

Factors That Impact Population Health

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The Selected Population Health Issue And The Population That Is Affected By This Issue

Obesity is an example of the several population health problems that have increased concerns in the United States as well as other parts of the universe. Although misinterpreted often by most people and confused with overweight, obesity is a medical condition that involves the accretion of fats, in a large amount, in the body to the extent that this accumulation of fats causes negative effects on the person involved (Al-Mahmood, & Ibrahim, 2018). Obesity is determined using the Body Mass Index (BMI). Having over 32kg/m^2 BMI indicates that a person is suffering from obesity. The BMI is obtained by using the weight of an individual divided by the square height of the same individual (Lobstein & Uauy, 2004). However, in the case of overweight, the BMI ranges between 25kg/m^2 and 30kg/m^2 , and no negative effects are evident.

The major obesity cause is known to be a combination of lack of exercise or physical activities, genetic susceptibility as well as too much intake of food. Apart from this major cause, other scholars explain that obesity can result from a combination of endocrinal and genetic disorders, while others connect it to particular mental illnesses as well as medical intake (Ng et al., 2014). The most important thing to note is obesity fatality since it is the main contributor to diseases such as type 2 diabetes, osteoarthritis, sleep apnea, heart disease, as well as certain cancer types.

Obesity is known to be indiscriminating; it has the ability to attack individuals of any kind. However, various evidence shows that children are the most vulnerable individuals to this obesity problem. The Prevention and Disease Control Center shows that approximately 17 percent of the population of children suffer from obesity every year (aged 6-11 years). At the same time, 17.5 percent of the children between 6 and 11 years are victims of this condition (Starrs, 2006). Therefore, this paper will discuss obesity since the evidence shows that obesity is getting to epidemic levels, thus leveling significant effects on both psychological and physical health. Children with obesity, if not controlled, can grow with it to adulthood and develop non-communicable diseases such as cardiovascular diseases and diabetes at a young age.

Summary Of The Advocate Campaign

The two advocate campaign types that I searched for my selected issue include the Policy Advocacy Campaign and the grass-roots campaign (an awareness campaign). The main objective of the awareness campaign is to ensure that all people in the community have a clear understanding of child

obesity (Wang & Brownell, 2005). The grass-roots campaign mainly objected to establishing a community with full knowledge of child obesity and the best way of preventing it. In my research, I realized that parents had minimized information concerning the obesity issue in children, such as the risk factors, remedies, the consequences of this issue on the health of a child, as well the prevention measures (Bleich & Rutkow, 2016). On the other hand, the Policy Advocate campaign objected to impacting particular policies that their implication can result in improved child autonomy as well as safety.

Attributes That Made The Company Effective

The first characteristic or attribute that enabled the mentioned companies to be effective is extensive coverage because it was a widespread campaign that involved a wide area. The second attribute is reliability in communication. The communication channels, as well as messages, were well-managed and structured. This ensured that all messages and information reached the targeted population in a clear way. At the same time, consisted follow-up campaigns done through media ensured their effectiveness (Starrs, 2006). The information delivered was correctly prepared to ensure they were interesting and attracted the targeted population.

The Suggested Policy Solution

Following the fact that obesity in children mainly results from lifestyle and environmental choices, the policy proposed suggests that lifestyle change plays an important duty in remedying and preventing obesity prevalence in the whole world. Research connects obesity with an increase in weight, which results from increased rations, fat intake, sugar, and calories (Starrs, 2006). Similarly, decreased levels of physical exercise increase the risks of obesity. Therefore, this policy encourages parents to take control of their children's physical activity as well as the food in their diet. To answer this issue, parents need to prepare food that is standardized for their children and ensure that these children are involved in physical activities.

Specific Objectives

Childhood obesity has negative effects on children. For example, it has social, emotional, and physical effects. Similarly, self-esteem and well-being are affected. This is related to poor child performance and living low life quality that the policy objects to remedying. The first aim is to reduce the obesity rate in the world. Second, this policy aims to create the well-being of the child population in the physical, social, and emotional dimensions of the world as well (Al-Mahmood et al., 2018). Lastly, it also aims to improve the performance of children since obesity lowers their performance in various aspects.

The Proposed Campaign Substantiation

Saving children's lives by developing obesity aids them in living a life that is of high quality rather than the low-quality life that children experience after developing obesity. Similarly, the operationalization of strategies or policies aids in managing obesity, thus saving the child from conditions such as metabolic, pulmonary, orthopedic, neurology, renal, cardiovascular, as well as hepatic disorders (Al-Mahmood et al., 2018). It is, therefore, possible that maintaining healthy lifestyles among children will result in a 50 percent reduction in obesity incidents as well as health-associated problems in the hospital.

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