

**Campaign Project: Anti-Obesity**

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## Campaign Project: Anti-Obesity

Obesity is a rapidly growing global health problem afflicting and threatening the health of people worldwide. In our modern world, the combination of the accessibility and availability of cheaply produced processed food highly saturated in salt, fat and sugars along with our increasingly sedentary lifestyles, rapid urbanization and changing modes of transportation has led to the rapid increase in the incidence of obesity in past few decades. In the United States, 55 percent of adults are overweight by international standards; 30 percent are considered obese. The population at most at risk of this increasing health problem is children with one in five American children are now classified as obese; notably, Type II Diabetes – predominantly seen in adults – is now diagnosed more often in the younger populations. In the late 1990s, obesity cost the United States 12 percent (\$118 billion) of the national health care budget, which is more than double the \$47 billion attributed to smoking. In addition, people do not care to prevent obesity; less than 25 percent eat fruits and vegetables everyday; less than a third engage in exercises. We are now on the verge of an epidemic in which billions are spent on food advertising and not enough is invested on nutrition education.

The goal of our Anti-Obesity Campaign is to raise people's awareness of how to live a healthy life with the help of nutrition and exercise, but not to inject fear among the society. Our project focuses on showing the happiness of exercising which encourages people to leave their chairs and computers to play under the sunny day while helps improve their health at the same time. Moreover, our campaign also let people notice the general idea of what is considered junk food and healthy food, which also intend to let people bring more attentions to their diet, and motivate them to change the unhealthy dieting habits if they are eating unhealthily.

We have made a short video, including interviewing people what they consider healthy or unhealthy food and how much they exercise in a regular basis. We have also included a short animation deal with issue such as the bombarding of food advertisements from television, magazines, the internets, etc. These are one of many issues that led to obesity and for a sample exercise could be just walking the stairs. Ultimately, we just want to raise the awareness that being healthy is that too difficult. Simple exercise maybe 2 minutes a day can help prevent the danger of obesity.