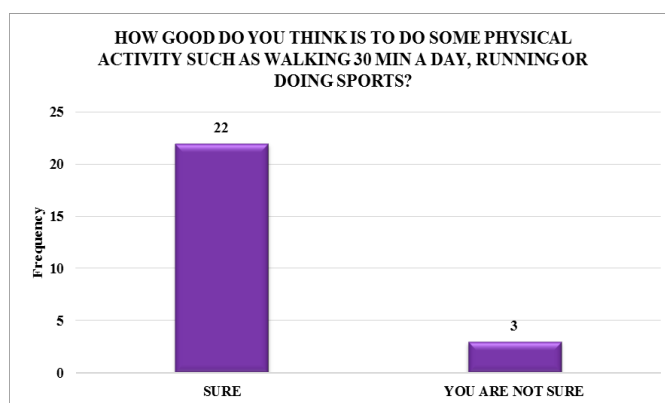
Obesity shows a wide range of non medical risks in individuals. You can counteract most risk factors through

diet, physical activity and exercise. Behavior changes, medicines and procedures for obesity also can help.

Based upon our study conducted on the students of The Dale View College of Pharmacy and Research Centre by using KAP questionnaire it is found that many non-medicated reasons also contribute being obese.

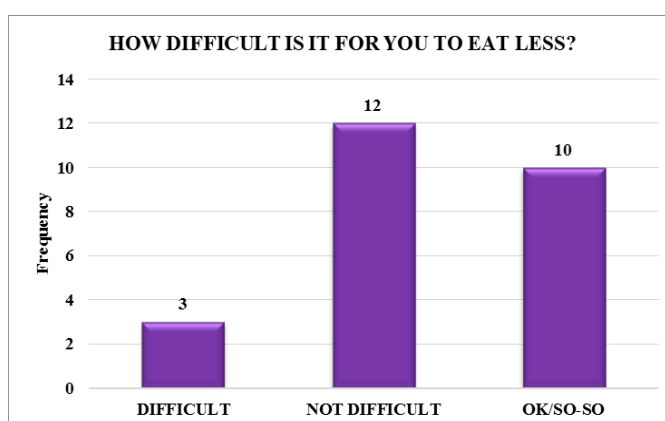
How good do you think is to do some physical activity such as walking 30 min a day, running or doing sports?

How good do you think is to do some physical activity such as walking 30 min a day, running or doing sports?	Frequency	Percent
Sure	22	88.0
You are not sure	3	12.0
Total	25	100.0



How difficult is it for you to eat less?

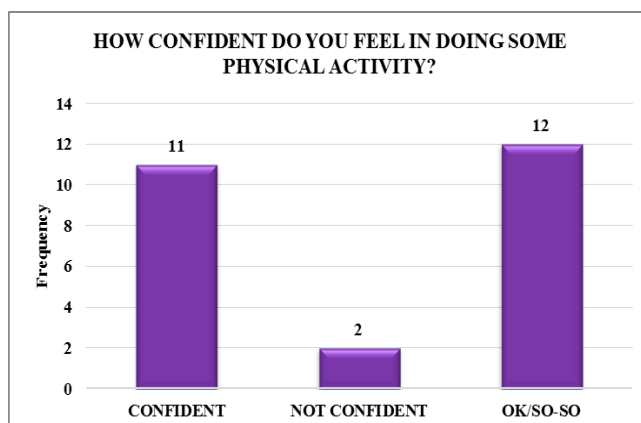
How difficult is it for you to eat less?	Frequency	Percent
Difficult	3	12.0
Not difficult	12	48.0
OK/SO-SO	10	40.0
Total	25	100.0



How confident do you feel in doing some physical activity?

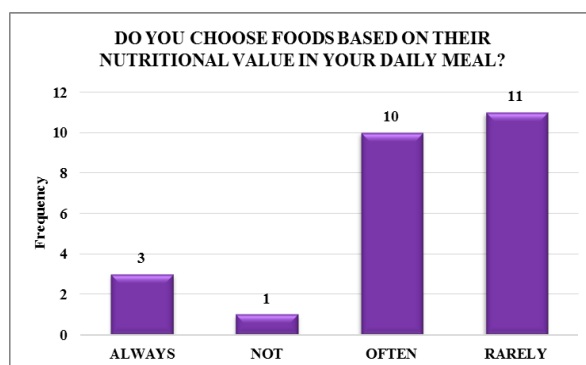
How confident do you feel in doing some physical activity?	Frequency	Percent
Confident	11	44.0
Not confident	2	8.0

OK/SO-SO	12	48.0
Total	25	100.0



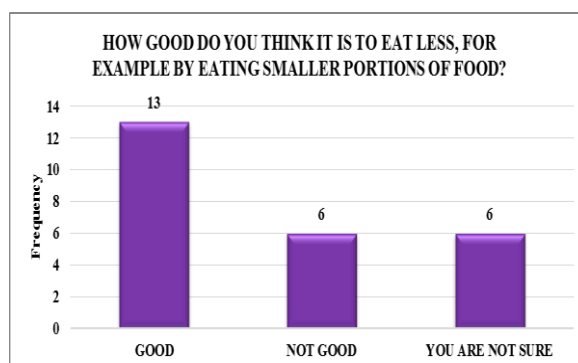
Do you choose foods based on their nutritional value in your daily meal?

Do you choose foods based on their nutritional value in your daily meal?	Frequency	Percent
Always	3	12.0
Not	1	4.0
Often	10	40.0
Rarely	11	44.0
Total	25	100.0



How good do you think it is to eat less, for example by eating smaller portions of food?

How good do you think it is to eat less, for example by eating smaller portions of food?	Frequency	Percent
Good	13	52.0
Not good	6	24.0
You are not sure	6	24.0
Total	25	100.0



CONCLUSION

Obesity is caused by a combination of personal and societal factors. Even though the majority of them are adjustable, it can be difficult to fully manage all of the contributing aspects. To make it easier to comprehend and treat obesity, the risk variables were interconnected and placed into various categories. These categories include the environment for physical activity, food production and consumption, individual psychology and social psychology. Comprehending each of these risk factors in isolation and realizing how they interact with one another is essential to comprehending the origins of obesity and developing a workable plan to stop this global epidemic.

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