



KEYNOTE SPEAKER

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Auditorium

Regulating obesity and handling bodyweight in everyday life

Overweight and obesity are key themes in contemporary health and food policy making and are intensely highlighted in public discourse and media. Excess body weight is typically seen as the result of individual failure to uphold healthy dietary practices. Obesity is framed as a serious health problem, a burden on health care costs and it is linked to moral devaluation, victim blaming and stigma.

Public health policies trying to fight 'the obesity epidemic' encourage individuals to 'uphold normal bodyweight' and to make healthy life style choices. How does all this connect to everyday experience and practice? How do individuals, who carry excess bodyweight, relate to public discourse and to health policy?

Lotte Holm is Professor in Sociology of Food and the Department of Food and Resource Economics, University of Copenhagen, Denmark. Her research interests centre around daily practices and the multiple social and cultural meanings of food and eating in ordinary daily life. Lotte has worked with food related sociological research for many years and addressed a variety of empirical themes, including issues related to social change and eating, to food and identity, lay perceptions of food and health, everyday management of appetite and body weight, trust in food and food safety policies in Europe, consumer perceptions of food quality and food safety, food and nutrition policy, institutional feeding, and consumer acceptance and appropriation of new dietary principles.

Lotte is currently involved in the following larger projects:

- Governing Obesity, focusing on specific experiences of individuals subjected to obesity interventions. The project is part of a large multidisciplinary project focusing on how best to intervene towards obesity
- Food in Turbulent Times, focusing on the impact of food budget restraint on food consumption patterns
- Food in Nordic everyday Life, focusing on changes in everyday eating rhythms and patterns
- Eating practices: Social and cultural aspects of appetite management, focusing on how eating is handled in different social contexts
- OPUS/Sociological perspectives. New Nordic diet, acceptability and appropriation, focusing on how consumers evaluate a newly constructed Nordic everyday diet, designed to improve public health and sustainability of food consumption in Denmark.