



According to the CDC,
about 19%, 14.4 million
children are obese

Child Obesity



How do children become obese?

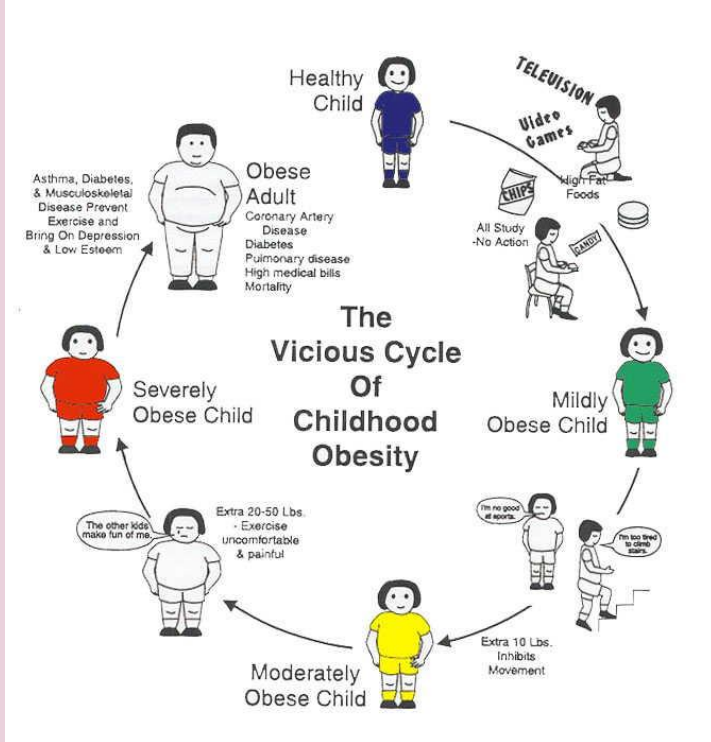
The lack of activity and allowing children to have too much screen time

Consumption of too much sugar, salt, and fats.

Consumption of too little fruits and vegetables

Poor sleeping schedule

Too much stress



Why are junk foods normalized for young children? Who is to blame?



Junk food is normalized for young children because it's the easier way to provide food for children.

Parents or guardians are to blame because children aren't in charge of providing themselves healthy meals or snacks.

Some parents believe that their children are going through a 'phase' and being obese will pass

The Food Industry...

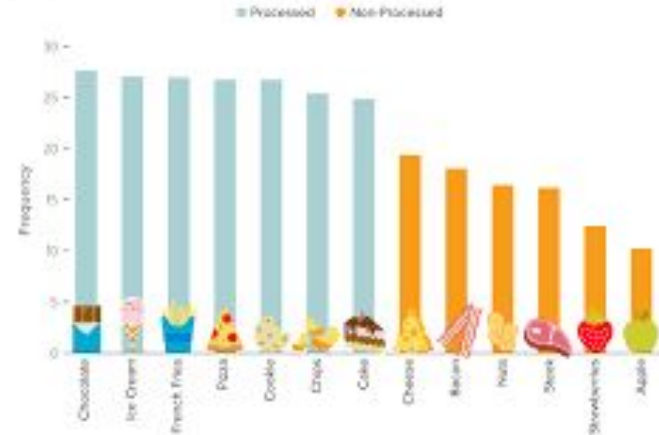
Food manufacturers hire top researchers including neuroscientists, to design foods to be addictive

The extra salts and sugars provide immediate and intense pleasure

Sugar impacts the brain 20 times faster than nicotine

Foods linked to "addictive" eating behaviors

In a survey of 120 undergraduates, processed foods were more often associated with out-of-control eating than were non-processed foods. (Frequency indicates how many times respondents selected each food as problematic.)



SOURCE: EM, SOARES, ET AL., 1980, DOI: 10.1016/0022-0966(80)90001-0

RESEARCH: MICHIGAN



Health Risks of Child Obesity

High blood pressure and cholesterol which leads to heart disease

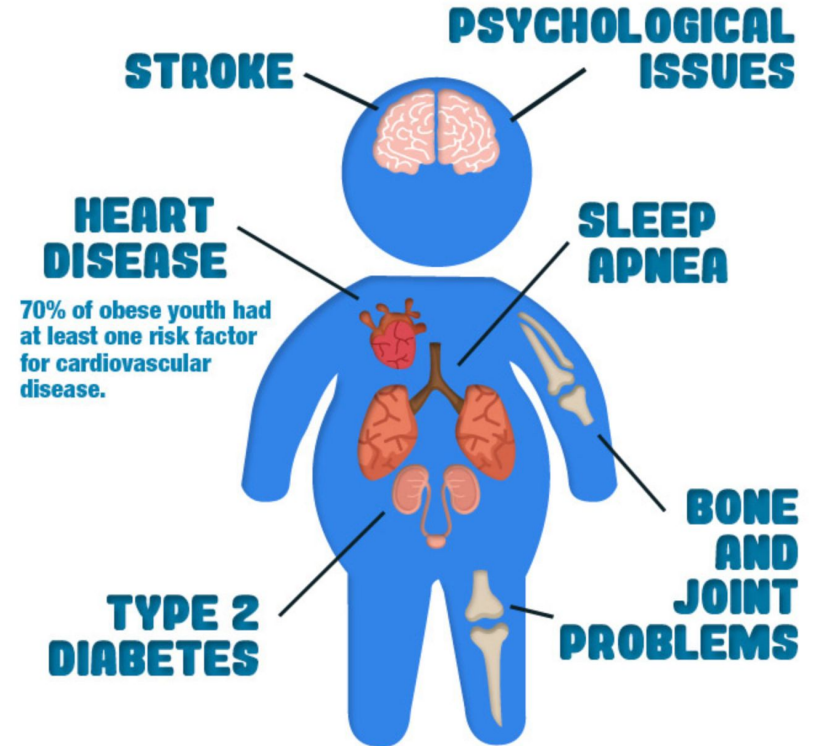
Type 2 diabetes

Liver damage or failure

Damaged joints and bones not growing properly

Mental health issues

CHILDHOOD OBESITY INCREASES RISK OF:




Childhood Obesity Prevention

CDC recommends the 10 5 2 1 0 lifestyle.


- 10 hours of sleep
- 5 fruits and vegetables
- Less than 2 of screen time
- 1 hour of physical activity
- 0 sugary drinks

CHILDHOOD OBESITY




1 IN 3
Caribbean Children is overweight or obese

Fueled by unhealthy diets linked to the over consumption of ultra-processed foods




EXCESS SUGAR CONSUMPTION is a major cause of **overweight and obesity**


Sweet beverages are the primary source of sugar in the diets of Caribbean children and adolescents





66% OF CARIBBEAN CHILDREN 13-15 drank carbonated soft drinks one or more times per day during the past 30 days. These drinks are ultra-processed, energy-dense and nutrient-poor


HCC POLICY ASKS


- 

HEALTHY SCHOOL POLICIES
Banning the sale and marketing of sweet beverages and unhealthy foods in and around schools
- 

TAXATION OF SWEET BEVERAGES
Imposition of a tax of not less than 20% on sweet beverages and use tax revenue for NCD prevention and control
- 

MANDATORY FRONT OF PACKAGE NUTRITION WARNING LABELS
Labelling of prepackaged foods high in key nutrients related to NCDs and obesity including fats, salts and sugars
- 

NO MARKETING TO CHILDREN
Banning the marketing of unhealthy foods and beverages to children (includes non-school environments)
- 


MANDATORY PHYSICAL ACTIVITY
Mandatory physical activity in all primary and secondary schools
- 

PROTECT AND PROMOTE BREASTFEEDING
Enacting legislation related to the International Code of Marketing of Breast-milk Substitutes


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POTENTIAL RISKS


Childhood Obesity can lead to the development of Non Communicable Diseases (NCDs) in adult life



Heart Disease & Stroke



Cancer




Diabetes

8/10
NCDs are responsible for approximately 8 out of 10 deaths in the Caribbean*


40%
40 per cent of NCD deaths in the Caribbean occur prematurely before the age 70*

*The Caribbean Health Systems Research Foundation. All rights reserved. Caribbean Health Systems Research Foundation, 2017



ENOUGH
USE BETTER. USE MORE. LIVE LONGER.

Follow the Healthy Caribbean Coalition on:



Introduction, Slide 1- The CDC says that about 19%, 14.4 million children are obese, which means that just 14.4 million people are at risk of physical and health issues that could lead to an earlier death.

Slide 2- The first slide introduces how children become obese. Children find more joy in playing video games and watching television in today's society instead of playing outside. Children become less active and don't get the right amount of activity their body needs to be healthy. Children who constantly consume too much sugar, salt, and fats and little to no fruits and vegetables will become obese. If a child has a poor sleeping schedule, that also plays a massive factor in being healthy. Too much stress on a child also leads to poor health.

Slide 3- In the United States, children eating junk food daily is more common than a child having a healthier diet daily. Parents and guardians are to blame for childhood obesity, and some parents make up excuses for their children being obese. Some parents believe that their children are going through a 'phase' that they'll grow out of. But children can't magically grow out of obesity. The proper food and exercise will help children lose weight and be healthier.

Slide 4- The food industry is the scariest part of it all. Big food companies such as Coca-Cola, Tyson, and Nestle hire top researchers, including neuroscientists, to design foods to make them addictive. They prepare foods with vast amounts of sugars, salts, and fats that provide people immediate and intense pleasure. Sugar impacts the brain 20 times faster than nicotine. But yet, people who smoke cigarettes are looked down upon more often than parents who provide their children with sugar junk foods that affect the brain quicker than nicotine.

Slide 5- The health risks of a child being obese are tremendous. An obese child is most likely to develop high blood pressure and high cholesterol, eventually leading to heart disease. Type 2 diabetes is another common health risk from high sugar and carbohydrates. Obese children also are more likely to have trouble with their bones and joints not growing correctly. Obese children can also suffer from mental health issues as they grow older. Sleep apnea is another health risk factor. Being obese will affect the way a child sleeps, and sleep is one of the most important factors of being healthy.

Slide 6- The CDC recommends a particular lifestyle that allows children to live a healthy life. It's called the 10 5 2 1 0 lifestyle. Ten hours of sleep, five fruits and vegetables, less than 2 hours of screen time, 1 hour of physical activity, and 0 sugary drinks. This lifestyle allows children to

enjoy their lives while eating the foods that support their bodies the most—preventing children with little to no food from the most significant food companies with the unhealthiest products. Packing children with healthy snacks and meals for school instead of eating the unhealthy foods school provides. However, public schools do provide nutritious meals, but they aren't as enjoyable, so it'll lead children to want to buy unhealthy snacks to fulfill their hunger.