

**#SESSION P5:
NON COMMUNICABLE DISEASE**

Overcoming The Nudge To Sugar-sweetened Beverages Among Residents Of Hostels At The Amrita Institute Of Medical Sciences & Research Center



INTRODUCTION

Sugar-sweetened Beverages (SSBs) is posing to be a great challenge as we battle the rise in the global cases of Non-Communicable Diseases (NCDs). SSBs is a known risk factor for Type-II diabetes, obesity, and other NCDs. In a world where everyone seems to be on the move and fast food is a better alternative, SSBs consumption has experienced a record high. Much more, it also creates a nudge similar to that of cocaine.

METHODOLOGY

An Health education session was conducted on SSBs consumption among residents of the Amrita Institute of Medical Sciences and Research Center (AIMS). Formative data to assess the knowledge on SSBs facts and also assess habits predictive of SSBs consumption such as feeding patterns were collected. 66 residents of hostels at the AIMS campus were reached.

RESULT

68.2% were considerably aware of facts on SSBS while 31.8% had little to no knowledge on SSBs. On the SSBs predictive habit categorization, 78.8% were inconsistent in their feeding habits, while only 21.2% were consistent. 4 SSBs drinks were consumed weekly. While only 7 people indicated they do not consume SSBs. The number of drinks consumed in a week by an individual can be as high as 25.

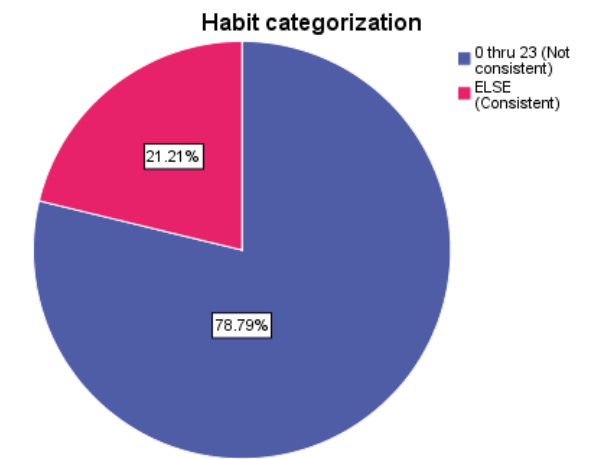
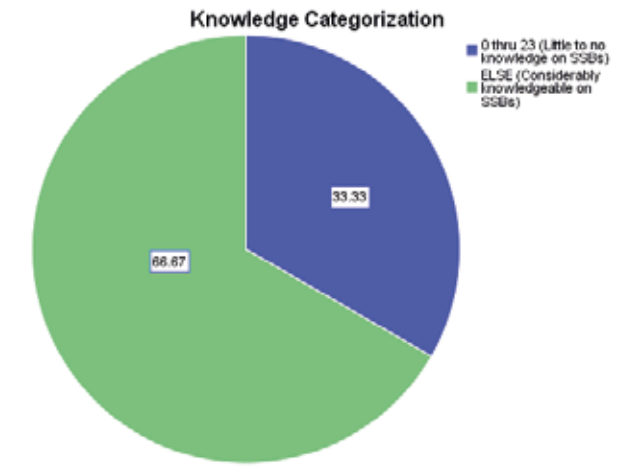
CONCLUSION

The results show a need to carry out intensive research that establishes an association between certain habits that drives the consumption of SSBs, and one also that can lead to the development of interventions to overcome the nudge to consume SSBs.

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Number of SSBs Consumed in a Week

