



CONFERENCE ABSTRACT

The good face of media: Kids weight loss competitions

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Abstract

Media has been blamed for long time and more these days for spreading bad eating habits, inactivity and making unhealthy food choices especially among children. Through my work in the media especially TV, I wanted to use the other side of media and influence healthy eating habits among children and adults. Competitions drive challenge and determination, I created the first Arabic weight loss competition for kids on TV titled "Ghizaak Sihtak" may be translated to "Eat Well Live Well Competition". The competition allows kids to live their normal everyday life (not in camps) and teaches them how to make healthy choices, be more active and thus lose weight. The Ghizaak Sihtak Competition helped many kids lose more than 20Kilos in around 6months and keep it off for 2 years so far. This year - the 5th season for kids - 10 kids started are participating in this weight loss journey while many others are watching them and are affected with their stories. The Competition is broadcasted on Roya TV.
