

IMPACT OF JUNK FOOD ON THE NUTRITIONAL AND OTHER HEALTH OF SCHOOL GOING CHILDREN (6-12 YEARS)

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Foods and Nutrition

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Abstract: The consumption of junk food among children can have numerous negative effects on their health and development. These include increased risk of malnutrition, type 2 diabetes, cardiovascular disease, and dental problems. Additionally, excessive intake of junk food may lead to poor academic performance, behavioral issues, and a decreased intake of essential nutrients necessary for growth and development. Therefore, it's crucial to encourage healthier eating habits in children to promote their overall well-being. In recent decades, the landscape of childhood nutrition has undergone a significant transformation, with the pervasive availability and marketing of junk food exerting a profound influence on children's dietary habits. Another challenge lies in changing societal attitudes and perceptions surrounding food and nutrition. The pervasive influence of food marketing, coupled with widespread misconceptions about nutrition, can perpetuate unhealthy eating behaviors and hinder efforts to promote healthier diets. Comprehensive nutrition education programs that emphasize the importance of balanced, whole-food-based diets can help dispel myths and misinformation surrounding food choices. By empowering children with the knowledge and skills to make informed decisions about their diet, we can cultivate a generation of critical thinkers who prioritize health and well-being.

Key words: junk food, malnutrition, dietary habits, children

