



Zorac: apps for the integral management of overweight and obesity in mexican children

Donovan Casas Patino

Universidad Autonoma del Estado de Mexico CU Amecameca, Mexico

Abstract:

In Mexico, obesity and overweight (OySP) have become a social epidemic of uncontrollable magnitude, in this context multiple proposals have been presented to combat OySP, from invasive clinical models to food policies such as food labeling and reduction of calories in food, and even so The problem of OySP is increasing, so we devised a proposal for a virtual page in which, through the translation of the knowledge of experts in the study area, we propose the creation of the Pepitometer, which functions as the instrument for disseminating knowledge of health styles Life in this age group, through two parameters, scientific awareness of the translation of knowledge and the availability of information, makes the appropriation of children behavior towards healthy lifestyles through the promotion of these contents in the family nucleus. It is worth mentioning that this page was piloted in a group of 600 children between 6 and 12 years old, of which 74% presented OySP, 6% malnutrition and 20% normal weight, in a period of 4 months 8,000 the visits were registered by registered users, the most visited portals, Menu of the week [60%], Physical Activity [20%], Psychological Support [20%] at the end of the cross-section. After 4 months, we found 68% of OySP, 12% malnutrition and 20% normal weight this in registered users, this shows that the trend remains static, in two dichotomous aspects of the country, OySP and malnutrition, this APPs, is a



tool that can be very useful to monitor and combat these global pandemics, which depend on social nutrition, it is worth mentioning that in Mexico support for this type of technological innovation projects is scarce and the great talent of Mexicans dedicated to these new technological tools is being wasted, probably other Countries could adapt these technological ideas at low cost and with great results in the future and in the short term.

Biography

He is a Doctor, Family Medicine Specialist, Master in Population and Health, Doctor in Collective Health, Postdoctor in Social Anthropology, Postdoctor in Medical Anthropology, Postdoctor in Politics and Health. He is a professor at the Autonomous University of the State of Mexico and the Intercultural University of the State of Mexico. Lines of academic activity: Collective Health.

Webinar on Healthcare - Health Economics and Policy, October 28, 2020, London, UK

Citation: Donovan Casas Patino, Zorac: apps for the integral management of overweight and obesity in mexican children, Health Economics 2020; October 28, 2020; London, UK