



Breaking WEIGHT BIAS

Promovarea sănătății prin instrumente de formare digitală fără a
afecta starea de sănătate

Numărul proiectului:

2020-1-UK01-KA204-079106

6.4. O abordare weight - inclusive în sănătate publică





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CONȚINUT DE PREGĂTIRE

6.4. O abordare weight inclusive în sănătate publică

Conform definiției Acheson (Sănătatea publică în Anglia, 1988), sănătatea publică este "*arta și știința prevenției bolilor, a prelungirii vieții și a promovării sănătății prin eforturile organizate ale societății*". Modelele actuale care ghidează sănătatea publică utilizează acțiuni de reducere a factorilor de risc ai sănătății, inclusiv taxele și legislația, programele de intervenție comunitară sau transpunerea informațiilor despre riscurile și beneficiile adoptării unui anumit stil de viață în mesaje promoționale de interes general. Cu toate acestea, acțiunile lor au limitări, se concentrează asupra factorilor care sunt percepuți ca fiind dependenți de individ și mai puțin de condițiile socio-culturale sau economice, care au un impact mai substanțial asupra experiențelor, alegerilor sau chiar oportunităților individului (Mansfield & Rich, 2013; Syme, 2007).

Populațiile cu rezultate slabe în materie de sănătate tind să se afle sub cele mai multe constrângeri socio-economice și să aibă un control personal minor asupra vieții lor. Programele de sănătate publică ar putea sprijini populația într-un mod mai echitabil prin aplicarea următoarelor măsuri:

1. o abordare weight-inclusive (Tylka et al., 2014);
2. mesaje care se concentrează pe încurajarea comportamentelor alimentare sănătoase și a beneficiilor care decurg din aceasta, nu pe riscurile obezității sau creșterii în greutate (Tylka et al., 2014);
3. programe care să descurajeze stigmatizare bazată pe greutatea corporală (Tylka et al., 2014),
4. politici de prevenție și reducere a efectelor nocive asociate abordării normative a greutății, cum ar fi adoptarea unui limbaj care nu menționează greutatea corporală în mesajele de interes general, implementarea de programe educaționale pentru profesioniștii din domeniul sănătății împotriva prejudecăților legate de greutatea corporală, precum și modificarea orientărilor pentru a include o contribuție a celui de-al treilea factor al obezității și anume statutul socioeconomic, nu doar activitatea fizică sau factorii nutriționali (O'Reilly & Sixsmith, 2012).

Sănătatea publică este responsabilă de îmbunătățirea gestionării obezității și de prevenția acesteia. Măsurile care pot fi luate includ punerea în aplicare a legilor și reglementărilor pentru a reduce factorii de mediu asociați obezității. Sunt necesare inițiative vitale pentru schimbarea comportamentelor și creșterea bunăstării populației, indiferent de greutatea corporală.



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