HEALTH HAZARDS OF JUNK FOOD CONSUMPTION AMONG ADOLESCENTS

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ABSTRACT

Junk food refers to fast food, which are easy to make and easy to consume. They are low in nutritional value and have only lying fat in it causing ill effect on the health of consumer. Junk food contains high level of refined sugar, white flour, Tran’s fat, polyunsaturated fat salt and numerous food additives such as monosodium glutamate (MSG) and tartrazine, and lacking in protein, vitamin and fibre. It should be avoided, because of lack of energy, high cholesterol and poor concentration. It causes a lot of harmful effect on the body like obesity, diabetes, heart disease and various types of skin cancers.

Key Words: Junk food, health hazards, nutrition.

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INTRODUCTION
In today’s world scenario, junk food has become a prominent feature of diet for adolescents. The rapidly changing food consumption pattern and diet transition emerging in the society due to economic growth and new lifestyle choices. Good nutrition is very essential in development of children both physically and mentally. Children must know what they eat; it affects their growth and behaviour. Today many adolescents like to eat junk food but they do not know about harmful effects of junk food on their health. People have forgotten that the primary reason for eating is nourishment. Lifestyle changes has compelled us so much that one has so little time to really think what we are eating is right! Junk foods comprises that quick, tasty, convenient and fashionable. Junk food is a term describing food that is perceived to be unhealthy or having poor nutritional value, according to food standard agency. Junk food is high in calorie but low in nutritional content, sometime that is appealing or enjoyable but of little or no real value. This kind of food has no vitamins and minerals. In India, Commonly available junk foods are Breads, Cookies, Chips, Candy Bar, Muffins, Burger, Fries, Pizza, Pan Cake, Bujji, Samosa, Pani Puri, Carbonated Beverages etc. As these foods are commonly available in urban area, adolescents will be attracted to this food items because of its colour, flavour and taste. Majority of junk foods are sold in the streets without any protection leads to many health problems in the adolescents. Now a day’s many adolescents forgot the naturally available foods and got addicted to junk foods taste, and facing many health problems in early stages of life.

NEED FOR THE STUDY
Adolescent is a period of rapid growth and personal development. The growth and development of adolescents depends to a large extent on their nutrition. Failure to consume adequate diet at this time can potentially retard physical growth, intellectual capacity and delay sexual maturation. Junk food is responsible for the development of many health problems in adolescents. If junk foods regularly replace other types of foods in the daily diet, obesity, vitamins and mineral deficiencies and other health problems will occur. Today’s children learned that fast foods are easily available & affordable. Meals at home are usually healthier with more fruits, vegetables and milk that are required for proper growth &development and to prevent health problems among young people. So, it is important to aware the parents as well as adolescents about the importance of health diet and proper nutrition by conducting research studies through which they will aware about the health hazards of consuming junk foods. There are various reviews of studies which focuses on the health hazards of junk food on adolescents.

Fareha Hamd Younis, et.al. (2019) conducted a cross-sectional research study. The purpose of this study was to find out about the fast food consumption of adolescent in age between 13-25 years old and their effect on health in Derna city. Sample size was 100 adolescents. The questionnaire was divided into two parts. First part was related to socio-demographic information and part two related to junk food pattern and influencing factors of junk food consumption and their effect on health. Data were analysed using SPSS version 24. The findings revealed that more girls (67.0%) consumed fast food than boys and approximately half (49.0%) of participants were consumed fast food as an alternative to main meal and more than half of participants (63.0%) were consume soft drink every day, furthermore greater proportion of participants (42.0%) had urinary tract infection. Study concluded to adolescents who consumed a greater amount of junk food which led to a majority of ill effects later on. It is recommended that the schools and community conduct and implement awareness programmes on fast food consumption and its ill effects. Louis Jacob et.al. (2020) conducted a cross sectional study on fast food consumption and suicide attempts among adolescents aged 12-15 years from 32 countries. Global school based survey was done. The main results showed that the prevalence of fast food consumption was high (53.5%) and the proportion of the suicide attempts were higher among the consumers of the fast food (11.8%) as compared to non-consumers (8.3%). A positive association was found between the fast food consumption and suicide attempts in 26 countries. Aakriti Gupta (2018) conducted, a study on “consumption of junk foods by school-aged children in rural Himachal Pradesh, India” total 425 children (208 male, 217 female) aged 12 to 18 from 30 government schools were selected. The pre-tested structured questionnaire was administered orally to each child. The finding of the study showed that 153 (36%) had consumed junk food. 68 (44%) were boys and 85 (56%) were girls. However, there was no statistical difference in the junk food intake between the two sexes. The researcher found that children in the high school aged group consumed the most junk food (48%), while those in the low school age group consumed the least (6%); this was mainly due to the high cost of energy-dense foods. The most popular junk food item was chips (consumed by 71% of the children, followed by chocolate (14%), baked goods (13%), soft drinks (7%), and sugary drinks (5%). Fancy R, et.al. (2019) carried out a non-experimental descriptive research design. The aim of the study was to assess the knowledge regarding ill effects of junk foods among adolescents in selected colleges. The population of the present study includes adolescents aged between 18 to 20 years. The sample
size was 50 selected by Simple Random Sampling Technique. The study results revealed that majority 74% of the samples age between 19-20 years, 66% of them living in urban, only 66% of the adolescent having BMI below 24.9 and remaining 36% of them were having BMI above 25. The study result also shows that majority 60% of adolescents buy the junk food such as candy, ice cream, cookies, puffs and cakes. Among 60% of adolescents 32% of them buy 1 or 2 times/week, 8% buy 3 or 4 times in last week, 14% buy 1 time/day, 2% buy 3 times/day and 4% buy more than 4 times per day. The study result also showed that 36% of them buy the junk food such as potato chips, puffs, popcorn and chat items. The study result showed that 74% of adolescents eat fast food. Among 74% of adolescents 62% of them eat 1 or 3 times/week, 6% eats 2 times per day, 4% eat 1 time per day, 2% eat 3 times per day. The study result also showed that 50% drink milk and homemade drinks and 30% of adolescent eat homemade healthy Snacks.

GROWTH OF FAST FOOD IN INDIA:
One of the largest growing food types in India is fast-food. According to the survey Indian fast food industry is growing by 40% every year and generates huge sales. India has become one of the biggest hubs for global fast food chains to grow due to the availability of raw materials, population size etc. Major global fast food players and its size –

- Mc Donald’s – 300 outlets and according to the plan it can 500 by the year 2020. Dominoes – in 2008 there were 227 outlets in Indian and by the year 2017 the number of outlets has increased to 1126.
- Pizza hut – 360 outlets currently in India and according to the plan the number can go to 700 by the year 2020.
- Subways – there are currently 600 outlets over all India which might even increase by 2020.

Indian fast food industry statistically stands on the 10th position in per capita spending figures on fast food, with 2.1% expenditure of total annual spending. In India the major consumers are considered to be the kids, the fast food brands introduce variety of things to attract the children and hence also target their parents indirectly as the children’s are always accompanied by their parents.

EFFECTS OF FAST FOOD ON HEALTH
Along with its taste and convenience fast-food also carries a lot of hazards to the health. The fast-food industries are earning billion dollars of revenue but are adversely affecting the nutritional level and healthy diet through its taste and flavours. Consumption of such fast-food increases obesity and leads to overweight which causes diseases like diabetes, high blood pressure, cardiovascular diseases etc. Consuming fast food not only affects the physical health but also affects the mental health causing depression, fatigue, hypertension etc. in children as well as human beings.

CONCLUSION
As India is heading towards modernization the fast-food industry will keep expanding. The changes in the living condition of the country bring about progress in the fast-food business. There are various reasons like men and women simultaneously working, increased number of single-parent households, long distance to school and
work, short lunch times etc. for growth of this sector in India. There is definitely growth in the business of the fast-food industry in India which is positively affecting the economy but as every coin has two sides, there are certain drawbacks as well. It is negatively affecting the human health resulting in serious health disorders. As a researcher point of view it is important to conduct research studies and teach the adolescents about the health hazards of junk food and to bring awareness about the health eating pattern.

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