

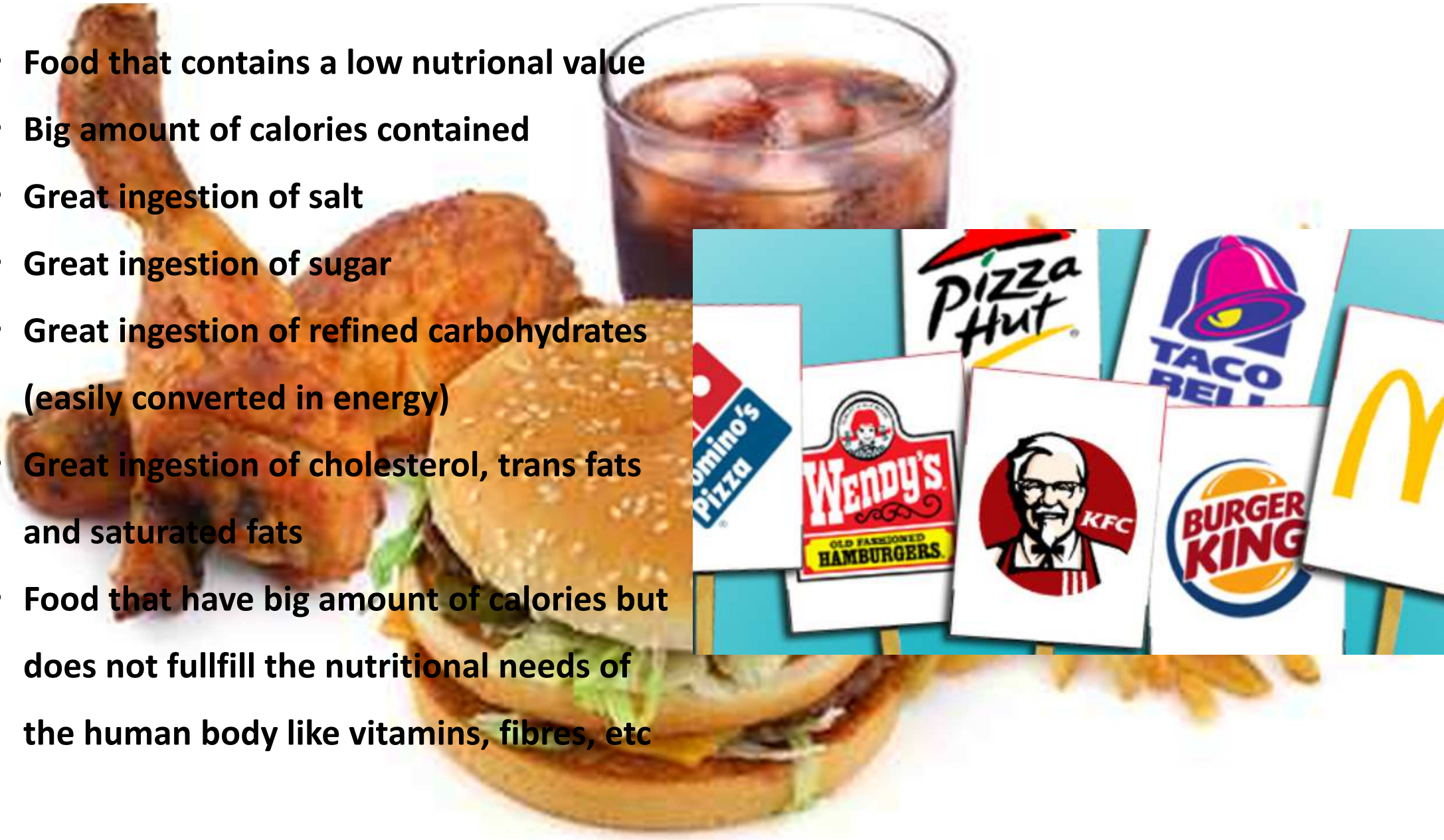


JUNK FOOD



What is this?????

- Food that contains a low nutritional value
- Big amount of calories contained
- Great ingestion of salt
- Great ingestion of sugar
- Great ingestion of refined carbohydrates (easily converted in energy)
- Great ingestion of cholesterol, trans fats and saturated fats
- Food that have big amount of calories but does not fullfill the nutritional needs of the human body like vitamins, fibres, etc





What is made of?

Video Jamie Oliver

A photograph of a fast-food meal on a white background. The meal includes a large fried chicken drumstick, a smaller fried chicken piece, a glass of iced cola with several ice cubes, a large pile of golden-brown french fries, and a hamburger with a sesame seed bun, lettuce, and cheese. The text "Who is eating this? And why?" is overlaid in blue on the center of the image.

Who is eating this?
And why?

- Those companies are everywhere

www.fastfoodmaps.com

fastfoodmaps.com about data projects contact

Jump to: TX Houston (48)

Restaurant Info

Screen Stats

54	McDonald's	<input checked="" type="checkbox"/>
36	Burger King	<input checked="" type="checkbox"/>
21	Pizza Hut	<input checked="" type="checkbox"/>
24	Taco Bell	<input checked="" type="checkbox"/>
22	Wendy's	<input checked="" type="checkbox"/>
18	KFC	<input checked="" type="checkbox"/>
41	Jack	<input checked="" type="checkbox"/>
0	Hardee's	<input checked="" type="checkbox"/>
0	Carl's Jr.	<input checked="" type="checkbox"/>
0	In-N-Out	<input checked="" type="checkbox"/>
216	Total	<input type="checkbox"/>

Detail Control
Showing: Restaurants
[Link to Current Map](#)

junk food.jpg

Mostrar todos os downloads...

18:31

- They are really cheap...

FAST FOOD MENU PRICES

HOME FAST FOOD PRICES ▾ FAST FOOD COUPONS ▾ ALL RESTAURANTS

Extra Value Meals

Meals Include Medium French Fries and Soft Drink

Big Mac	\$3.99
Big Mac - Meal	\$5.69
2 Cheeseburgers	\$2.58
2 Cheeseburgers - Meal	\$4.89
Quarter Pounder with Cheese	\$3.79
Quarter Pounder with Cheese - Meal	\$5.49
Double Quarter Pounder with Cheese	\$4.79
Double Quarter Pounder with Cheese - Meal	\$6.49
Bacon Habanero Ranch Quarter Pounder	\$4.09
Bacon Habanero Ranch Quarter Pounder - Meal	\$5.79
Deluxe Quarter Pounder	\$4.09
Deluxe Quarter Pounder - Meal	\$5.79

Dollar Menu & More

	\$1.00
	\$1.39
	\$1.00
en	\$2.00
n	\$1.00
Chicken	\$2.00
BBQ Ranch Burger	\$1.00
Cheeseburger	\$1.00
Double Cheeseburger	\$1.59
Daily Double	\$1.99
Jalapeño Double	\$2.00
Bacon McDouble	\$2.00

:food.jpg

- They are really good... They are designed for this



© McDonalds

- They are projected to be social places of encounter

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- Propaganda

simples

simplesmente

Sete simples ingredientes: dois hambúrgueres, alface, queijo, molho especial, cebola e picles no pão com gergelim.
Big Mac, simplesmente perfeito.


amo muito tudo isso

Video Coca Cola



Why is it so Bad?

Sugar

A photograph of a fast-food meal. In the center is a large hamburger with a sesame seed bun, lettuce, and cheese. To the left is a fried chicken drumstick. To the right is a large pile of golden-brown french fries. In the background is a glass of dark-colored soda with a white top layer.

- Eating too much sugar is linked to weight gain and various diseases like obesity, type II diabetes and heart disease
- Some people can eat some sugar without harm, while others should avoid it as much as possible.

According to the American Heart Association (AHA), the maximum amount of added sugars you should eat in a day are:

Men: 150 calories per day (37.5 grams or 9 teaspoons).

Women: 100 calories per day (25 grams or 6 teaspoons).

- But fast food has a little bit more than this...

How much sugar is in your drink?



Based on the FDA standard of 4 grams of sugar per Teaspoon.

Consumption of sugar sweetened beverages may be the single largest driver of the obesity epidemic according to a 2009 study in the New England Journal of Medicine.

Average sugar sweetened beverage consumption by youth

Age Group	Boys (gallons/year)	Girls (gallons/year)
Ages 2-5:	47	41
Ages 6-11:	65	51
Ages 12-19:	108	77

Source: National Health and Medical Research Council (NH&MRC) 2009. Data based on 2000-2001 survey. Excludes diet beverages.

The extra calories from adding just one 20 oz Mountain Dew to your regular diet every day for a year would be enough calories to cause a 30 pound weight gain.

Based on the 350 calories in 20 oz. Mountain Dew and 3500 calories needed for 1 lb. of weight gain.

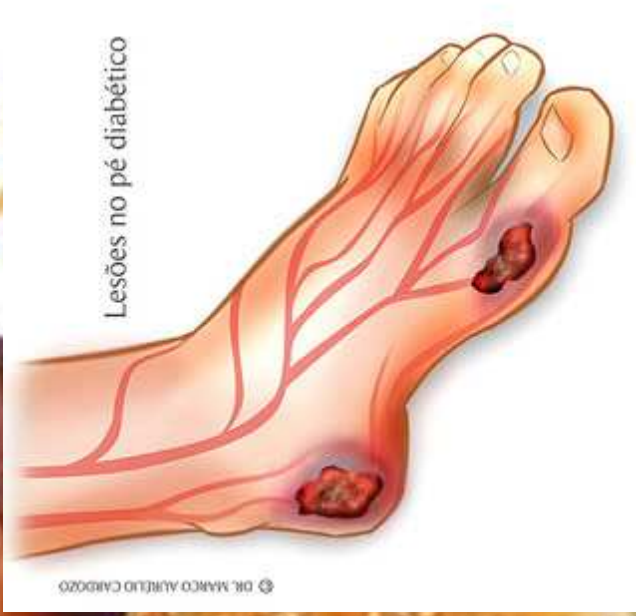
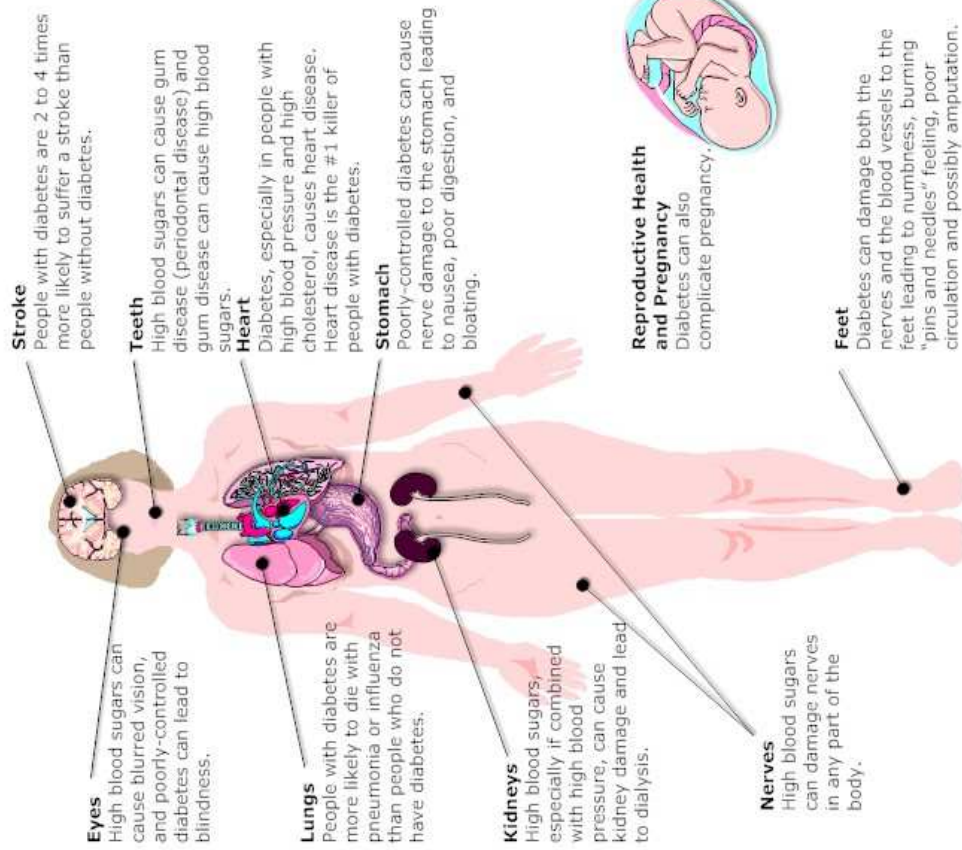
Alliance for a **Healthier** Rhode Island
c/o Rhode Island Medical Society

This artwork was created by our colleagues from the Alliance for a Healthier Vermont. We thank them for sharing!



Video Sugar

Effects of Diabetes





Salt

- The major health organizations recommend that we cut back on sodium:

United States Department of Agriculture (USDA): 2300 mg (2).

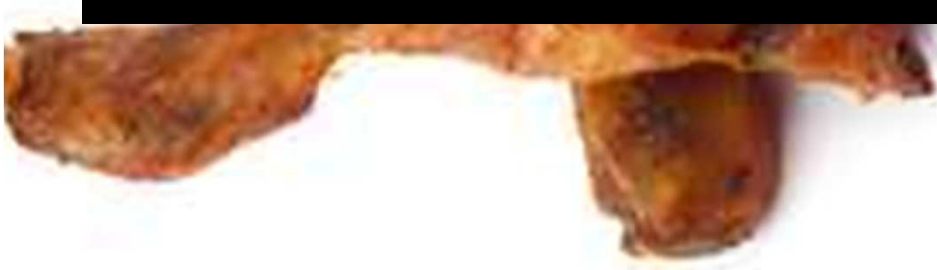
American Heart Association (AHA): 1500 mg (3).

Academy of Nutrition and Dietetics (AND): 1500 to 2300 mg (4).

American Diabetes Association (ADA): 1500 to 2300 mg.

So... there is definitely a consensus among these organizations that we should aim for less than 1500 mg of sodium per day, and definitely not more than 2300 mg.

- The reason they do so, is that sodium is believed to increase blood pressure, a common risk factor for heart disease and stroke.



Salt content in fast foods



Main complications of persistent

High blood pressure

Brain:

- Cerebrovascular accident (strokes)
- Hypertensive encephalopathy:
 - confusion
 - headache
 - convulsion

Retina of eye:

- Hypertensive retinopathy

Blood:

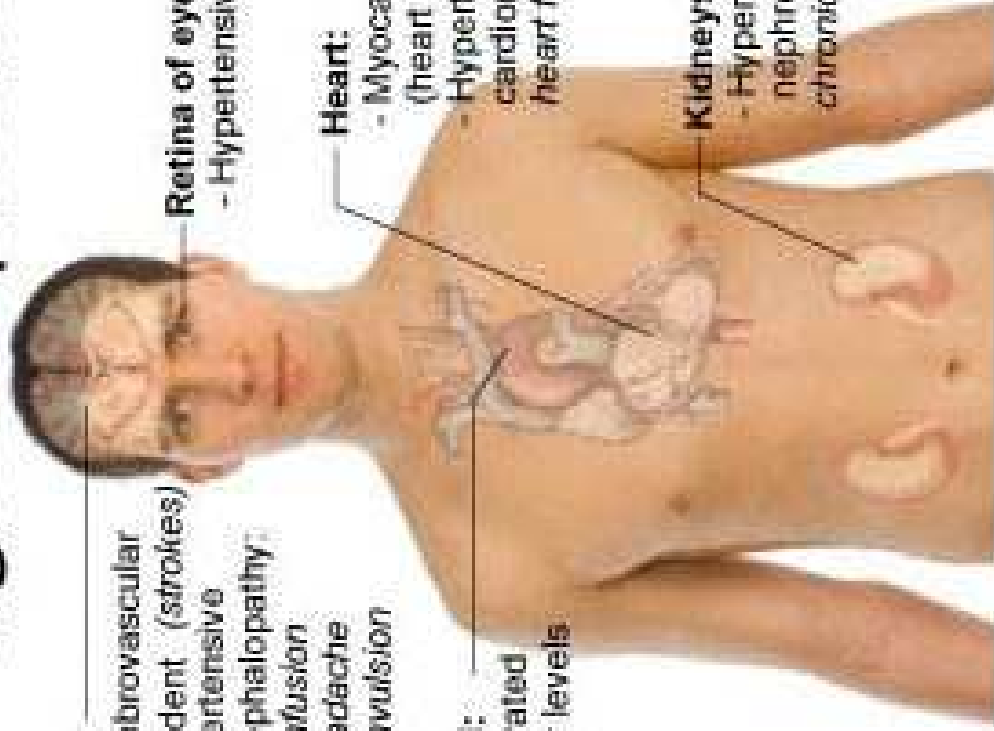
- Elevated sugar levels

Heart:

- Myocardial infarction (heart attack)
- Hypertensive cardiomyopathy:
 - heart failure

Kidneys:

- Hypertensive nephropathy:
 - chronic renal failure



Refined Carbohydrates

- Refined and high glycemic index carbohydrates are rapidly broken down into simple sugars which are readily absorbed into the bloodstream, causing risky spikes in blood insulin levels
- Examples: Table sugar (sucrose; may be cane sugar or beet sugar), Honey, Agave, Corn syrup, Brown sugar, Molasses, Maple syrup, Fructose (except that naturally occurring in whole fruits), Maltose, Dextrose (any ingredient ending in “ose” is a sugar, except for cellulose, which is plant fiber), Etc



FOODS HIGH IN REFINED OR HIGH GLYCEMIC INDEX CARBOHYDRATES

- All desserts except whole fruit
- Ice cream, sherbet, frozen yogurt, etc
- Most breads
- Many crackers (100% stoneground whole grain crackers are ok)
- Cookies
- Cakes
- Muffins
- Pancakes
- Waffles
- Pies
- Candy
- Chocolate (dark, milk and white). Baker's chocolate is unsweetened and is therefore an exception.
- Breaded or battered foods
- All types of dough (phyllo, pie crust, etc)
- Most cereals except for unsweetened, 100% whole grain cereals in which you can see the whole grains (unsweetened muesli, rolled oats, or unsweetened puffed grain cereals are good examples)
- Most pastas, noodles and couscous

- Jellies, jams and preserves
- Bagels
- Pretzels
- Pizza
- Potato chips
- Peanut butter containing sweeteners
- Puddings and custards
- Corn chips
- Caramel corn and kettle corn
- Granola bars, power bars, energy bars, etc.
- Rice wrappers
- Tortillas (unless 100% stone-ground whole grain)
- Most rice and corn cakes (check labels—100% whole grain ok)
- Panko crumbs
- Croutons
- Fried vegetable snacks like green beans and carrots (usually made from sweet vegetables and contain added dextrin, a sweet starch)
- Ketchup
- Check labels on salsa, tomato sauces, salad dressings and other jarred/canned sauces for sugar/sweeteners
- Sweetened yogurts and other sweetened dairy products
- Honey-roasted nuts
- Sweetened sodas



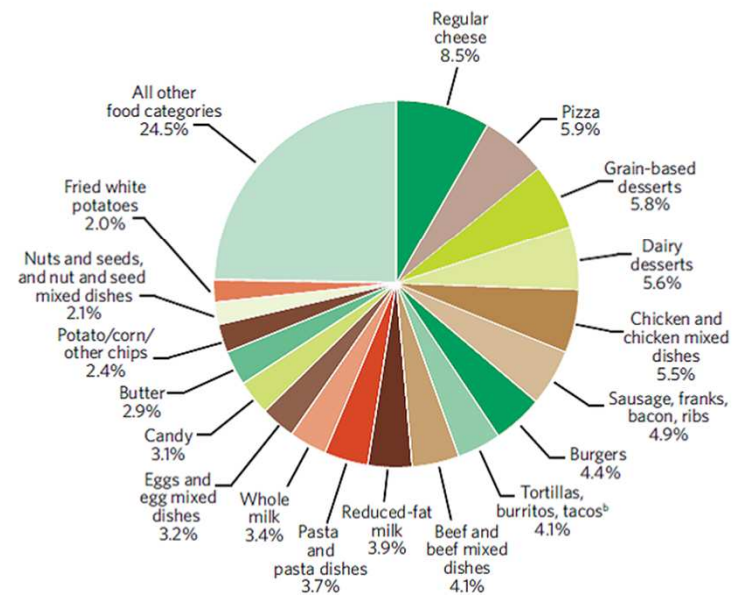
Fat



- **Trans fats increase your risk of heart disease and high cholesterol, and you should restrict them from your diet. This is more difficult if you eat fast food on a regular basis.**
- **French fries, onion rings and other fried menu items can contain 5 or more grams of trans fat per serving. Equally as shocking is the saturated fat content of certain foods. The Burger King Double Whopper contains a whopping 33 grams of saturated fat, much more than you should eat for an entire day. A taco salad from Taco Bell sounds healthy, but contains almost 16 grams of saturated fat.**

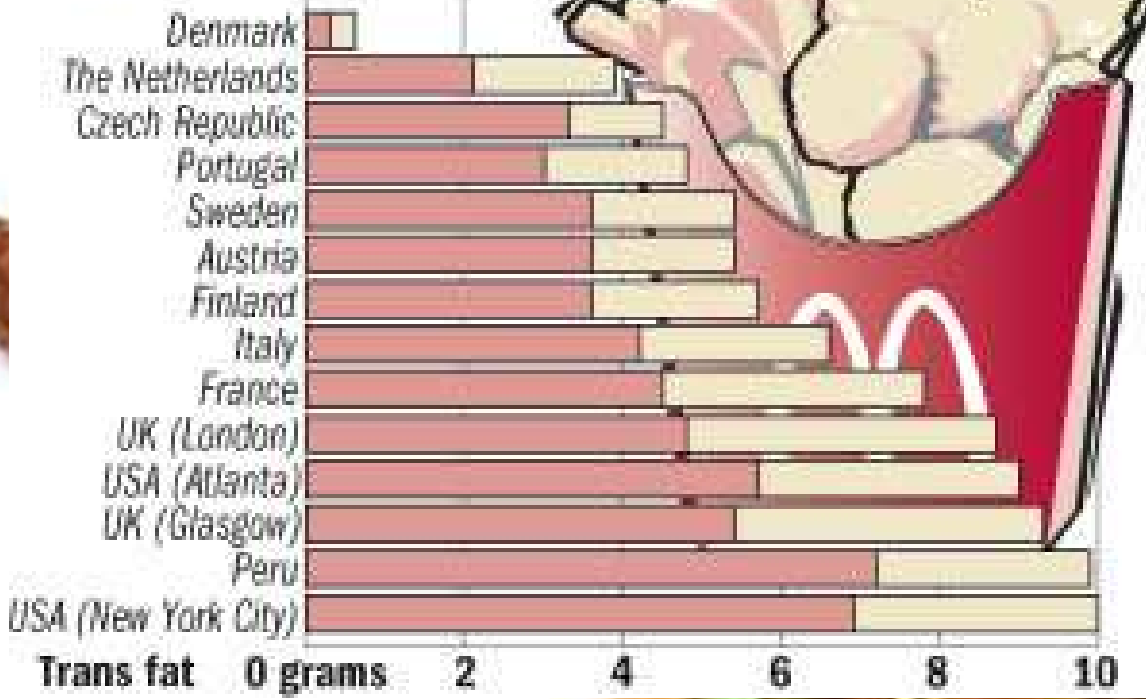
- The American Heart Association recommends cutting back on foods containing partially hydrogenated vegetable oils to reduce *trans* fat in your diet and preparing lean meats and poultry without added saturated and trans fat
- The American Heart Association recommends aiming for a dietary pattern that achieves 5% to 6% of calories from saturated fat. That means, for example, if you need about 2,000 calories a day, no more than 120 of them should come from saturated fats. That's about 13 grams of saturated fats a day.

FIGURE 3-4. Sources of Saturated Fat in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2005-2006^a

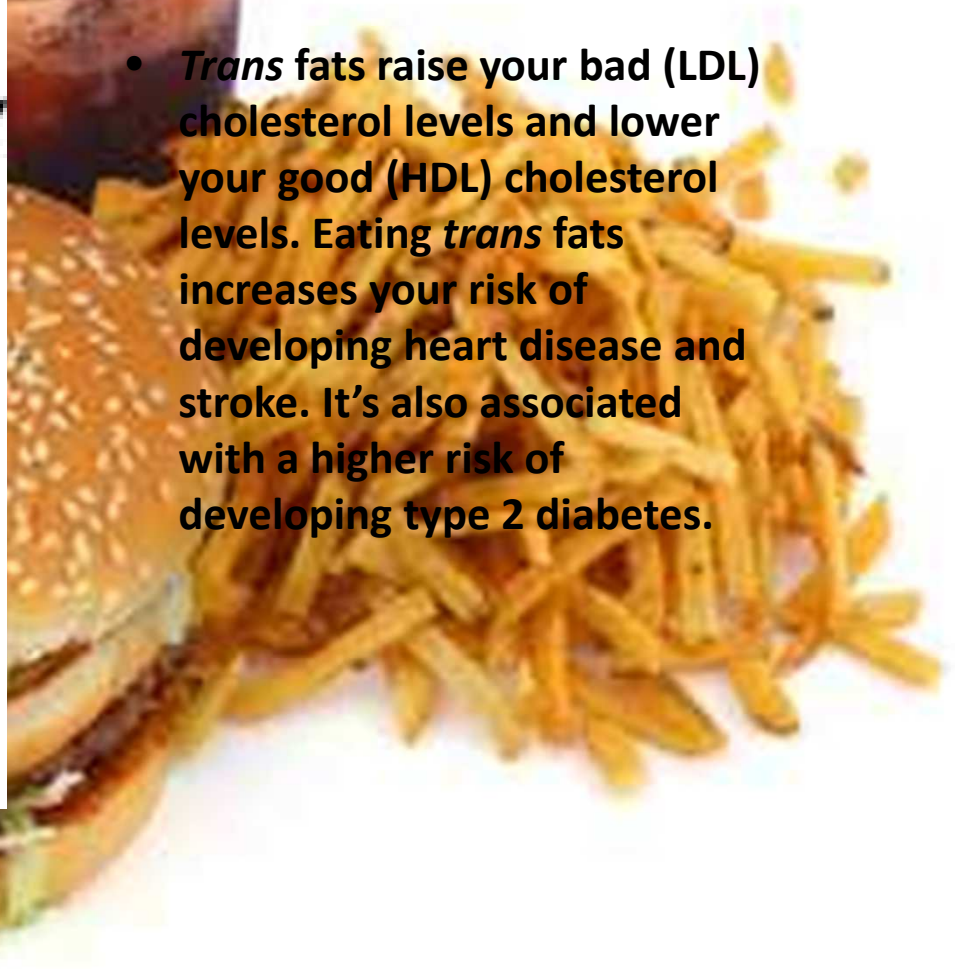




■ Chicken nuggets
■ French fries



- *Trans* fats raise your bad (LDL) cholesterol levels and lower your good (HDL) cholesterol levels. Eating *trans* fats increases your risk of developing heart disease and stroke. It's also associated with a higher risk of developing type 2 diabetes.





Calories

 This is a simple but highly accurate scientific calorie calculator, along with 5 evidence-based tips on how to sustainably reduce calorie intake.

Enter your details in the calculator below to figure out how many calories you should be eating in a day to either maintain or lose weight.

US UNITS	METRIC
Gender	
Female	<input type="text"/>
Weight	
Pounds...	<input type="text"/>
Height	
Feet...	<input type="text"/> Inches...
Age	
Years...	<input type="text"/>
Activity	
<input type="text" value="- Select from the dropdown -"/>	
<input type="button" value="CALCULATE"/>	

extra value meals

Includes medium fries and soft drink

Large fries and soft drink +, add 120-230 Cal.



A 2,000 calorie daily diet is used as the basis for general nutrition advice; however, individual calorie needs may vary. Additional nutritional information available upon request.

 <p>1 Big Mac 0.00 0.00 550 Cal. 920-1170 Cal.</p>	 <p>2 Quarter Pounder with cheese 0.00 0.00 520 Cal. 900-1140 Cal.</p>	 <p>3 Double Quarter Pounder with cheese 0.00 0.00 750 Cal. 1100-1370 Cal.</p>
 <p>8 Southern Style Chicken 0.00 0.00 420 Cal. 800-1040 Cal.</p>	 <p>9 Chicken Selects 0.00 0.00 380 Cal. 740-900 Cal.</p>	 <p>10 Pc. Chicken McNuggets 0.00 0.00 470 Cal. 850-1090 Cal.</p>

US UNITS

METRIC

Gender

Female

Weight

60

Height

163

Age

21

Activity

Slightly active

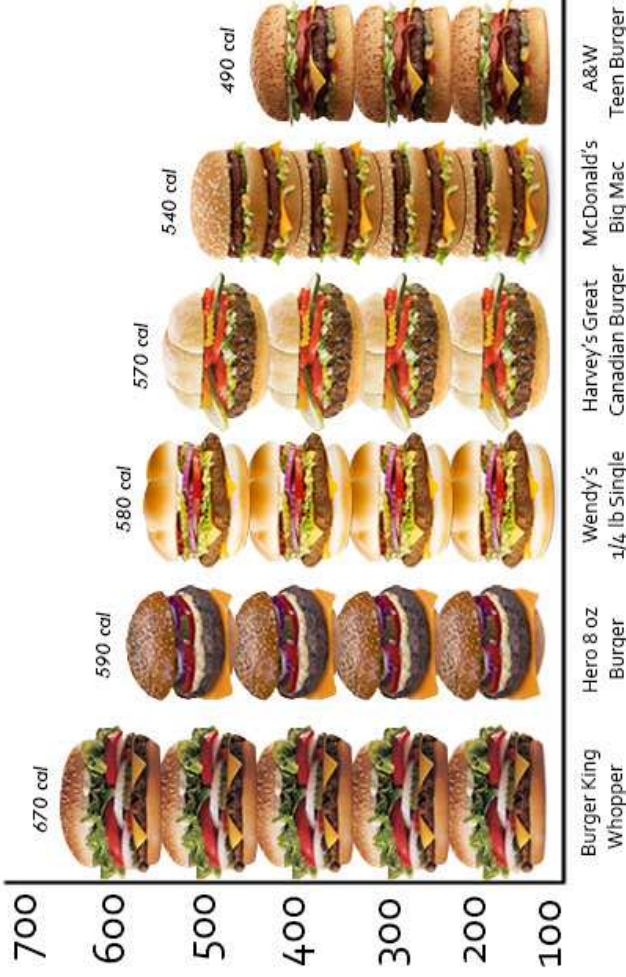
CALCULATE

Maintain Weight: 1860

Lose Weight: 1488

Lose Weight Fast: 1116

Calories In Popular Fast Food Burgers



105cal.
250ml



139cal.
330ml



139cal.
330ml



158cal.
375ml



210cal.
500ml





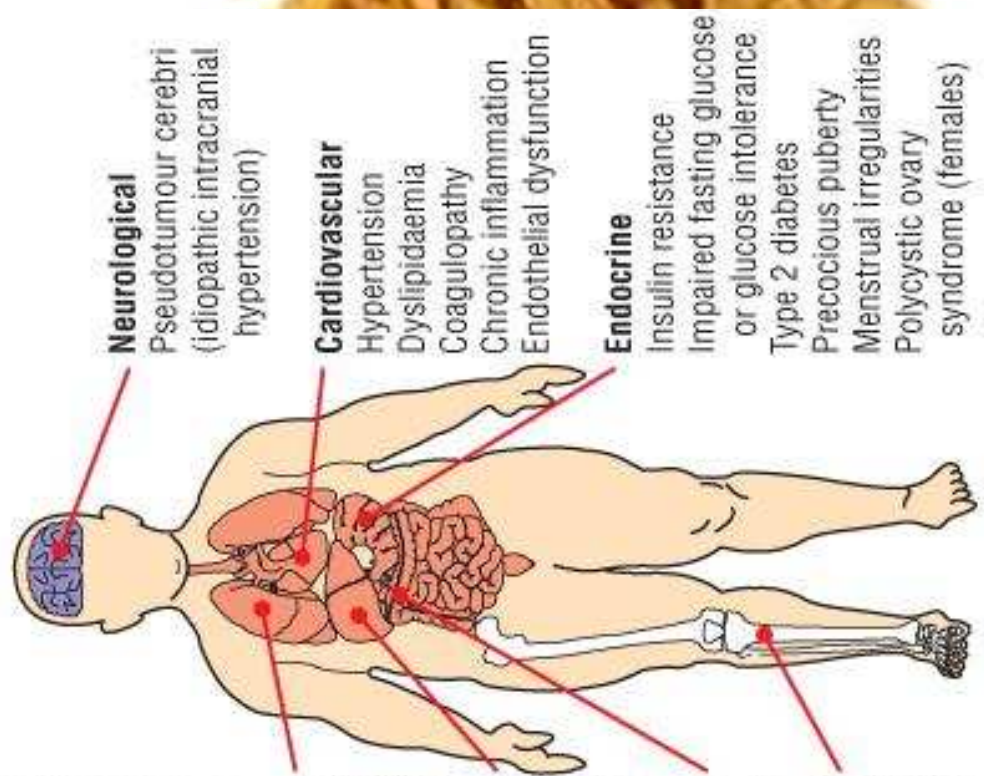
Psychosocial
Eating disorders
Poor self-esteem
Body image disorder
Social isolation and stigmatisation
Depression

Pulmonary
Exercise intolerance
Obstructive sleep apnoea
Asthma

Gastrointestinal
Gallstones
Gastro-oesophageal reflux
Non-alcoholic fatty liver disorder

Renal
Glomerulosclerosis

Musculoskeletal
Ankle sprains
Flat feet
Tibia vara
Slipped capital femoral epiphysis
Forearm fracture



Neurological
Pseudotumour cerebri (idiopathic intracranial hypertension)

Cardiovascular
Hypertension
Dyslipidaemia
Coagulopathy
Chronic inflammation
Endothelial dysfunction

Endocrine
Insulin resistance
Impaired fasting glucose or glucose intolerance
Type 2 diabetes
Precocious puberty
Menstrual irregularities
Polycystic ovary syndrome (females)





Video Calories

Aditivies

Video Super Size



Lack of Nutrients

Video Jamie Oliver





Solutions?