

***Fat to Fit TV: Reality  
in the obesity  
management  
algorithms in  
Malaysia (Asia's  
fattest developing  
country) versus urban  
Singapore.***

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 weightloss 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 weightloss reality TV show (Blaszkiwicz, 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.

*Scientific Oral*

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