

# 4. Food for Thought

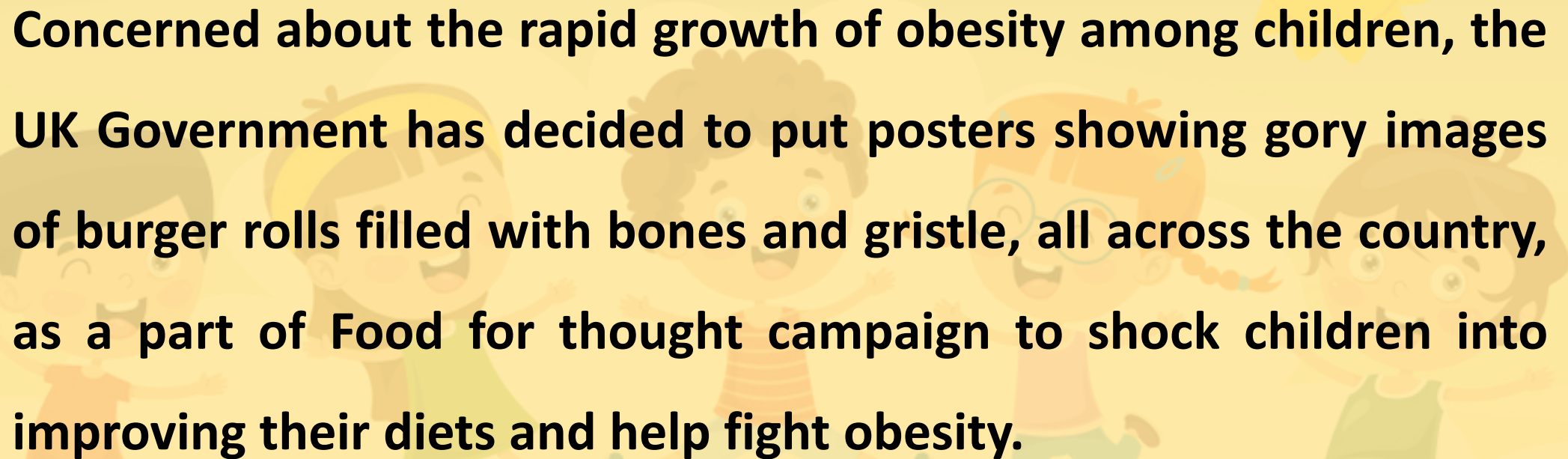
## Class 5 English

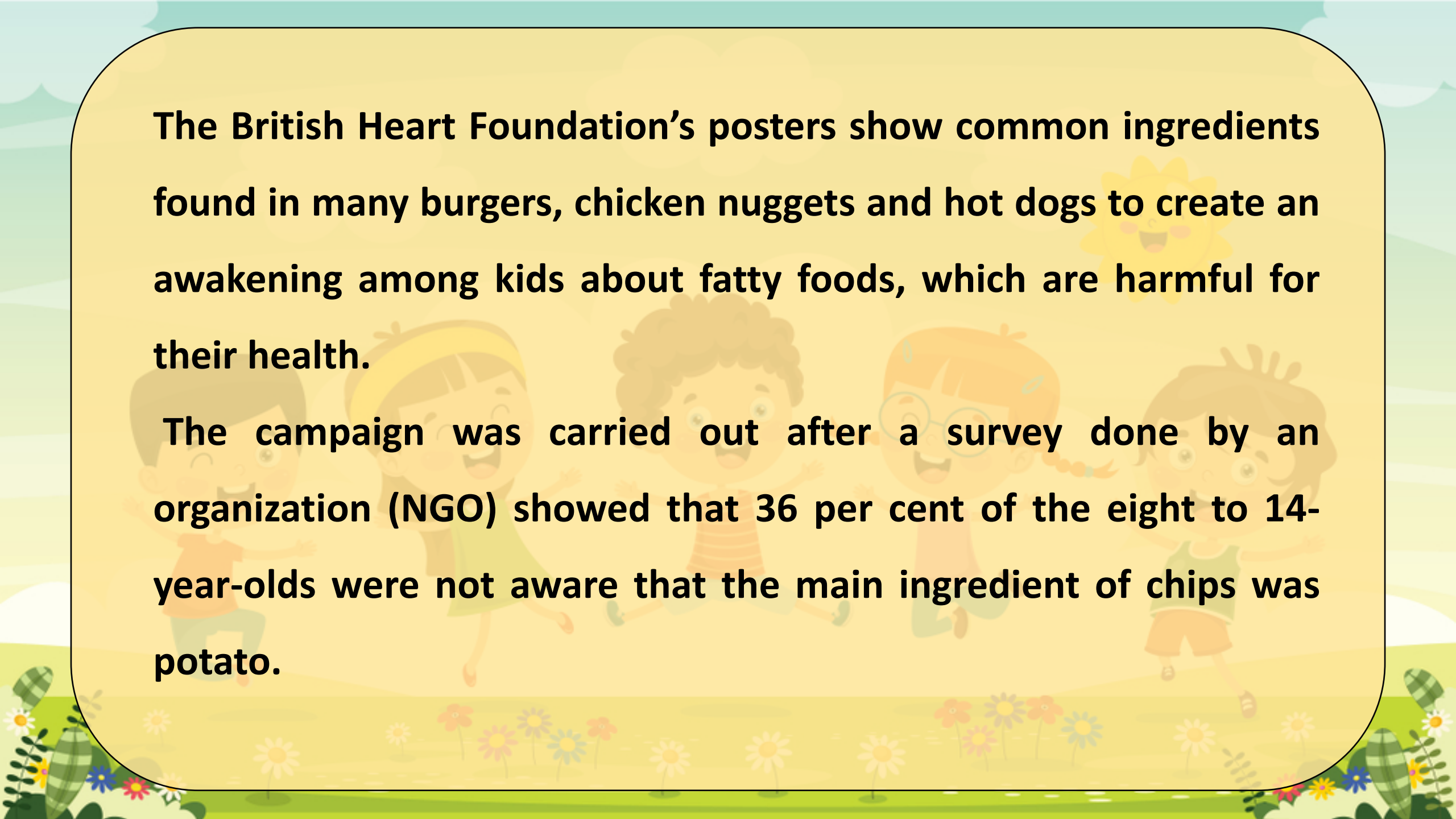


**Read Silently-No lip movement. Don't use your finger or a pencil.**

## **Gory burgers for obesity**

Concerned about the rapid growth of obesity among children, the UK Government has decided to put posters showing gory images of burger rolls filled with bones and gristle, all across the country, as a part of Food for thought campaign to shock children into improving their diets and help fight obesity.





**The British Heart Foundation's posters show common ingredients found in many burgers, chicken nuggets and hot dogs to create an awakening among kids about fatty foods, which are harmful for their health.**

**The campaign was carried out after a survey done by an organization (NGO) showed that 36 per cent of the eight to 14-year-olds were not aware that the main ingredient of chips was potato.**



**It is estimated around 440,000 more UK children will become overweight or obese in the next two years, with a quarter of youngsters predicted to be over weight by 2020. Nearly one in 10 of the children questioned for the BHF survey thought chips were made of oil, while others suggested eggs, apples and flour.**



**More than a third (37 per cent) did not know cheese was mostly made of milk.**

**“It sends a shiver down my spine to discover that so many children don’t even know what chips are made of potato.**




**Kids have lost touch with even the most basic foods and no longer understand what they are eating,” BBC quoted Peter Hollins, the BHF's director-general. He said banning foods or telling children not to eat them was not enough.**





**“This campaign is about talking to children in their language and sparking their curiosity so that they think about what they eat and start demanding healthier options,” he said.**



The background of the slide features a vibrant, cartoon-style illustration. In the foreground, five children are depicted in various poses of running and jumping with joy. From left to right: a boy in a blue shirt and green pants, a girl in a pink dress, a boy in a blue striped shirt and green shorts, a girl with glasses in a blue shirt and green pants, and a girl in a pink tank top and blue shorts. They are running across a green field dotted with colorful flowers in shades of yellow, pink, and blue. In the upper right corner, a large, smiling sun with a face and arms is visible. The overall scene is bright and cheerful, set against a backdrop of rolling green hills and a light blue sky with soft clouds.

**The images on the posters are partly covered by a “censored” stamp, but full ingredients can be found by visiting the charity’s website.**

**The BHF is also sending out 600,000 action packs to youngsters and has enlisted the help of celebrities, including actress Fay Ripley, ITV sports presenter Gaby Logan and cricketer Andrew Flintoff, to help in the campaign.**

**— ANI**





**Health is Wealth, Eat Healthy Food**

**THANK YOU**

