

T5:PS.74

Fastfood consumption, television/video viewing, and obesity risks among young Emirati womenY Apostolopoulos^{1,2}, PhD, S Theuri¹, PhD, A Sultan Al Senaidi¹, S Sonmez¹, PhD¹Natural Science & Public Health, Zayed University, Abu Dhabi, UAE; ²Emory University School of Medicine, Atlanta, Georgia, USA; ³Communication & Media Sciences, Zayed University, Dubai Campus, UAE

Background: Obesity rates among Emiratis have risen sharply over past decades with subsequent adverse health ramifications. Among possible contributors to these trends are lifestyle changes (e.g., eating away from home, passive TV/video entertainment). This paper aims to delineate potential connections among TV/video viewing, fastfood consumption, and BMI rates of young Emirati women.

Methods: A stratified random sample of 125 high-school and 125 college female students completed a short version of the *Youth Healthy Living Survey*. Data were collected on sociodemographics, fastfood and fruit/vegetable consumption, TV/video exposure, type of programs viewed, physical activity, and psychosocial and spatial variables. Weight and height were used to compute BMI.

Results: In the midst of a health transition with alarming NR-CD rates, this exploratory study constitutes the first in the Middle East to investigate relationships between consumption of fastfood, passive leisure, and obesity. While data collection is ongoing (anticipated to finish in 1/2008), partial data analysis indicates that: (a) eating has become more appealing while physical activity less so due to more fastfood availability and TV viewing; (b) links between amount/type of TV exposure and higher consumption of unhealthful foods are growing; and (c) both are leading to elevated obesity risks.

Conclusions: Consumption of fastfood and TV/video viewing among young women in the UAE seems to have adverse effects on dietary quality in ways that plausibly could increase obesity risks. Findings would significantly help in the planning and implementation of health education and promotion programs.

T5:PS.76

MC4R mutations in a sample of morbid obese portuguese patientsCarvalho, D^{1,2}, Carvalho, G³, Freitas, P^{1,2}, Correia, F^{1,4}, Miranda, M¹, Garcia, E³, Mensink, R³, Medina, J^{1,2}, Castedo, S^{2,3}¹Department of Endocrinology Hospital S. João, Porto, Portugal²Faculty of Medicine University of Porto, Porto, Portugal³GDPN – Genética Médica e Diagnóstico Pré-Natal, Prof. Sérgio Castedo, S.A.; Porto, Portugal.⁴Faculty of Nutrition and Food Sciences, University of Porto, Porto, Portugal

Obesity is a chronic multifactorial disease with genetic, metabolic, behavioural, psychological and social components. The Portuguese population obesity prevalence is approximately 14%. Mutations in the gene encoding the melanocortin 4 receptor (MC4R), present in 2-6% of patients with morbid obesity (MO), represent the most common monogenic cause of obesity.

Objective: To evaluate the MC4R gene mutations prevalence in MO patients and its correlation with Binge Eating Disorders (BED).

Subjects and Methods: 102 patients (88 females) with MO were screened for mutations in MC4R gene by direct sequence analysis and females evaluated for the prevalence of BED.

Results: Five missense mutations in heterozygosity were detected in the MC4R coding region (c.307G>A, c.751A>C, c.811T>C, c.869T>A and c.1056C>T), each with an allele frequency of 0.49%. A mutation in the 5' untranslated region (c.-178A>C) was detected in 4 cases, one in homozygosity and 3 in heterozygosity (allele frequency: 2.45%). The substitution c.-178A>C, as well as the missense mutations c.307G>A(p.Val103Ile) and c.751A>C(p.Leu251Ile), are probably not associated with obesity related-phenotypes since its prevalence is similar in obese and control populations. The three other detected missense mutations, c.811T>C (p.Cys271Arg), c.869T>A(p.Leu290Gln) and c.1056C>T (3'-untranslated region) were not yet reported. Twenty females (22.7%) presented BED. These were younger (36±10y) than the patients without BED (42±11y;p=0.02).

Conclusions: Three polymorphisms at a frequency of 5.9%, and three non-described mutations with a frequency of 0.98% each were detected in our study. These values are in keeping with previous reports. No correlation of presence of MC4R mutations with BED was observed.

Research Grant of the Portuguese Society of Endocrinology, Diabetes and Metabolism and of the Comissão de Fomento da Investigação em Cuidados de Saúde da Saúde, Ministério da Saúde PI Projecto 56/2007

T5:PS.75

Obesity prevention in childhood: first results of EPODE program

Borys, JM, Peze, K, Le Bodo, Y, Lommez, A, Bordas, S, Mugnier, S, Raffin, S

EPODE coordination team, 11 rue Galvani, Paris, France

The EPODE Program (E.), developed in several European countries since 2004, is a community based intervention methodology to prevent childhood obesity involving local stakeholders in a sustainable way.

E is a long-term program that lies within the frame of real daily life and takes the environment and constraints into account. It is a positive, concrete and step-by-step apprenticeship of nutritional balance and physical activity. E is a behavior-centered approach, with an educational philosophy prompting fun and non-stigmatization of any food.

A national coordination team using social marketing and organizational techniques coaches the local project managers and the local teams to mobilize local stakeholders like teachers, health professionals, shop keepers, local producers, caterings, media ... to relay healthier lifestyle habits. Dedicated tools and roadmaps are delivered for each profession.

The 5 key factors of E to sustainably mobilize local stakeholders are a strong political will, a scientific background, a professional organization scheme, an ethical public/private involvement and a continuous communication.

Today 127 towns in France, 2 in Belgium and 5 in Spain, concerning more than 2 million people are involved. We will present latest data in terms of management, field mobilization and discuss the evolution of the BMI of 25000 children weighted and measured yearly since 2004 as well as sociological changes.

Grants from: Assureurs Prévention Santé, Nestlé France, Fondation Internationale Carrefour, EPODE Club des Partenaires

T5:PS.77

Perception versus Reality for Indices of Health in UK Men.DeVille-Almond, J¹ and Potter, J²

¹Independent Nurse Consultant/ Trustee of National Obesity Forum/Trustee and vice president of the Men's Health Forum; ² University of Chichester, Chichester, UK

This work intended to look at how men perceive their health in relation to obesity.

This paper presents data collected from 266 men (19-84yrs) who visited MOTO service stations on motorway networks during the summer of 2007. Men were offered 'spare tyre checks' at a health check station making the data unusual in that it provides information from the general population and not those visiting clinicians.

The subjects had a number of health indices measured including; body composition by BIA (Tanita BC-420MA), waist circumference. They were also asked a number of questions regarding their perceptions of themselves in matters of health.

The subjects were found to be significantly ($t_{(263)} = 25.04, p < 0.001$) overweight (23.01 ± 16.82 kg) and had a mean excess of 4.95 ± 16.82 kg of fat. Paired samples t-tests revealed significant differences between their guessed waist and their real waist measurement ($t_{(263)} = -18.69, p < 0.001$) with the average estimate being 3.4 ± 3.7 inches under. As their waist circumference increased the men regarded their weight to be more important than waist circumference. Subjects were asked to categorise themselves in terms of their body composition. Of those with BMI's $30-35 \text{ kg/m}^2$ 89% underestimated their size, with 60% of those in the morbidly obese category of $>35 \text{ kg/m}^2$ thinking that they were not obese.

The differences between perception and reality that individuals have is likely to have an impact on the effectiveness of any education and intervention programme as they will deem the information or process the information more or less relevant to themselves.