



Με συγχρηματοδότηση από  
το πρόγραμμα «Erasmus+»  
της Ευρωπαϊκής Ένωσης



# Breaking WEIGHT BIAS

Προώθηση της Υγείας  
χωρίς βλαπτικότητα  
μέσω ηλεκτρονικών  
εκπαιδευτικών  
εργαλείων

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06

## 6.4. Συμπεριληπτική προσέγγιση του βάρους στη Δημόσια Υγεία





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## 6.4. Συμπεριληπτική προσέγγιση του βάρους στη Δημόσια Υγεία

Σύμφωνα με τον ορισμό του Acheson (Public health in England, 1988), η δημόσια υγεία είναι «η τέχνη και η επιστήμη της πρόληψης ασθενειών, της παράτασης της ζωής και της προαγωγής της υγείας μέσω οργανωμένων προσπαθειών της κοινωνίας». Τα τρέχοντα μοντέλα που καθοδηγούν τη δημόσια υγεία χρησιμοποιούν ενέργειες για τη μείωση των παραγόντων κινδύνου για την υγεία, όπως οι φόροι και η νομοθεσία, τα προγράμματα κοινοτικής παρέμβασης ή η μετάδοση πληροφοριών σχετικά με τους κινδύνους και τα οφέλη από την υιοθέτηση μιας συγκεκριμένης συμπεριφοράς για την υγεία με διαφημιστικά μηνύματα γενικού ενδιαφέροντος. Ωστόσο, αυτές οι ενέργειες έχουν τους περιορισμούς τους, καθώς επικεντρώνονται στους παράγοντες που θεωρούνται ως εξαρτώμενοι από το άτομο και όχι τόσο από τις κοινωνικο-πολιτιστικές ή οικονομικές συνθήκες, οι οποίες έχουν πιο ουσιαστικό αντίκτυπο στις εμπειρίες, τις επιλογές ή ακόμα και τις ευκαιρίες του ατόμου (Mansfield & Rich, 2013, Syme, 2007).

Οι πληθυσμοί με κακά αποτελέσματα στην υγεία τείνουν να βρίσκονται κάτω από τους περισσότερους κοινωνικοοικονομικούς περιορισμούς και να έχουν λιγότερο προσωπικό έλεγχο στη ζωή τους. **Τα προγράμματα δημόσιας υγείας θα μπορούσαν να υποστηρίξουν τον πληθυσμό με περισσότερη ισότητα** εφαρμόζοντας τα ακόλουθα μέτρα:

1. συμπεριληπτική προσέγγιση του βάρους (Tylka et al., 2014),
2. μηνύματα που εστιάζουν στην ενθάρρυνση των υγιών διατροφικών συμπεριφορών και στα οφέλη που τις συνοδεύουν, όχι στους κινδύνους παχυσαρκίας ή αύξησης βάρους (Tylka et al., 2014),
3. προγράμματα που αποθαρρύνουν το στίγμα βάρους ( Tylka et al., 2014),
4. πολιτικές για την πρόληψη και τη μείωση της βλάβης που σχετίζεται με την κανονιστική προσέγγιση του βάρους, όπως η υιοθέτηση μιας γλώσσας που δεν αναφέρει το βάρος σε μηνύματα γενικού ενδιαφέροντος, η εφαρμογή εκπαιδευτικών προγραμμάτων για επαγγελματίες υγείας κατά της προκατάληψης βάρους, καθώς και η τροποποίηση κατευθυντήριων γραμμών, ώστε να συμπεριλάβουν τρεις παράγοντες που επηρεάζουν την παχυσαρκία: την **κοινωνικοοικονομική κατάσταση**, τη **σωματική δραστηριότητα** ή τους **διατροφικούς παράγοντες** (O'Reilly & Sixsmith, 2012).

**Η Δημόσια υγεία είναι υπεύθυνη για τη βελτίωση της διαχείρισης της παχυσαρκίας και την πρόληψή της.** Τα μέτρα που μπορούν να ληφθούν για να επιτευχθεί αυτό περιλαμβάνουν την εφαρμογή νόμων και κανονισμών για τη μείωση των περιβαλλοντικών παραγόντων που σχετίζονται με την παχυσαρκία. Είναι απαραίτητο να παρθούν ζωτικές πρωτοβουλίες για την αλλαγή συμπεριφορών και την αύξηση της ευεξίας του πληθυσμού, ανεξάρτητα από την κατάσταση του βάρους του.



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