

# WHAT'S THE STORY?

Read the following extracts from news stories about young people's diets. Which group of people does each article seem to blame?

[www.bbc.co.uk](http://www.bbc.co.uk), December 2015

## CHILD HEALTH CONCERN OVER JUNK FOOD MARKETING

Children are exposed to "concerning" amounts of junk food marketing, according to the University of Stirling.

Researchers said about 75% of all food and drink marketing seen by 11-18-year-olds was for unhealthy food.

They said promotional offers on food featured very highly in decisions to buy sweets, chocolate and sugary drinks. — But they said there was an opportunity for marketers to use children's responses to such offers in a positive way.

"The extent of sweets, chocolate and sugary drinks being purchased at tills in supermarkets and petrol stations is concerning.

"Reducing the number or completely eliminating these products from tills could have a really positive impact on the buying behaviour and in turn the health of young people."

# WHAT'S THE STORY?

Read the following extracts from news stories about young people's diets. Which group of people does each article seem to blame?

[www.dailymail.co.uk](http://www.dailymail.co.uk), May 2014

## 'Ban junk food shops near schools to tackle child obesity'

Health experts want councils to refuse permission for outlets within five minutes' walking distance.

Fast food takeaways should be banned from near schools in a bid to curb child obesity, the government's public health body has urged.

Public Health England has brought out tough new guidance for councils, urging planners to refuse permission for burger bars, chip shops and pizza parlours within five minutes' walking distance of schools.

Officials are worried that secondary school children, many of whom are allowed to leave school premises at lunch time, are unable to resist the temptation to snack on junk food if it is available nearby.

# WHAT'S THE STORY?

Read the following extracts from news stories about young people's diets.  
Which group of people does each article seem to blame?

[www.metro.co.uk](http://www.metro.co.uk), April 2013

## **FAST FOOD NATION: YOUNG PEOPLE 'EATING 25 TAKEAWAYS A MONTH'**

Young people living in cities are eating up to 25 takeaways a month and spending about £2,620 a year, a survey claims.

People aged 25 to 34 are the biggest consumers of fast food with 49 per cent of them saying they rely on takeaways because they don't have the time or inclination to cook at home.

# WHAT'S THE STORY?

Read the following extracts from news stories about young people's diets. Which group of people does each article seem to blame?

[www.itv.com](http://www.itv.com), May 2015

## Parents 'normalising' obesity in children through poor diet and little activity

Parents who allow their children to eat junk food and lead couch potato lifestyles are "normalising obesity", the head of the NHS in England has warned.

Simon Stevens said youngsters could fall victim to a "rising tide" of health conditions such as diabetes, heart disease and cancer unless action is taken through a combination of families, the health service and the Government.

# WHAT'S THE STORY?

Read the following extracts from news stories about young people's diets. Which group of people does each article seem to blame?

[www.mirror.co.uk](http://www.mirror.co.uk), March 2015

## Poor children are three times more at risk of obesity

Poor kids are being left behind in the fight against childhood obesity, a shock report reveals.

Nearly ten years after Jamie Oliver's School Dinners campaign, figures show children from the most disadvantaged families are at increased risk of diabetes and heart disease because of their weight.

And junk food firms share the blame for the worrying rise, say researchers.

The Food and Poverty Commission chairman said: "The failure to

halt the rise of obesity in the poorest children is symbolic of what has happened in the UK food system over recent decades.

"While on average we are more healthy, more wealthy and have more access to a range of different types of food, the poorest are being left behind and inequalities are rising."

# WHAT'S THE STORY?

Read the following extracts from news stories about young people's diets. Which group of people does each article seem to blame?

[www.independent.co.uk](http://www.independent.co.uk), January 2015

## THESE ARE THE MOST SUGAR-PACKED CEREALS AIMED AT YOUR CHILDREN

Campaigners warn parents against giving their children sugar-packed cereals.

Parents are unwittingly feeding their children cereal which contains as much sugar as seven and a half chocolate fingers, according to health campaigners.

The warning from campaigners comes during National Breakfast Week, when the health benefits of eating a meal in the morning are championed.