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Opportunities for using information and communication channels for adiposity prevention among women

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Можливості використання інформаційно-комунікаційних каналів для профілактики ожиріння серед жінокДВНЗ «Ужгородський національний університет»,
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Возможности использования информационно-коммуникационных каналов для профилактики ожирения среди женщинГВУЗ «Ужгородский национальный университет»,
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Introduction

Despite attempts in the last decade to combat the increased incidence rate, the adiposity remains one of the most difficult public health problems of the 21st century [1]. According to the WHO forecasts, by 2025, half of the world's population will be obese.

The dietary errors characteristic of modern society, a sedentary lifestyle, and constant psychological stress lead to the frequency of growth and progression of obesity among all age groups in all countries of the world [2]. The decrease in working capacity, deterioration of quality and reduction of life expectancy are the consequences of the increasing prevalence of this disease across the population, according to the epidemiological studies [3,4].

Prevention of adiposity development is one of the main focus areas in the primary prevention of noncommunicable diseases [5]. The relevance of the problem is significantly reinforced by the need to form the population's health needs, counteract behavioral risk factors, increase their health value, and introduce various forms and methods of teaching individual health care.

New opportunities for disease prevention policies and health transformation in particular are increasingly being created by the development of information and communication technologies. The WHO document "Health 2012: fundamentals of European Policy and Strategy for the XXI Century" defines the relevant areas of communication activities as improving the level of development of Health Information Support Systems and services. The WHO (2020) defines one of ten main functions of public health as communication in the interests of public health care, indicating that it is the art and technique of informing individual citizens, institutions and various audiences of the public, influencing them and creating positive motivation for them regarding important issues and health determinants. The importance of communication activities in the health sphere is defined in

"Health 2020: fundamentals of European Policy and Strategy for the XXI Century" [6]. In the era of the information society, media literacy should become the dominant feature of modern life, which will guarantee an objective perception of information and media content for medical and preventive purposes.

The aim. Study the women's vision of urban and rural locality considering the opportunities to use information and communication channels for adiposity prevention.

Materials and methods

The work was performed within the framework of the Scientific Research Work of the Department of Health Sciences of Uzhhorod National University "Medical-and-demographic and sanitary-and-epidemiological situation in Transcarpathian region as the factor of formation of regional public health system". The sociological method was used – a survey based on a specially created questionnaire. The study involved 276 women living in Uzhhorod town and districts of Transcarpathian region. The results of the survey, processed by mathematical statistics methods, show that there were more rural respondents in the study group (65.2±9.8%) than urban respondents – 34.8±13.5%. The majority were women aged 31-40 years in both rural and urban areas (40.0±10.1% and 37.5±13.7%, respectively). In terms of the level of education among the surveyed women, the largest share was made up of women with higher education: 77.8±8.6% – among rural and 85.4±10% of urban respondents.

In the course of the study, we analyzed and generalized scientific and methodological literature, sociological, static and graphic methods.

For the survey, an online questionnaire was used, which provided for identifying general data, the level of women's awareness about the adiposity problem and their opinion about the information and communication channels use in disease prevention. Percentage values of responses were determined

with a confidence interval of 95%. The licensed program IBM SPSS Statistics and Microsoft Excel were used to calculate the received data.

The application of these methods in the study was reviewed and approved by the Committee on Ethics of Uzhhorod National University (Protocol No. 3 of May 19, 2020).

Research results and their discussion

Nowadays, information and communication channels play a significant role in the urban and rural women's health. Facebook, Instagram, Viber, YouTube, and Telegram are the most popular social networks among respondents of both groups, which was 88.4 among all social networks used by the respondents at the time of the survey. At the same time, it was determined that women living in the urban and rural areas most often use Google and Yandex search servers to search for information on the Internet – 87.5±6.6% and 84.4±5.3%, respectively.

It is determined that the search for health information on the Internet by the women in urban and rural areas is prompted by the availability and speed of obtaining the necessary information (41.7±9.9% and 28.9±6.6%, respectively), the ability to analyze the opinions, reviews, advice of other people (16.7±7.5% and 16.7±5.4%, respectively), the desire to expand their knowledge (14.6±7.1% and 18.9±5.7%, respectively). And this places high demands on the official pages of health care institutions and the Internet pages of well-known doctors in providing users with up-to-date information on the prevention of diseases and adiposity in particular, which will have a positive impact on increasing their level of education and motivation to take care of their own health. For self-diagnosis and self-treatment, search engines or social networks are used by 37.5±9.7% of urban women and 2.1 times less than rural women by 17.8±5.6%.

It is also worth noting the awareness of women about the problem of adiposity. 77.1±8.4% and 72.2±6.5% of the respondents in urban and rural areas were poorly informed about the disease. Among the factors that contribute to the occurrence of obesity, women of both groups cite nutrition (74.6±5.1%), lack of physical activity (54.4±5.9%) and

heredity (36.2±5.7%). The comprehensive knowledge about the problem and consequences of adiposity was determined only in 19.6±7.9% and 14.6±5.2% of the women surveyed, respectively (Tab.).

Table. The results of women's awareness of the problem of obesity, %

Question	City	Village
Awareness of the disease	77.1±11.9	72.2±9.3
Factors that contribute to obesity		
Food	74.6±7.3	
No physical activity	54.4±8.3	
Heredity	36.2±8	
Comprehensive knowledge of the problem and consequences	16.6±6.8	14.6±6.3

It was also determined that the official pages of health care institutions and the Internet pages of well-known doctors are more trusted by the surveyed women in urban areas (79.2±8.1% and 10.4±6.1%, respectively) than in rural areas, where the share of such women was 78.9±6.0% and 8.9±4.2%, respectively. At the same time, the rural women (57.8±7.2%) are more likely to follow advice from internet sites or social networks on maintaining their health and preventing diseases than rural women surveyed (52.1±10.0%).

As for the further survey (question "Do you think it is appropriate to conduct preventive measures under special preventive programs through social sites?"), thus the majority of urban women surveyed (62.5±9.7%) consider such measures appropriate, 25.0±8.7% indicated that they are not ready to carry out preventive measures, and only 12.5±6.6% of urban women noted that specialists of a narrow field in health care institutions should work with them. It was found that among the surveyed rural women, 60.0±7.2% indicated that carrying out preventive measures through the social sites is appropriate, 20.0±5.8% – that they are not ready to carry out preventive measures, and 20.0±5.8% – that such measures should be carried out in health care institutions under the supervision of specialists (Fig.).

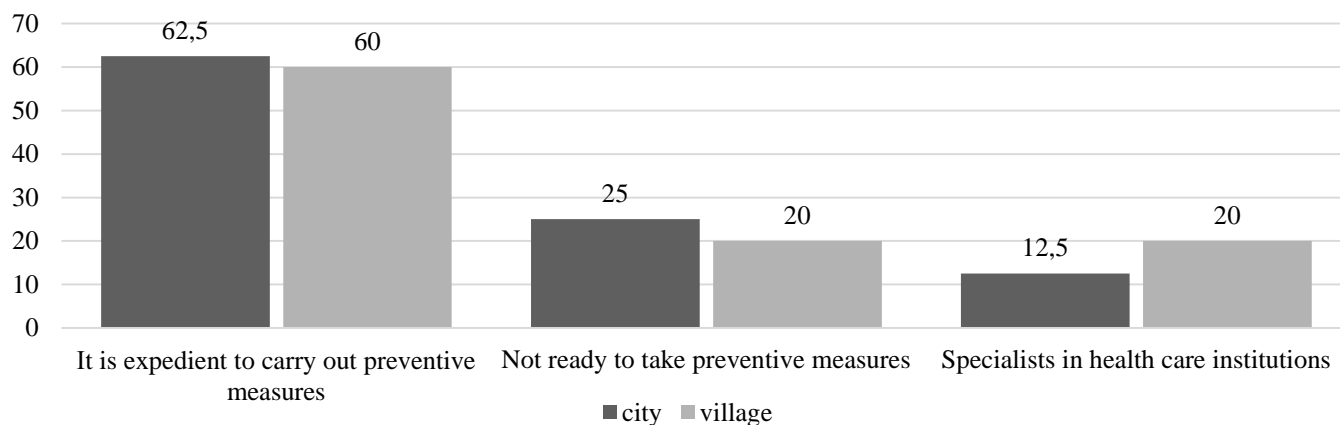


Fig. Distribution of answers to the questions about feasibility of carrying out preventive measures for special preventive programs through social sites, %

We also determined among the respondents' readiness to receive consultations from well-known doctors through the Internet resources. It was found that $77.1 \pm 8.4\%$ of participants living in the cities are ready to receive such consultations to a certain extent, in contrast to the rural female population, where this share is $60.0 \pm 7.2\%$. The overwhelming majority of rural women showed willingness to receive advice from well-known doctors through the Internet resources among the respondents surveyed, which in turn can provide feedback on women's interaction with doctors.

When asked about the desired source of preventive information, $56.3 \pm 9.9\%$ of the surveyed women living in cities and $56.7 \pm 7.2\%$ of rural women said that they prefer receiving information from the Internet sites of health care institutions, as well as $16.7 \pm 7.5\%$ and $26.7 \pm 6.5\%$, respectively, from the Internet pages of well-known doctors. At the same time, it was determined that the women were most interested in information about a balanced diet and drinking regime ($60.0 \pm 9.8\%$ and $52.2 \pm 7.3\%$), physical activity ($35.4 \pm 9.6\%$ and $40.0 \pm 7.2\%$), fitness centers and their services ($25.0 \pm 8.7\%$ and $10.4 \pm 4.5\%$) and beauty and health ($20.8 \pm 8.1\%$ and $20 \pm 5.8\%$).

Thus, the use of modern information and communication channels can become an effective way to disseminate specific information about adiposity and ways to prevent it. This is especially true in quarantine conditions, since the information and communication channels in particular that can actively influence the formation of value orientations and thereby act as one of the new directions for

implementing the policy of preventing diseases, including adiposity among the female population.

Conclusions

1. The analysis of the survey results showed an insufficient level of theoretical knowledge of women considering the adiposity prevention issue. In order to increase the level of the women's theoretical readiness and carry out preventive measures, it is advisable to use information and communication channels.

2. It was determined that the women in the urban and rural areas are interested in information related to the adiposity prevention: balanced nutrition and drinking regime ($60.0 \pm 9.8\%$ and $52.2 \pm 7.3\%$), physical activity ($35.4 \pm 9.6\%$ and $40 \pm 7.2\%$), fitness centers and their services ($25 \pm 8.7\%$ and $10.4 \pm 4.5\%$), beauty and health (20.8 ± 8.1 and $20.0 \pm 5.8\%$).

3. The majority of the women surveyed, regardless of their place of residence, prefer the Internet sites of health care institutions and are ready to carry out preventive measures under the special preventive programs through the social sites.

The results obtained indicate that it is relevant to develop and implement new algorithms for implementing programs for the adiposity prevention among the women in the public health system using modern information and communication channels and taking into account the desires of women themselves, depending on their place of residence.

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The aim: Study the women's vision of urban and rural locality considering the opportunities to use information and communication channels for adiposity prevention.

Materials and methods: 276 women took part in the study, who reside in Transcarpathian region. The article examines women's awareness of the adiposity issue and their opinion on the information and communication channels use aiming at disease prevention.

Results: it was found that $56.3 \pm 9.9\%$ of women residing in the urban areas and $56.7 \pm 7.2\%$ of rural women prefer the internet sites of health care institutions and the internet pages of well-known doctors as a source of information. $79.2 \pm 8.1\%$ and $78.9 \pm 6.0\%$ of urban and rural women surveyed trust information from the official pages of healthcare institutions, respectively, and $10.4 \pm 6.1\%$ and $8.9 \pm 4.2\%$ of respondents rely upon information from the internet pages of well-known doctors, respectively.

It was determined that $62.5 \pm 9.7\%$ of urban women and $60.0 \pm 7.2\%$ of rural women are ready to undergo the preventive measures under special preventive programs through social sites.

Conclusions: the women in urban and rural areas are characterized by insufficient awareness of the adiposity problem. The use of information and communication channels for medical and preventive purposes in order to solve this problem and increase motivation to preserve individual health is becoming particularly relevant.

Key words: women, adiposity, prevention, information and communication channels.

Мета. Вивчити бачення жінок міської та сільської місцевості щодо проблеми використання інформаційно-комунікаційних каналів для профілактики ожиріння.

Матеріали та методи. У дослідженні прийняло участь 276 жінок, які проживають у Закарпатській області. Вивчена обізнаність жінок, які проживають у сільській та міській місцевості щодо проблеми ожиріння та їхня думка щодо використання інформаційно-комунікаційних каналів у профілактиці.

Результати. Встановлено, що 56,3±9,9% жінок міського населення та 56,7±7,2% сільського населення надають перевагу в отриманні інформації від інтернет-сайтів закладів охорони здоров'я та інтернет сторінок відомих лікарів відповідно. Довіряють інформації з офіційних сторінок установ охорони здоров'я (79,2±8,1%) і (78,9±6,0%) опитаних жінок міського та сільського населення, інтернет сторінкам відомих лікарів (10,4±6,1% та 8,9±4,2%) опитаних відповідно.

Визначено, що готові до проведення профілактичних заходів за спеціальними профілактичними програмами через соціальні сайти (62,5±9,7%) жінок міської і (60±7,2%) жінок сільської місцевості.

Висновки. Для жінок міської і сільської місцевості характерний не достатній рівень обізнаності щодо проблеми ожиріння. Особливої актуальності набуває використання інформаційно-комунікаційних каналів в медико-профілактичних цілях з метою вирішення даної проблеми та підвищення мотивації до збереження індивідуального здоров'я.

Ключові слова: жінки, ожиріння, профілактика, інформаційно-комунікаційні канали.

Цель. Изучить видение женщин городской и сельской местности по проблеме использования информационно-коммуникационных каналов для профилактики ожирения.

Материалы и методы. В исследовании приняло участие 276 женщин, проживающих в Закарпатской области. Изучена осведомленность женщин, проживающих в сельской и городской местности по проблеме ожирения и их мнение относительно использования информационно-коммуникационных каналов в профилактике.

Результаты. Установлено, что 56,3±9,9% женщин городского населения и 56,7±7,2% сельского населения предпочитают в получении информации от интернет-сайтов учреждений здравоохранения и интернет страниц известных врачей соответственно. Доверяют информации из официальных страниц учреждений здравоохранения (79,2±8,1%) и (78,9±6,0%) опрошенных женщин городского и сельского населения, интернет страницам известных врачей (10,4±6,1% и 8,9±4,2%) опрошенных соответственно.

Определено, что готовы к проведению профилактических мероприятий по специальным профилактическими программами через социальные сайты (62,5±9,7%) женщин городской и (60±7,2%) женщин сельской местности.

Выводы. Для женщин городской и сельской местности характерен недостаточный уровень осведомленности по проблеме ожирения. Особую актуальность приобретает использование информационно-коммуникационных каналов в медико-профилактических целях с целью решения данной проблемы и повышение мотивации к сохранению индивидуального здоровья.

Ключевые слова: женщины, ожирение, профилактика, информационно-коммуникационные каналы.

Конфлікт інтересів: відсутній.

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