

FAST FOOD, what price are we willing to pay?

GOAL

To raise young adults' awareness about fast food being unhealthy, and consequently, achieve its reduction

WHY

FAST FOOD



OBESITY &
CHRONIC DISEASES

REASONS WHY FAST FOOD IS COMMON AMONG UNIVERSITY STUDENTS

ENVIRONMENTAL REASONS

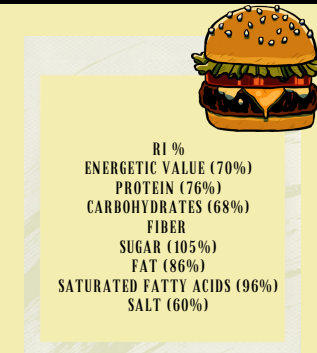
Marketing influence
Raise of fast food consumption
Increase of sedentary lifestyle
Attractive flavors & aroma

INDIVIDUAL FACTORS

Stress, uncertainty, time, and economic resources
Knowledge related to cooking and healthy habits
Decrease of the basal metabolic rate
Limited knowledge about fast food & related diseases
Behaviour, demographic & other factors



COMPARISON BETWEEN NUTRIENT VALUES OF A FAST FOOD MENU AND THE REFERENCE INTAKE (RI)



FAST FOOD MENU

Deficient in micronutrients



SNACKING

FREQUENT SEDENTARY LIFESTYLE

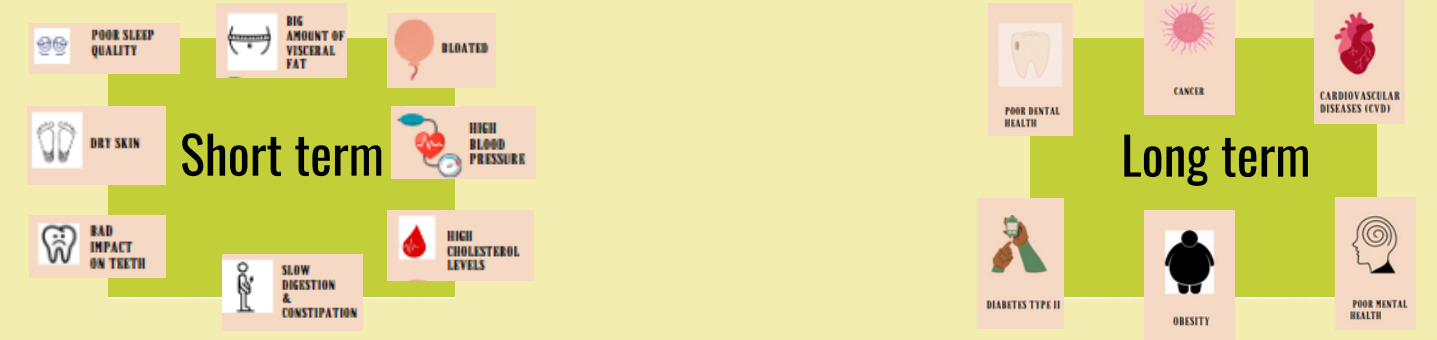
HIGH OBESITY RATE

The obtained result is...

A FAST FOOD MEAL CAUSES HIGH RISK OF:

INTAKE /DAY > RI

NEGATIVE HEALTH EFFECTS



CONCLUSIONS

FAST FOOD MENU

- Commonly chosen by university students
- High macronutrient content and low in micronutrients
- Increased risk of health problems, short and long term effects

Read the leaflet, be aware of how unhealthy fast food is



SOME INTERESTING GUIDELINES:

1. REGULATION (UE) 1169/2011 (AVERAGE ADULT INTAKE)
2. SPANISH FOOD SAFETY AND NUTRITION AGENCY (AESAN): REFERENCE INTAKE (2019) AND RECOMMENDATIONS (2022)