

INFORMATION OF THE GENERAL POPULATION ABOUT BLOOD TYPE DIET IN THE FIELD REPUBLIC OF CROATIA

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Abstract

Blood type diet is the key which opens the door to health secrets, diseases, long life, physical vitality and emotional strength. Determines to which diseases is a person disposed, which physical activity suits him the best and which food should they eat. Blood type diet (ABO) began promoting over the last ten years. It claims to improve health and reduces the risk of disease. The aim of this research was to get insight into population awareness and knowledge about link between diet and blood types and their knowledge in general about proper nutrition. At the same time, the aim was also to encourage the respondents on thinking and testing this kind of diet.

The research was anonymously, conducted through social media trough the period of 26 April to 06 May 2021 and it is provided opportunity to the population of all age structures and qualifications to solve the survey. There were 964 respondents participating in research from the Republic of Croatia. All collected data were analyzed in the SPSS 23 statistical program from IBM. The data are presented in descriptive and graphical terms.

Big number of respondents were in all age groups which proves that this topic is unexplored, but very interesting and it encourages thinking. Results of this research also brought to the knowledge about types of diets which people usually consume, about desire and interest of the general population about testing the new ways nutrition. It is interesting that more than half respondents (53.3%) had never heard about "Blood type diet".

Research conclusion leads to connection between blood type and certain disease, and 34.1% of respondents thinks that they can improve their physical and mental health by feeding according to their blood type. Indigestion after consuming certain groceries which doesn't match their blood type recognized 80% of respondents. Also, researches showed changes that happened to people who tried feeding only by their blood type and their reactions were positive.

Key words: *Blood type, Nutrition, Diet, Physical activity.*