

EFFECT OF FAST FOOD ON HUMAN HEALTH

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ABSTRACT

Food is the basic need for human being which provides energy to body and protects from diseases. Today, in our diet the fast food is very common. Fast food is such type of food that is prepared and served very quickly but fast food is less nutritious as compared to traditionally foods. Fast foods are very popular among younger generation due to easily available, low cost and easy to carry but fast food has much adverse effect on human health. The present paper discuss the reasons for popularise fast food, disadvantages and effect on human health. The studies showed that fast food contains high concentration of saturated fat, high calories and high content of sodium which leads to overweight, cardiovascular diseases, heart stroke and diabetic mellitus. We should aware the public(children and adolescent) about discouragement of fast food to minimise the life style disorders.

Keywords: fast food, health, obesity, nutrition

I. INTRODUCTION

Food is primer necessity for creatures especially for human because it supplies energy for body, maintain tissues, repair them and prevent from diseases. Today, in our diet the fast food is very common. Fast food is such type of food that is prepared and served very quickly but fast food is less nutritious as compared to traditionally foods and other dishes. Traditional food is made by herbal plants which have many nutrients, original taste and more delicious. These foods do not have preservative, artificial flavor and coloring. Fast food is usually referred to burgers, pizza or French fries or any kind of food that can be prepared and saved quickly at low price. According to the National Institutes of Health (NIH) fast food are high in saturated fat, salt and calories. Now a day the traditional foods are replaced by the fast food.

II. REASONS FOR TAKING FAST FOOD

Role of women:-Females have started working outside, she is so busy have no time to prepare food. So fast food is an easy way out because there can be prepared easily.

Low cost:-Fast food available at very low cost. People can prefer fast food as take away, home delivery or drive through sitting in car. It also saves the time.

Value of time:-People have no time for cooking as because of everyone of working women and also number of other entertainment items. Most of the time either people work or enjoy with their family.

Influences of television /media:-Television is a primary source of entertainment in many countries of the world and its purpose is incomplete without advertisements. While child watching the television, advertisement comes in between the programme like fast food/ junk food (noodles, pasta and chips.etc) . They want to try the new things come in the market.

Role of MNC's:The MNC fast food companies like Pizza hut, McDonalds, KFC and café coffee day begun offering vegetarian meals and selected non- veg options excluding beef and pork from menu.

Peer pressure:This is the most common factor which affects the youngsters to eat fast foods. It is an emerging trend among the younger generation the main reason is that they think they have no time to eat a healthier prepared meal at home.

III. DISADVANTAGES OF FAST FOOD

Beverages and desserts like cakes, shakes and ice creams contain sugar in high quantities which may cause an increase in blood sugar leading to diabetes. This is pure unadulterated unhealthy fat. Eating such junk food leads to obesity. Most fast food contains food additives and preservatives. A lot of these additives and preservative are harmful for the human being. Some of these preservatives have been known to contain carcinogenic and lead to cancer, cardio-vascular and kidney function.

Fast food may be fun treat for kids at times but visiting a fast food joint too often is not advisable. The saturated fats in the main crust of pizza may block your arteries and cause serious problems like myocardial infarction (heart attack). Your weight gain and make you obese. The carbohydrates of the pizza have a Very high glycemic index which is capable of causing a reasonable effect on your blood glucose level.

IV. EFFECT OF FAST FOOD ON HEALTH

A study conducted by **Shanthy A. et. al** in America (2004) resulted consumption of fast food among children in United States seems to have adverse effect on dietary quality and also increased the risk of obesity.

Another study **Heather M. et al (2006)** showed that fast food consumption and breakfast skipping increased weight gain from adolescent to adulthood.

According to **Nitin Joseph, et al** the prevalence of diabetic mellitus (DM) and cardio-vascular diseases (CVD) are increasing in urban India. Over weight in adolescent is the marker of overweight in adult age this will be due to the eating more fast food.

Some studies suggest asthma and high blood pressure may associate with consumption of fast food. Another study conducted by **Christopher Robert Aloia, et al (2013)** in Chandigarh showed that people from high income group consume more fast food and eating in restaurants as compare to low income group.

When the food choices of children changed from traditional to fast food, it leads to dietary problem and affect the health of the children. In 2001 a joint world health organization/food and agriculture organization of United Nations (**WHO/FAO**) expert consultation concluded that the heavy marketing of fast food and energy dense, micronutrient foods and beverages is a probable casual factor in weight gain and obesity.

According to a study by **Anita Goyal and N.P Singh,** increasing awareness and influence of western culture has caused shift in food consumption patterns among urban Indian families. Since liberalization of Indian

economy in early 1990 many foreign fast food companies have entered in Indian market which caused a significant change in lifestyle and food preferences of Indians.

A study conducted by Punjab Agricultural by **Nemnuhoi Haokip and Sonika Sharma (2016)** that the daily consumption of fast food was higher in college students. Burger, Manchurian noodles, pizza, patty and samosa were the frequently consumed fast food among college students. The contribution of total energy, protein, carbohydrates was very high.

V. CONCLUSION:

Previously consumption of fast food and junk food was only a problem in America and other western countries, but now a day many Asian countries like Japan, China and India is also suffering from these diseases. Awareness on health hazards of fast food need to be taught at school level. Parents have to set an example themselves by not eating fast food and improving homemade food for their kids to discourage the fast foods. This will minimize life style disorder among children and adolescent to greater extent. Punjab Government sets an example for banning junk food in schools to minimise the effect of fast food on human health.

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