

LOOKING INTO LIFESTYLE

Unhealthy food ads impact child's diet

ADVERTISEMENTS FOR UNHEALTHY foods and beverages with high sugar or salt may be contributing to the growing obesity epidemic among children as researchers have found that such commercials adversely impact their food choice and lead to harmful diets. The researchers examined caloric intake and dietary preference among more than 6,000 children and assessed the effects of unhealthy food and beverage marketing.

The study showed that marketing increased dietary intake and influenced dietary preference in children during or shortly after exposure to advertisements. "The findings demonstrate the influence that these advertisements, a growing epidemic, have on children's food choices," said lead author Behnam Sadeghi-



rad, Ph.D. student at McMaster University in Hamilton, Ontario, Canada.

The study, published in the scientific journal *Obesity Reviews*, revealed that children are exposed to an average of five food ads per hour, with unhealthy foods accounting for greater than 80 per cent of all televised food advertise-

ments in Canada, the United States and Germany. When children were exposed to unhealthy advertisements, they consumed significantly more unhealthy than healthy calories, the findings showed.

The study also suggest that younger children might be more susceptible to the impact of food and beverage

marketing in terms of quantity and quality of calories consumed. "Overall, our analyses show the need for a review of public policy on child-targeted unhealthy food and beverage marketing," corresponding author of the study Assistant Professor Bradley Johnston at McMaster added. *IANS*

ALIGN YOUR LIFE

Step In The Right Direction

For many years I kept failing at a lot of things: jobs, relationships, finances and life in general. I thought everyone around me had reached the finishing line while I was still starting out. Wrong choices, not much support, dead end job and away from home – it was not easy! It was many years before I found my footing and calling. I was simply not chasing my dreams. I was living the 'safe' life. I got fed up after years of trying to be someone else and decided to start all over again. And then one day suddenly I had a breakthrough and I have never looked back since. The one biggest lesson that I learnt along the way was you never know what is coming next. So no matter how much you want to, don't give up. Follow your passion and money will follow. It's hard to believe but it's true.

How many of us waste time chasing big money, better jobs, bigger houses or a fancy car? The only aim is to do better than the next guy. Chasing money will get you rich is a very common belief amongst people who are starting out. But who talks about passion and dreams? No one! Not a single business school that hands you a very expensive MBA degree talks about passion and chasing your dreams. From a young age we are taught to follow a path that is tried and tested. Follow the footsteps; why walk into the unknown?

In many countries certain professions are seen as secure. Even today being a doctor, engineer or a lawyer opens doors for many. But the question is – are you chasing your dream or a dream that has been shown to you by others? Sometimes parents tend to subtly guide their children towards their unfulfilled dreams. Or may be you simply don't have the courage to follow yours. Whatever may be the reason, once a wrong path is chosen very few realise their mistake before it's too late.

So before it's too late and you are at the end of the road, ask yourself if this is the life you wanted. If not, do something about it. If chasing your dreams means moving countries, changing jobs, getting a degree or letting go of a toxic relationship then do it. The time is now. This moment is yours.

Don't settle for less. Put yourself first. Make some changes. Ask the right questions. Move forward. Let go of fear. Surround yourself with right people. Look

within and ask if you are doing everything to realise your dreams. You will not reach the mountain-top immediately, but it will be a step in the right direction!

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Eat more homemade food to keep diabetes at bay

DITCHING HOMEMADE FOOD for that king size burger and French fries can add not only extra kilos around your belly but may also increase the risk of developing diabetes, a study has warned. Individuals who often ate from outside, typically fast food were more prone to gain weight - a major cause for developing Type 2 diabetes, the researchers said.

Concerns have been raised that such people have a diet that is rich in energy but relatively poor in nutrients - this could lead to weight gain, which is, in turn, associated with an increased risk of Type 2 diabetes, said Qi Sun from the Harvard T.H. Chan School of Public Health. The findings showed that the people who consumed



five-seven evening meals prepared at home during a week had a 15 per cent lower risk of Type 2 diabetes than those who consumed two such meals

or fewer in a week.

A smaller, but still statistically significant, reduction was apparent for those who consumed more midday meals

prepared at home. Well-established diabetes prevention strategies include behavioural interventions aimed at increasing exercise and improving dietary habits.

The nutritional and lifestyle benefits of consuming meals prepared at home could contribute to these diabetes prevention efforts, the researchers suggested. For the study, appearing in the journal *PLOS Medicine*, the team employed large prospective datasets in which US health professionals -- both men and women -- were followed-up for long periods, with rigorous collection of data on health indicators, including self-reported information on eating habits and occurrence of diabetes. *IANS*