

**SREE CHITRA TIRUNAL INSTITUTE FOR MEDICAL SCIENCES & TECHNOLOGY
(SCTIMST)**

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You are cordially invited to the

AMC Seminar Series

Venue:

AMC Seminar Hall

3rd Floor, AMC block, SCTIMST

Time:

2:00 to 3:30 pm on Saturday, February 4, 2012

Topic:

“Shifting the locus of NCD Prevention: Insights from a qualitative study of adult onset diabetes in Kerala, south India.”

Speaker

Dr Caroline Wilson

MRC-ESRC Post-Doctoral Fellow
School of Social and Community Medicine
University of Bristol

Chairperson

Dr V. Raman Kutty

Professor, Achutha Menon Centre for Health Science Studies, SCTIMST

Tea would be served at the end of the session. A brief note on the seminar is given overleaf.

Speaker

Dr Caroline Wilson

MRC-ESRC Post-Doctoral Fellow, School of Social and Community Medicine
University of Bristol

Caroline Wilson was awarded her doctorate in Social Anthropology from the University of Sussex in 2010. She has been involved in various collaborative research projects in India since 2002, most recently as an ESRC-MRC funded post-doctoral fellow at the School of Social and Community Medicine, University of Bristol. Caroline uses ethnographic research methods to engage with contemporary debates in public health, epidemiology and health systems research. Her doctoral thesis examined the dynamics and implications of the marketisation of health services in Kerala, South India. Since 2009, Caroline has been working in collaboration with Dr Helen Lambert and Prof George Davey-Smith on a project examining local perceptions of Type 2 diabetes and the provision of chronic care in Kerala. She has contributed to conferences and published academic articles on chronic illness, food practices, markets in health care, the medical profession, medical tourism, the Indian middle classes, and the popularisation of diagnostic technologies.

Topic

Shifting the locus of NCD Prevention: Insights from a qualitative study of adult onset diabetes in Kerala, south India.

Adult onset or Type 2 diabetes has become a leading cause of premature morbidity, disability and mortality, affecting approximately one in five adults in urban and rural areas of Kerala. The use of diagnostic tests, high levels of chronic morbidity among family members and peers, medical advice and media reporting of health problems have heightened public awareness and concern about the seriousness of this potentially debilitating life-long condition. While the general public largely share biomedical concerns that physical inactivity and excessive food consumption contribute to high levels of chronic morbidity, behavioural change is ordinarily initiated in response to abnormal test results. Drawing on the concept of lay epidemiology, this presentation explores public perceptions of the causes of diabetes or ‘sugar’ and the rationalities informing everyday health practices. The presentation will address a central challenge for chronic disease prevention in Kerala, to transform public perceptions of dietary restrictions and physical activity, as treatments for the sick to prophylactic activities of the well.