

Whose fault is child obesity anyway?



We've pointed fingers at fast food chains and junk food advertising directed at youngsters, but now health experts are pointing the finger at parents and blaming them for their obese children.

They assert medics should treat children who are over-fed similarly to those who have been under-fed or are severely malnourished.

Jamie Oliver managed to change the approach of schools in dealing with diets and nutrition – but is it now time to educate people as to why they should be

Child obesity figures are increasing in the UK, but who is to blame, asks *the guide's* expert Elit Kane, a qualified nutritional advisor



right – often a combination of which they consider nutritious, coupled with affordability and

their children deliberately, but in being ignorant as to what foods they should actually be

● Nutritional education

We are all given compulsory subjects at school – so with obesity becoming a global epidemic, shouldn't nutritional education be compulsory rather than optional?

Changing the current school curriculum is a tall order. In the meantime, parents should be encouraged to take more of an active interest in nutrition and with a range of sources all around us, there's no excuse not to know enough about weight control.

The Power of Advertising



● Celebrity nutritionist **Samantha Flower** on child obesity tells *the guide*:

"I agree that nutritional education should be compulsory in schools. The reason we're in the sorry state we're now in health-wise is a result of people's general ignorance. Parents are responsible for their children's health, however, they can hardly pass on good advice if they themselves are lacking in that area.

"I feel obesity is a result of two things: a food industry that encourages the eating of processed, unhealthy foods, and ignorance on behalf of the consumer. We live in a fast food culture where convenience is prioritised over health. Unfortunately the power of advertising is very strong and people are given to believing what they are told. Irresponsible advertising preys on the minds of individuals who lack the information to know any better.

"This filters down to their children who put their trust in their parents' choices. Thus the cycle is perpetuated."

For more information on Samantha and her services, visit: www.samanthaflower.co.uk