



## Fast Food and Childhood Obesity

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### Short Communication

The childhood obesity epidemic may be a serious public ill health that increases morbidity, mortality, and has substantial future economic and social costs.

Childhood obesity may be a condition where surplus body fat has an adverse impact on a child's wellbeing. It's a series of things that always act together. Though both-parent obesity may be a prominent factor for childhood obesity, psychological factors and therefore the child's somatotype right from the birth also matters. Children also are influenced and impacted by modern-day food habits i.e. energy-dense cheap foods with less energy that ultimately affects their health. Over the past three decades, the incidence of childhood obesity has almost tripled and is now a serious public ill health, globally. Childhood overweight and obesity has been reported to get on the increase, from around 5% within the 1990's to almost 25% in 2012, which has characteristically been seen within the upper socio-economic strata of the society.

Obesity is that the prime cause for diabetes and lots of researchers has proved that type 2 diabetes has a big relationship with obesity. Obese children are twice as likely to develop diabetes in comparison with the youngsters who are of normal weight. Also, it's a documented incontrovertible fact that childhood obesity increases the danger of adult obesity because it can carry some heavy health risks alongside it, like heart condition, high vital sign and depression that always last well into adulthood. In India the amount of childhood diabetes cases is increasing.

Approximately 20% of our youth are now overweight with obesity rates in preschool age children increasing at alarming speed. consistent with the Centres for Disease Control and Prevention, the prevalence of obesity has quite doubled among children ages 2 to five (5.0% to 12.4%) and ages 6 to 11 (6.5% to 17.0%). In teens ages 12 to 19, prevalence

rates have tripled (5.0% to 17.6%). Obesity in childhood places children and youth in danger for becoming obese as adults and associated poor health like diabetes, disorder, and a few sorts of cancer. Prevention efforts must specialise in reducing excess weight gain as children get older.

Today's children, ages 8 to 18, consume multiple sorts of media (often simultaneously) and spend longer (44.5 hours per week) ahead of computer, television, and game screens than the other activity in their lives except sleeping. Research has found strong associations between increases in advertising for non-nutritious foods and rates of childhood obesity. most youngsters under age 6 cannot distinguish between programming and advertising and youngsters under age 8 don't understand the persuasive intent of advertising. Advertising directed at children these young is by its very nature exploitative. Children have an interesting ability to recall content from the ads to which they need been exposed. Product preference has been shown to occur with as little as one commercial exposure and to strengthen with repeated exposures. Product preferences affect children's product purchase requests and these requests influence parents' purchasing decisions.

Causes of weight problems in children may include:

- Busy families cooking reception less and eating out more.
- Easy access to cheap, high-calorie nutriment and food.
- Bigger food portions, both in restaurants and reception.
- Kids consuming huge amounts of sugar in sweetened drinks and hidden in an array of foods.
- Kids spending less time actively playing outside, and longer watching TV, playing video games, and sitting at the pc.
- Many schools eliminating or curtailing their education programs.

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