

Third Key Objective

(iii) To explore external factors that may contribute to childhood obesity

Summary of the Key Points set out in the Presentation from the Youth Service entitled 'Fat & Getting Fatter'

1. The list below illustrates some of the external factors that influence the increasing prevalence of childhood obesity
 - The virtual world
 - Some young people spend a lot of time in sedentary activities such as playing computer games
 - The fear factor
 - Parents are frightened of letting their children go out
 - Sale of playing fields
 - Lack of ethical professional sports
 - Anti competition in school sports
 - Availability of fast food
 - Children & Young People are seen as a legitimate market and are heavily targeted by advertisers
 - Modern family life and lifestyles are very different
 - Messages about bodies and how you 'should' look

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

3. What might we do to change this:
 - Increase opportunities to be active without being ridiculed
 - Encourage education leaders that competition with humility is as important as academic achievement
 - Open our school kitchens on the weekend for a community café. Healthy cheap food, lessons in cooking for the family etc