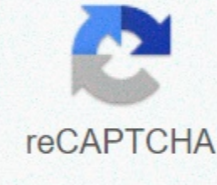




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Why shame won't stop obesity

Reading Downsizing SupersizeDeur James Surowieki it was obvious to me that he agrees with Michael Bloomberg's approach on health. I didn't think I had an opinion on Bloomberg banning big coolies, but while reading the article, I found myself agreeing with the concept. I think that although the default bias wouldn't stop someone from buying more soda, it would still stop more people who wouldn't make the extra effort. Even if it were just a few people, it would lower the amount of sugar that would lower the people intake and take advantage of their health. I think I handle it a lot in m own home. When there are sugary drinks or junk food in my house, I eat them because they're there, but when those things aren't present, I don't want to bother just getting them. I think that Dhruv Khullar's piece Why Shame Won't Stop Obesity Tapes perfectly with Surowieki's article. Khullar published this piece when studying medicine, so backing up his article with his personal experience about food and health was very smart. He makes good marks on the lack of healthy food available to people now and why it's useless to shame someone when it's something they might not be able to change. I often hear How can someone get themselves so great from friends and family comments about the appearance of strangers. But honestly most people aren't as healthy as they seem. Even if you may not seem obese on the outside, your body may not work at 100% because of the food you can eat. In the past, the Rulers of countries were very heavily set because they were rich and didn't have to do much manual labor, but now it's opposite. America's most obese citizens are the ones who are usually low incomes with little education about food. It's not that people want to be unhealthy, it's just hard to make a healthy choice when fresh food is sparse and companies make it so cheap to eat poorly. Our required reading for this response were the pieces Downsizing Supersize by James Surowiecki and Why Shame Won't Stop Obesity by Dhruv Khullar. In Downsizing Supersize, Surowiecki discusses proposing a ban on soda over 16 oz. I find this statement very interesting, and potentially a very good idea about how to lower the amount of obesity in the United States. I personally feel that there aren't enough restrictions around the fast food industry and the amount of control they have about people's lives. Of course, there are ways to get around the ban by buying two drinks, but the average person, as argued by Surowiecki, won't choose to do so. People are driven by a certain mindset that follows the norm, so if the norm is set higher, people will follow it (and if it's set lower, they also follow it). I agree with Surowiecki's argument that people will follow what is set as a standard, and as the fast food industry to the Ban, America can get a lot thinner a lot faster. The second piece, Why Shame Won't Stop Obesity, talks about how people should stop fat-shaming people being overweight because most of the time these people don't make their food choices just for fun. Khullar argues that people overlooked the convenience and low price tag of a meal at McDonald's over a more healthy option. However, it's not just about the price. Khullar also brings up the lack of real healthy options in the lower income areas. It's much more likely to see a fast food joint than a fresh apple, and more convenient for the people who live there too. The people who make these purchases do so purely for the need for food, not the desire for fast food or the lack of interest n who eat healthier. Overall, the two pieces talk about why some people are stuck in an obesity tunnel and why we as a country need to change our ways and habits to help the general public make healthier choices. Argumentative Research Comments Childhood Obesity has been epidemic for the past 25 years, with sources commenting on whether it's the parent's debt or food companies. Obesity in childhood has long-term effects on society because it is a bad representation of what our country health is like. Food companies usually target the youth because they are the future of this country and affect those around them. Children are typically targeted by ads because kids pay attention to every little detail and companies find it easier to manipulate them. Food ads are typically seen on television, computers, billboards, magazines and even in our school intuitions. Fast food companies should voluntarily stop advertising food because they target minority groups and children and thus increase the obesity rate of these groups and children across the United States. Dr. Dhruv Khullar wrote an article called Why Shame Won't Stop Obesity and it was about Americans being given different unhealthy options from which they could choose. We constantly get food with lots of calories at great prices to help us gain weight. For example, in the text, he said, To make healthy options more accessible and affordable, especially for those living in low-income areas of the country, is a key component of reducing the burden of obesity. (Khullar, 137) Explaining how the prices of food play a major role in the obesity rate because there is poverty and those who cannot afford healthy food play a big role in what they eat. Not to mention, if unhealthy food is what's advertised at a cheaper price, it's more than likely to be sold more than healthier products. During his article it seems to be a public health issue, as well as a social justice issue which is what may be considered due to its effect on (Khullar, 135). When it comes to fast food products they are affordable and very accessible to everyone, however, it is unhealthy and lets you gain weight. Fast food products are consumed more than healthier products because they cost much less than others. According to Mr. Jason Rehel, eating a healthy diet vs eating unhealthy diet costs about \$1.50 more a day, which may not sound like much, but works out to more than \$2,000 more a year on the average family of four's grocery bill, indicating fast-food companies are taking advantage of those who can't afford healthier eating. (Rehel) He actually has point because it shows how they target minorities because most minorities aren't able to afford them healthiest lifestyles, so fast food companies advertise their unhealthy products to get you to buy their food that's at an affordable cost, but let you gain weight by recapturing how much you eat them. The price of food plays a huge role when it comes to their customers. This is how they target minority groups because most minority groups live in low-income areas which means fast food is very useful to them. Fast food companies make their food affordable for everyone to buy it, but more accessible in low-income areas. In the Area Code of 60628, in Chicago Illinois, there are 19 fast-food restaurants. The area code is considered the Roseland Community, which is a low-income area with affordable housing; it is also considered poverty because the high homeless rate and violence in the community. I know this information because I live in this neighborhood and I searched it. According to Ms. Harris Lovett, companies disproportionately target television ads for unhealthy products like sweetly and sugary drinks to Latino and African-American you that point to fast-food companies targeting minorities because they are capable of more of a significant financial benefit from them (Harris-Lovett.) According to Ms. Merkel,ms. Teresa Mastin and Shelly Campo's article Conflicting Messages: Overweight and Obesity Advertisements and articles in black magazines. Only 40% of African-Americans are not obese, suggesting African-Americans consume a large number of unhealthy products. The media is very accessible in the 21st century and with this easy access, food ads can much more easily affect their targeted audience. (Mastin and Campo) When it comes to targeting minorities, African-Americans are targeted very thoroughly and easily. In Magazines, fast food companies start by targeting the mother because they are the one who controls the meals served in-house. (Mastin and Campo) Fast food companies understand that women look to magazines for health information. They get advice and resources from a magazine. Not to mention, Children are affected they have no say so in the manner they eat. Their comments become opinionated because of their lack of judgment of what tasty cost them is. Fast food companies understand that women, who make up most black magazine readers, are typically the primary caregivers in their families that means if they can influence them, then they have control over the whole family. (Mastin and Campo) With this thought process, you can see how fast food companies target African-Americans and other minorities. According to Ms Harris-Lovett, whites Among American adults, 47.8% of African Americans are obese, compared with 42.5 % of Latinos and 32.6% of whites. (Harris-Lovett) This statistical statistic shows how fast food companies benefit from the money of African-Americans and Latinos. During Ms. Harris-Lovett research, she found out fast-food companies spent more than \$100 million on advertising in 2013, not to mention, her researchers found out that 39% of Hispanic and Latino children aged 2 to 19 are already overweight or obese. (Harris-Lovett). With this information, it's clear that fast food companies are targeting minorities because they can benefit financially from their low-income and promote future products. There are 200,000 fast-food restaurants in the United States the revenue for fast food restaurants that should come in more than \$570 billion. (Instant Food Industry Analysis 2017) Not to mention, the 200,000 jobs added to the industry in 2015. Fast food companies are expected to grow at least 2.5% within the next few years (Fast Food Industry Analysis 2017). With the increase in fast food companies and employees emanation for these companies, you can only see a general increase in the obesity rate of adults and children. Fast Food companies are the main organizations that promote and benefit from selling unhealthy products. Now you've learned how they target minorities and benefit from their low-income and low financial standing, now I'll explain to you how food ads target children and increase the childhood obesity rate. According to Susan Matthews, 857 million people worldwide are overweight or obese indicating that 12% of the planet is obese; not to mention, it's a statistic from 1980. (Matthews) In today's time, compared to other countries, 39% of children in the United States are obese, which in fact is 21% more than other countries. (Matthews) 3.4 million people have died from obesity in the U.S., in the past 30 years, suggesting obesity has been a constant problem for years. (Matthews) Now that you know obesity is an epidemic in the United States, food ads are causing this number to get to this point and they help to increase these numbers as well. When it comes to Fast Food companies, they audience easier, specifically children because of the various ways in which society has made advertising an important part of our everyday life. Childhood obesity has tripled over the past 30 years, according to Ron Warren, who could be related to his statistics given in the next paragraph. (Warren) He goes on to mention the amount money advertisers spend each year only to promote restaurants, which is about \$2.5 billion. (Warren) I agree with Mr Warren's predictions of how many ads will be seen by children and the age group in which it will see them, and it shows me has taken a close examination of what is the correlation between childhood obesity and the amount of advertising seen by a child. I would like to acknowledge that Mr. Ron Warren given the fact that some food ads are in fact healthy. However, he did several reports and different analyses on that topic, and he found out that of all the food commercials or ads you see, typically 5% are healthy. (Warren) [T]he rates of obesity among children aged 6 to 11 in the United States have increased about five times. (Hyunjae, 87) With this you can see how statistics begin to show this epidemic of childhood obesity is only getting worse and there is a huge correlation between Fast Food Ads and Obesity. When it comes to how long a child watches TV, the average child in The United States watches Television four hours a day, according to the AAP. (Hyunjae, 88) With a survey conducted, on children aged 4 to 19, the survey showed how 30% of these children tested fast food products every day. (Hyunjae, 90) After reading this article, the author pointed out how the parental influence is a major factor in considering when talking about childhood obesity. They have control that their child takes into account, so their lack of awareness can also be considered a factor. Ms. Kelly Brownell and Mr. Mark Gold article were studying the psychological effects of obesity and leading to it. In the first part of their article, they consider obesity as part of an addiction because of your constant desire to eat and your ability to ignore that desire. Food ads begin as a mental influence before it becomes a physical problem. They started calling it an eating disorder and in the second part of this article. The author has begun giving information about ways in which the reader or the person who is obese can solve this problem or at least regulate it. I agree with the author on how for someone to constantly eat after they see the raising weight show they are affected mentally instead of just being physical. (Brownell,101) I feel that obesity has many factors that affect it, and food ads not always be the biggest problem. However, I still think food ads continue to play a big role statistics mentioned throughout the portion. Food ads have been targeting children for years and have evolved with the way they do. IN Steve Frechette article, he cites their strategy as a game plan, with certain steps to it. (Frechette, 2) After reading, his side of how food ads affect children, I agree with his point of view. He mentioned how fast food companies start with the state of vulnerability. (Frechette, 2) Children are shown all types of food every day, but most food they are shown is unhealthy or has low-nutrition. The author mentioned something I can agree with, he said: Exposing them to nutritious messages on television could affect their diet program and degrees of physical activity with this statement, the author said how Fast Food Companies understand that they have a big effect on parents' judgments and comparison to other consumer products. (Frechette, 3) Every article or text I evaluated made me understand how fast food companies benefit from children, their parents and minority groups. They make a strategy to appeal to their specific crowd, so their product is sold and, so we can keep coming back. Having analyzed every piece of evidence, I still feel that food ads affect youth and ethnic groups. This argument made me stick even stronger at my point because now I have evidence to help support my stance. Every other had supporting evidence and good statistics to support their claim, not to mention, I disagreed with any writer or their reasoning, but not because they supported my idea, but because they were professional in what they studied. They gave me statistics, facts and logical information with accredited sources. I still stick to point that fast food companies should voluntarily stop advertising food because they target minority groups and children and thus increase the obesity rate of these groups and children across the United States. States.