

The background of the slide features a series of diagonal stripes in shades of gray, running from the top-left to the bottom-right. The stripes are of varying widths and are set against a light gray background. The overall effect is a textured, geometric pattern.

# Fat and getting fatter

# Why

The changing picture

The paradox of time.

The triple whammy.

The fear factor.

Sale of playing fields.

Lack of ethical professional sports.

The world virtual.

Fast food.

# The changing picture

- Children and young people are seen as a legitimate market.
- Family structures and lifestyles very different.
- Messages about bodies
- Lazy parents lazy children

# Paradox of time

- The more time saving appliances, dish washer, Hoover, microwave...
- The less time we all have.
- Must not waste time
- But how do we use time ?

# The triple whammy

- Our media chums would have us believe that on every street corner we can find a group of feckless hoodies, with predatory pedophiles lurking in the shadows protected by anonymous CCTV voyeurs’.

# Fear factor

- Six pack, size 10, hair gel, body smell
- Odd relationships with food
- Celebrity, image, distorted reality
- X factor and ridicule
- less tolerance,
- cyber bullying.

# Competition and sport

- Sale of playing fields
- Teachers good will
- Anti competition
- Professional sport lacks ethical standards
- Play to a level or not at all

# The virtual world

- Computer screens
- Facebook
- Pretending is easier



# Fast food fast living

- Fast food
- TV dinners
- From harvest to plate
- Patience a lost art,
- immediate gratification,

A gap has emerged  
between those that are active and thought of as attractive  
and those perceived less able,  
resulting in food and weight problems.

# What might we do

Increase opportunities to be active without being ridicule.

Encourage education leaders that competition with humility is as important as academic achievements

Open our school kitchens on the weekend for a community café. Healthy cheap food, lesson in cooking for the family

Recognise our community champions and grow this army of support stars