



JUNK FOOD

DR. SUBHA RANJAN
JUNIOR RESIDENT
COMMUNITY MEDICINE
N.M.C. ,PATNA

What is junk food



Junk food is an informal term applied to some foods that are perceived to have little or no nutritional value (containing "empty calories"), or to products with nutritional value but which also have ingredients considered unhealthy when regularly eaten, or to those considered unhealthy to consume at all.

The term was coined by Michael Jacobson, director of the Centre of Science in Public Interest in 1972 .

WHAT JUNK FOOD CONTAINS?

- Saturated fat, sugar & salt.
- Little or no fruit, vegetables, or dietary fiber.
- Little proteins , vitamins and minerals
- Includes highly processed food items.
- Common junk foods include salted snack foods (chips, crisps), candy, gum, most sweet desserts, fried fast food and carbonated beverages (sodas) as well as alcoholic beverages, popcorns, pizzas, burgers, hamburgers.
- Depends on ingredients and preparation method



We use the terms FAST FOOD, JUNK FOOD ,STREET FOOD interchangeably. These overlap each other in many ways yet are different.

FAST FOOD

- Term given to food that is prepared and served very quickly.
- Typically the term refers to food sold in chain of fast food restaurants
- Type of junk food

STREET FOOD

- Obtained from a cart, truck parked on a street, temporary stands at market places/ fairs
- Strong cultural ties.
- At times it can be fresher and healthier.
- Made from local ingredients.
Like samosas, mommos, chats etc.

WHY JUNK FOOD IS LIKED?

- Time factor-easy to prepare/ being served at door hot and ready to eat/ when in hurry.
- Taste factor-influences one to opt it. Great taste it has owing to lavish use of oils, salt, sugar.
- More appealing /attractive to children
- A lot is spent by companies in advertising
- For companies/restaurants they are cheap to make, easy to handle, easy to store, stock and sell, has extended shelf life.



EFFECT OF JUNK FOOD ON HEALTH



LACK OF ENERGY AND FATIGUE-This is known as a short-term adverse effect resulting from eating junk foods. As it doesn't provide you with essential nutrients, even though they can be very much sufficing, you feel weakened.

TIREDNESS & LACK OF ENERGY



LACK OF CONCENTRATION-

These are traced to affect in immediate and medium term periods. When you have a junk meal rich in oil you feel drowsy and fail to concentrate. Over due course of time ,blood circulation drops due to fat accumulation. Lack of vital oxygen, nutrients and proteins particularly can stale your brain cells temporarily.

HEART PROBLEMS-

Junk food is a major cause of heart diseases.

- Myocardial infarction
- Hypertension
- Atherosclerosis
- Peripheral vascular diseases
- Ischemic heart diseases



HIGH CHOLESTEROL LEVEL-

Apart from forming plaques and constricting arteries, cholesterol also affects liver where it is metabolized. High cholesterol from junk food and diet strains liver damaging it eventually. This is a long term effect.

OBESITY-

- Occurs as more fat, carbohydrate, processed sugar, and less fiber is consumed.
- 187 extra calories per day, leading to 6 pounds additional gain in wt. /year
- Increases risk of other diseases.

DIABETES-

- Increases insulin levels
- Chronically insulin resistance develops and type 2 diabetes sets in.
- Increasing incidence in teenagers.

NUTRIENT DEFICIENCIES-

- Vitamin deficiencies
- Anaemia
- Osteoporosis



DEPRESSION-

- Hormonal changes at puberty make teens susceptible to mood swings and behavioral changes.
- A healthy diet keeps the hormonal level on an even whereas junk food fails.
- 58% increase in risk of depression



GASTROINTESTINAL EFFECTS-

- Nausea, vomiting
- diarrhea, constipation, bloating of stomach
- Lack of appetite, stomach ache
- peptic ulcers

JUNK FOOD ADDICTION

- Studied in rat population- they overeat these foods. When taken off these diet they refused to eat healthier foods. During pregnancy increased intake ,increases chances of unhealthy eating habits in offspring.
- Assumed to be similar to drug addiction in humans.
- Possibility that neurotransmitter(like dopamine) in brain may be influenced by habitual eating pattern
- Once caught in junk food addiction , one find it hard to think about loss of nutrition junk food pushes us into.

HOW TO REDUCE JUNK FOOD INTAKE



- Act as healthy example. Do not eat in front of children, let them see you eat healthy and balanced meals made at home
- Explain that eating junk food is unhealthy and will pose problem to their health.
- Eliminate packaged and processed snack food from kitchen and do not purchase. Stock it with healthy snacks like dried apricots, dates, resins etc. Keep homemade lemonade, fresh juice, pured fruits.
- Cook healthy alternative like baked fries, chicken nuggets, healthy chips.

Cont..



- ❑ Keep healthy snacks handy to children. Make food more appealing, easy to eat with fingers
- ❑ Don't ban junk food. This makes it more attractive and indulge when gets opportunity to eat.
- ❑ Teach moderation and permit to eat small amount
- ❑ Don't use as bargaining,/rewarding/bribing tool. This makes it more appealing.
- ❑ Discourage viewing TV ads.



- In an attempt to reduce saturated fat consumption, from Dec. 2011 to Nov 2012 Denmark introduced the first fat food tax in the world (food >2.3% saturated fat)
- Hungary has also imposed tax on packaged foods containing unhealthy concentrations (>20 mg. caffeine/100ml)
- Norway taxes refined sugar
- Mexico has various excises on unhealthy food

WHAT IS HEALTHY JUNK FOOD?

- Created as a healthier alternative/imitation of junk food products by food industries/companies /restaurants.
- Claimed to be made with healthier ingredients, low fats, free of trans fats, sugar free, fortified with vitamins and having low calories.
- Options like baked potato chips, whole wheat bread for sandwiches, salads, diet soda with zero calories, sugar free soda, dessert like yogurt.
- Critics associated- may be a marketing policy.

What is... A healthy diet?



A **healthy diet** is one that helps maintain or improve health. It involves consuming appropriate amounts of all nutrients, and an adequate amount of water. A healthy diet needs to have a balance of macronutrients / energy (fats, proteins, and carbohydrates) and micronutrients to meet the needs for human nutrition without inducing toxicity from excessive amount. It is important for the prevention of many chronic health risks such as: obesity, heart disease, diabetes, and cancer.

HOW TO COMPARE JUNK FOOD TO HEALTHY FOOD

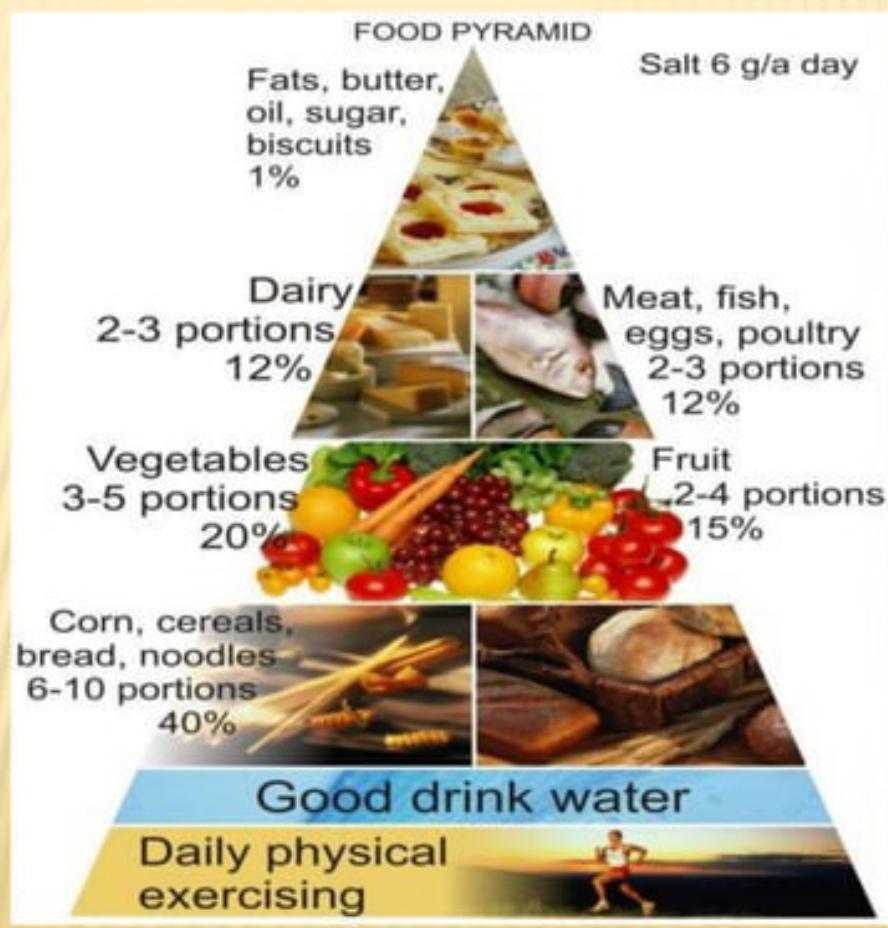


- Observe the fat content on the label (total, saturated, unsaturated, trans), Total calories derived from fats.
- Review the cholesterol content.
- Take into account the sodium content.
- Check the sugar content and type (refined /natural sugar)
- Note vitamins, minerals ,dietary fiber content.
- Healthy foods tend to be less processed ,has less but important and often easily recognizable ingredients.

Keys to a healthy diet

1. Eat a variety of nutrient-rich foods
2. Enjoy plenty of whole grains, fruits and vegetables
3. Maintain a healthy weight
4. Eat moderate portions
5. Eat regular meals
6. Reduce, don't eliminate certain foods
7. Balance your food choices over time
8. Know your diet pitfalls
9. Make changes gradually.
10. Select foods based on your total eating patterns, not on any other individual food .

FOOD PYRAMID



“The greatest wealth is health”.

THANK YOU