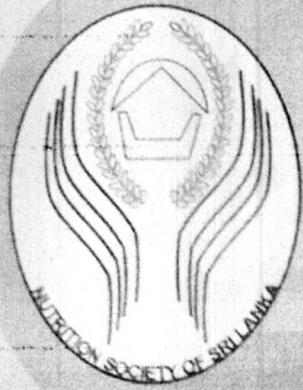


T.S Suresh.

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*"Nutrition well-being through behaviour change"*



to lower the BC risk by 50%. This study compared vitamin D status and animal protein intake of BC women with healthy females.

**Methods:** Newly diagnosed BC patients from National Cancer Institute, Maharagama (n=150) and age matched apparently healthy females (n=75) were enrolled. Data on frequency of consumption of animal protein was recorded using an interviewer administered questionnaire. Serum vitamin D status was measured with mini vidas immuneanalyser using an enzyme immunoassay competition method with final fluorescent detection.

**Results and Discussion:** Consumption of meat, fish, egg and dairy products was not significantly different ( $p>0.05$ ) among BC patients and healthy females. Majority of BC patients and healthy females (> 95%) were not consuming chicken, beef or pork  $\geq 3$  times a week. BC patients (44%) and 40% of healthy women consumed fish  $\geq 3$  times a week. However egg consumption  $\geq 3$  times a week was rare (13%) among both groups. Majority of BC women (90%), and healthy women (63%) consumed full cream milk > 3 times a week. Only 6% among both groups consumed cheese  $\geq 3$  times per week. None of the women were not on any other supplements.

Mean vitamin D concentration of BC women ( $20.5 \pm 5.5$  ng/mL) was not significantly different ( $p>0.05$ ) when compared to healthy women ( $20.2 \pm 4.3$  ng/mL). Half of BC women and healthy females were vitamin D deficient ( $< 20$  ng/mL). Only 3% of BC women and none of healthy women had vitamin D above 30ng/mL.

**Conclusion:** Serum vitamin D status of breast cancer and apparently healthy women was considerably low among the study sample. This could be due to low

consumption of foods rich in vitamin D by both groups. Thus preventive measures are needed to be taken in order to lower the risk associated with low vitamin D status among both BC and healthy women.

**Ethical approval-** Ethics Review Committee, Faculty of Medical Sciences, University of Sri Jayewardenepura (Approval Numbers-651/12, 28/14)

**Financial Support-** University grants- ASP/06/RE/MED/2012/20, ASP/06/RE/MED/2013/30

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### CUSTOMER PREFERENCES REGARDING PURCHASE OF FOODS AND THE IMPACT OF NUTRITIONAL KNOWLEDGE ON THE FOOD SELECTION

*A Kaneshapillai<sup>1</sup>, S Mahawithanage<sup>2</sup>,*

*S Suresh<sup>3</sup>*

<sup>1</sup> <sup>2</sup> <sup>3</sup> Department of Biochemistry, Faculty of Medical Sciences, University of Sri Jayewardenepura, <sup>2</sup> Fonterra Brands Lanka (Pvt.) Limited, Sri Lanka

**Background:** Food behaviours play an important role in development of diseases. Thus it is essential to follow the proper food behaviours to lead a healthy life. There are several methods to evaluate the nutritional knowledge of consumers with the aim of determining food selection habits and to promote healthier food behaviours among consumers. The study was designed to determine the customer preferences regarding purchase of foods and impact of nutritional knowledge on food selection.

**Methods:** A descriptive cross-sectional study was carried out among 384 (females 65.1%, males 34.9

%) consumers, who visited the selected public markets in Colombo. An interviewer administered questionnaire was used and data were analysed using SPSS (15.0). Chi-squared test values were used to analyse the relationship. Significance of the tests was measured at the point of  $P < 0.05$ .

**Results and Discussion:** Most important 5 factors which influence customer preferences were nutritional content (36.2%) followed by taste (24.2%), cost (17.7%), brand name (12.2%) and convenience (8.6%). Only around 29% of people were able to express suitable definition for the term 'Nutrition'. Around 65 % of the population considered expiry date before consuming the goods.

Sources of knowledge on nutrition were ranged as traditional knowledge (54.4%) followed by books (27.6%), advertisements (12.5%) and newspapers (5.5%).

**Conclusion:** There was no statistically significant correlation between knowledge on nutrition and actual food behaviours. Usage of nutritional knowledge while making food choices is comparatively low as practically cost and taste play a major role. However, appreciable level of green vegetable and fruit consumption was observed. Traditional and cultural knowledge passed down the generations exerts the major impact on knowledge on nutrition as found in the present study. Though participants possessed knowledge regarding nutrition, this knowledge is not applied in their day to day life.

Food preferences, knowledge on nutrition

*Ethical clearance was obtained from Ethics Committee, Faculty of Medical Sciences, and University of Sri Jayewardenepura.*

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## **THE COMMON PROBLEMS AND THE FACTORS ASSOCIATED WITH THEM IN MOTHERS ATTENDING THE LACTATION MANAGEMENT CENTRE AT CASTLE STREET HOSPITAL FOR WOMEN.**

***'H M N P Herath', A A G H Saparamadu', J R Tennakoon Jayaweera', D D S Rowe', T P K Herath'***

1- Medical Nutrition Unit NHSL, 2- Intranatal & New Born Care Unit Family Health Bureau, 3- Laboratory of Chemical pathology - P.G.H. Rathnapura

**Background:** Early initiation and establishment of breastfeeding are essential pre requisites for the practice of exclusively breastfeeding up to complete six months (Nutrition Policy, 2010). First ever LMC to support mothers while in hospital and after discharge in breastfeeding, was established at CSHW and lessons learned were replicated throughout the country. The objective was to describe the problems in breastfeeding in mothers attending the Lactation Management Centre at the CSHW and the factors associated with them.

**Methods :** A descriptive cross sectional study was carried out among a consecutive sample of 423 mothers attending the LMC at CSHW.

**Results and Decision:** The age of the mothers ranged from 15 - 43 years (Mean = 29.2 years; SD = 5.05y) and majority (91.5%) were educated up to GCE(O/L) or more. Proportion of working mothers conformed to national proportions (32.9%; Central Bank Report, 2013). There were babies delivered by normal vaginal delivery (62.4%) as well as by caesarian section (29.3%). Among mothers of babies with birth weight more than 2.5kg (87.2%),