Obesity in Children

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As a regular update to those in the scientific community, I want to keep addressing the issue of long-term obesity and the rise of it the UK and across nations in the EU and abroad. The most striking issue in my minds eye is the rise of online advertising that is a “slow burner” for the children of today who are easy to both market too and manipulate regarding their eating habits & how we can combat this issue with real time education.

I am a man with a passion to help prevent diabetes and well as the rise of medical complications that arise from bad eating habits/lack of understanding of even basic food hygiene and even cooking methods; given the fact that (most of this all starts in the home) to the best of my knowledge (I am now almost 40, and have seen it in families the world over), this issue should be driven home to the children regardless of ethnic placing, culture of income levels; no matter where someone lives, they have a duty of care to educate their children & the next generation.

So, let us look at a few recent facts on obesity for today’s young population.

Globally, in 2016 the number of children under 5 overweight is estimated to be over 41 million (even 1 to me is too high, let alone 41 MILLION!). Almost half of these lived in Asia & ¼ in Africa; my surmise is that most of the African Populus overweight is more likely to be western and sub-Saharan Africa & very possible in Asia (both Pakistan and India, but more Indian based in my understanding).

We all know we need to eat less and exercise more, but the reasons obesity rises quicker in due to the dietary habits either taught correctly or no taught; so, how do we address what is more of an epidemic that any virus we currently have going in on the world at present “Yes, I did say Covid-19/Corona Virus”; as such I will write from my heart as a nutritionist and give both honest and very blunt advice. The most simple of truths to digest is that we need to find a way to create a globally united body that works with the “WHO” and all NGO’s in the EU, USA, UK and overseas to bring education and beat back the tide of incessant and deeply manipulative marketing, whereby we can create an impact and find ways to create hubs and groups of people dedicated over a range of online and real time (Live video’s) to educate via streaming and also live events for those who are the most vulnerable in our countries.

My idea is to teach from the heart with the help of NGO’s how to change the habits of the adults and also media platforms that

teach, “educate” so called in their mind’s eye and show that your diet truly is (what you eat is what you become).

Did you know, in 2017 10% of the UK children were either malnourished or undernourished? This also goes hand in hand with obesity, as too many children eat calorie dense foods and not nutritionally dense foods; meaning that these are higher in proteins, essential fats as well as healthy quantities of essential minerals/vitamins. To combat this problem and possible “Health Time Bomb” not just in the UK but the world over, someone needs to create an integrated approach and go for the heart of the problem & bring the people who control the purse strings in the large international industries to account; there are food and pharmacy companies that thrive of making people fat, sick and getting us addicted to their (So called products) that are often extremely well marketed to both adults & children alike to make us buy without questioning the ethics or reason why we do so.

In short, I want to lift the lid on the way this world causes us to become addicted to (salt’s, sugar’s and fatty/starchy based carbohydrate based foods) and help people to know they have a choice and that we can also afford to eat healthy or even grow organic foods in our own communities.

I propose a radical way of thinking, that we go back to common sense and stop letting ourselves being blatantly marketed to and rolling over for the people who hold power over society.

I pray that my words have some form of impact, even if just 1 person changes their habits-I will view this article as well received and that I have help one person on this earth.

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