Obesity is a global problem for public health both in developed and developing countries (Haslam, Sattar & Lean, 2006). In Malaysia, the fattest country in Asia (The Star Online, 18 January 2014) obesity accounts for over one-third of all medically certified deaths in the Malaysia (Ministry of Health Malaysia 2005). Malaysia's national television - RTM TV1, spearheaded “Fat to Fit”, 17-episodes reality weight loss where 6 obese women were tracked on their weight loss journey through exercise and diet for 3 months. Fashioned after the intensity of “The Biggest Loser”, a reality TV weight loss show in America (Puhl et al., 2012) for dramatic sequences but following the realistic weight loss of “The Last 10 Pounds Bootcamp”, a Canadian version weight loss reality TV show (Blaszczewicz, 2009). This research will study the response of weight loss participants after being subjected to screenings of the Fat to Fit reality TV. A cross-country intervention was undertaken in Singapore with 90 obese and overweight pre-menopausal women. Levels of weight bias were measured by the Implicit Associations Test (IAT), the Obese Person Trait Survey (OPTS) and the Anti-fat Attitudes Scale (AFA) at baseline and following the cumulative episodic viewings. As the study is contributing to obesity management algorithms in developing country and developed nation, this cross-disciplined, intra-country intervention findings is valuable as translational knowledge in the developing globalized world.

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