



RESEARCHER PROFILE

Assoc Professor Bebe Loff

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In order to address and challenge some of the root causes of obesity, Associate Professor Bebe Loff is investigating the elements of the regulatory environment that currently promote it.

Bebe's examination of the regulatory environment that supports obesity places particular emphasis on social inequalities. This research assumes that international, national and local laws, contractual agreements and funding arrangements, codes and guidelines operate in favour of agricultural, food manufacturing, and other industries which serve to promote ever-increasing consumption.

Based at Monash University, Bebe is Head of the Human Rights and Bioethics Unit in the Department of Epidemiology and Preventive Medicine, and is currently a VicHealth Senior Research Fellow. The Human Rights and Bioethics Unit is involved in the fields of health and human rights, bioethics and public health law.

Instead of attempting to deal with obesity after it has developed, Bebe's work aims to reduce this large public health epidemic by identifying, and then addressing the regulatory factors that promote obesity. Thereby, obesity may be prevented to some degree.

Bebe says that because VicHealth takes an expansive view of public health and health promotion, it is able to recognise the value of such research, which does not fall neatly into any single discipline.

Victorian Health Promotion Foundation

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