

Childhood Obesity in America: What Role Does the Food Industry Play?



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Abstract

The objective of this research is to determine the impact of the food industry on childhood obesity. Childhood obesity is a growing health problem in the U.S that must be addressed properly and reduced effectively. To help fight the growing battle of childhood obesity, the food industry (and media) must work with the government to help the consumer make healthy food choices by enhancing consumer knowledge through nutritional education, promoting nutritional awareness, providing clear nutritional facts, developing and improving healthier product choices, and providing more controlled portion sizes. Presenting consumers with these things will hopefully motivate them to make a better lifestyle change and potentially control our struggle with childhood obesity.