PSA

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OVERWEIGHT CHILDREN AND OBESITY

Overweight children and obesity is a health condition that results from excess body fat in child's body hence negatively affecting his or her health. Obesity in children has been rising over the years and it has resulted in adverse health effects to children (Buckley, 2016). The problem of childhood obesity has become global and it has affected both low and middle-income earners in urban centers. Due to this prevalence and rise obesity can be classified as a serious public health problem. According to the world health organization, over 41 million children under the age of five are overweight globally (Buckley, 2016). Asia and Africa account for almost half of the children under the age of five who are overweight.

Overweight and obesity in children are attributed to several factors such as genetic factors, lack of physical exercises, and unhealthy eating practices. Children from families that have relatives with obesity are more likely to be overweight the problem of weight running in families. Children with overweight and obese parents have a higher risk of being overweight. This is generally linked to genetics or a shared behavior in the family such as unhealthy eating patterns and lack exercises.

Food choices for infants have been key in determining whether children will be overweight or not. Food preferences for children are set during their early life and have an impact on the child's future health (Buckley, 2016). Food with high levels of salt, fat, and high sugar levels exposes the child to the risk of being overweight hence resulting in childhood obesity. Inappropriate eating and diet patterns have been associated with lack of information on the best approaches to nutrition, poor availability and unfordable prices healthy foods.

Child obesity presents many health problems during childhood as well as during the adulthood. Childhood obesity exposes children to the risk of suffering from cardiovascular diseases due to high levels of cholesterol in the blood. This make exposes the child to the risk of having heart problems at a young age (Dawes, 2014). Children are also at a risk of suffering from high blood pressure due to the increased fat in the abdomen and the requirement for more pressure to pump blood around the body. Obesity has also increased the risk of impaired glucose tolerance in the body, insulin resistance and eventually the type 2 diabetes to both children and adult (Dawes, 2014). It has also resulted in many cases of shortness of breath, asthma and sleep Aprea in children and adults.

Obesity has also resulted in the physical effects on musculoskeletal systems resulting to discomforts associated with increased weight on the joint hence causing bone and muscle disorder exercises (Waters, Swinburn, Seidell & Uauy, 2011). Obesity also affects the liver by causing fatty degeneration, liver disease, and gastroesophageal reflux. Childhood obesity also exposes the child to future health risks as they are more likely to obese during their adulthood (Dawes, 2014). This increases the risk of suffering from heart disease, cancer, and type 2 diabetes. They also likely to have more severe health risk in their adulthood.

Obesity, also, causes psychological problems to children suffering from it. Obese children have lower self-esteem their negative body-image. This may result in depression and be nervous about their body which results in a negative effect on their behavior (Dawes, 2014). Childhood obesity has contributed to children failing their academic work and social progress due to stigmatization and social discrimination by their peers.

Public service announcement will be important in minimizing the impact of childhood obesity to the society since the problem is associated with people's lifestyle. With the main purpose of public service announcement being to inform, educate and empower the public about health issues, it will be crucial in addressing the problem of childhood obesity in the society. Child obesity has mostly been attributed to poor nutrition habits and lack of exercises (Waters, Swinburn, Seidell & Uauy, 2011). There has been lack of information on the best practices to nutrition hence resulting in poor and unhealthy nutrition habits which are the major contributing factor to obesity.

Public service announcement will be important in informing and educating the public about how to avoid childhood obesity. Informing and educating the public on the best practices to health nutrition will be of great value to reducing the impact of the problem of childhood obesity in the society exercises (Waters, Swinburn, Seidell & Uauy, 2011). Educating and informing the public on the causes and effects of childhood obesity will be a great step in reducing the impact of the problem in the society (Buckley, 2016). Public awareness of the practices that will reduce the risks of obesity such as participating in physical activities will also be important on reducing the risk of obesity.

Through public service announcement, awareness campaigns in schools, community, and media will play a key role in reducing obesity. Since there have been intensive marketing of high energy level food with high sugar content it will be important to create a countermeasure to ensure that the public, youths, and parents are aware of the effects these energy foods have on the health of children (Buckley, 2016). Public service announcement can be used to educate and inform public on the best diets to their children such as fruits and vegetables, legumes grains and nuts exercises (Waters, Swinburn, Seidell & Uauy, 2011). Informing and educating the public on the best physical activity practices and promoting healthy diets.

Childhood obesity has been attributed to a lifestyle that involves inappropriate diet practices lack exercises and physical activities due to lack of information. Public service announcement will serve an important role in informing and educating people about child obesity, it effects, causes and ways to prevent it in children. Creating awareness on the best lifestyle practices such as physical exercises and healthy diet practices through public service announcement will greatly minimize the impact of childhood obesity.

# References

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