

YES

and not just for the sake of fat kids

The statistics; In 1990, only 4% of under 15's were officially 'Obese'. Now it's over 15% of under 15's and even 10% of six year olds. That doesn't even cover the people that are over weight, just the people that are obese to the point that their health and lives are in danger! Basically, we're getting fatter and it's not surprising considering that the finger is being pointed to the junk food adverts surrounding us. Even in 2000 the National Diet and Nutrition survey said that most of us are having dangerously high levels of fat, salt and sugar, far more than the recommended amount.

Another scary fact - For years and years

each generation has lived longer than the one before. This however, is the first generation that the life expectancy has gone down from the previous generation. The reason simply being that we're eating so much junk food!

It's hard enough not to eat these foods when you're addicted to junk food that is highly flavoured, highly salted and full of fat (and it is addiction by the way!). It's even harder to stay away from that kind of food when you're surrounded by adverts telling you how great it is, especially when you have cravings.

The "Does Food Promotion Influence Children" review in 2003 showed that advertising food to children significantly affects their food preferences, purchasing decisions and general consumption.

You may see it just as stuff to eat but as well as the risks, junk food will actually make you

hungrier afterwards; it's all about sugar levels. When you eat junk food you have a burst of energy because your sugar levels are high. Once that burst of energy has gone, your sugar levels drop lower than it usually is. Therefore, you become tired and crave food that will get your sugar levels back up.

Eating other types of foods (mainly complex carbohydrates) will give you a constant level of energy throughout the day. REMEMBER, FOOD IS YOUR BODY'S FUEL! Junk food is ok for a treat now and then but we shouldn't be having it more than once a week.

1) - We are all becoming fatter

2) - Advertising foods to children is effective and influences their choices and consumption

3) - Kids and teenagers are eating too much salt, sugar and

SHOULD JUNK FOOD

By Laila Al-Ayoubi

There is already a very strict 'code of practice' for advertising "junk food."

1) - Advertisements should not encourage children to eat or drink frequently throughout the day.

2) - They should not encourage excessive consumption.

3) - Advertisements should not suggest that these "junk food" snacks should replace meals.

Apart from that, only 12.9% of parents are in favour of banning food advertisements according to a recent survey. With a strict advertising code already in place and with parents clearly stating that they do not want to ban perhaps we should point the finger

elsewhere than the food industry.

One of the main contributors to growing obesity is that we're simply not exercising anymore. Over the last 20 years we have been living a more static lifestyle where it has become a rarity for us to walk anywhere. Lack of exercise and not burning

NO

From the companies point of view

We support Jamie Oliver in helping to improve the quality and nutritional value of school dinners.

Let us know what you think of your school dinners by emailing kewilsdon@yahoo.co.uk for a feature in the next issue.