

America on the Scale: How the Country Fights Extra Pounds

ЖАРИЯЛАНДЫ 12.05.2025	ТІРЕК СӨЗДЕР CDC, fast food, healthcare, HOP, Let's Move!, mass culture, nutrition, obesity, overweight, physical activity, public health, public policy, SPAN, USA	СІЛТЕМЕ https://bilimger.kz/179165/
---------------------------------	---	---

Мамадалиева Жанель

Рахметолла Лина

Есіркеп Бибісара Мұғалбекқызы

Қазақ Ұлттық Қыздар Педагогикалық университеті

Мақала жетекшісі

Author: Rakhymetolla Lina, Mamadaliyeva Zhanel

America on the Scale: How the Country Fights Extra Pounds

Abstract

This article examines the issue of obesity and overweight in the United States as a large-scale socio-medical crisis. The author analyzes the main causes behind the widespread increase in obesity — the growth of the fast-food industry, reduced levels of physical activity, the influence of mass culture, and a car-dependent lifestyle. The article also reviews governmental and public initiatives aimed at combating obesity, including the “Let’s Move!” campaign and CDC programs such as HOP and SPAN. In conclusion, the need for a comprehensive, multisectoral approach is emphasized as essential for effectively addressing this issue in the future.

Keywords:

obesity, USA, fast food, CDC, public health, physical activity, overweight, Let’s Move!, HOP, SPAN, healthcare, mass culture, nutrition, public policy

In recent decades, the problem of overweight and obesity in the United States has reached the scale of a national epidemic. According to the Centers for Disease Control and Prevention (CDC), more than 40% of American adults suffer from obesity. This is not just medical statistics

— it’s an alarming signal, as excess weight is directly linked to increased risks of cardiovascular diseases, type 2 diabetes, hypertension, and even certain types of cancer.

One of the key reasons behind the rapid spread of obesity is the dominance of fast food culture. According to IBIS World, American companies occupy 32.7% of the global fast-food market. In 2023, the U.S. had 204,555 fast-food restaurants — a 3.49% increase compared to 2021. This means nearly 24,000 new fast-food outlets appeared within just a few years. Furthermore, according to Datassential, the segment is expected to continue growing: a stable 1% increase is forecast for 2025, with a global compound annual growth rate (CAGR) of 6.05% projected through 2028.

Fast food has become a daily part of life for many Americans. People get used to burgers, pizza, sugary drinks, and snacks from an early age. Moreover, this kind of food is heavily romanticized in mass media. In films and TV shows, characters are constantly eating unhealthy but “tasty” food, which normalizes and even glamorizes such eating habits. As a result, even older generations see daily fast food as acceptable, while for young people, it becomes the default option.

Another crucial factor is the American lifestyle itself. Nearly every family owns at least one car, and some have two or three. People don’t walk even short distances, as stores are often located outside residential areas. As a result, daily physical activity is minimal, and calories from high-calorie foods are not burned off.

However, the U.S. is not ignoring this issue. In the 2010s, Michelle Obama launched the nationwide “Let’s Move!” campaign aimed at reducing childhood obesity. The initiative included school lunch reform, promotion of physical activity, and educating parents about healthy eating. This marked a turning point in national awareness of health among youth.

In 2025, the fight against obesity has become more structured. The CDC is actively implementing programs such as the High Obesity Program (HOP) and the State Physical Activity and Nutrition (SPAN). These initiatives target communities where obesity rates exceed 40%, especially in rural and socioeconomically vulnerable areas. Universities, tribal entities, and local organizations receive funding to develop infrastructure for active lifestyles and increase access to nutritious food.

In addition to federal programs, non-governmental and scientific organizations play a key role. Groups such as the Obesity Action Coalition, The Obesity Society, and Partnership for a Healthier America conduct research, fight weight-based discrimination, and promote healthy living. Special focus is given to children and teenagers, as eating habits formed during youth often persist throughout life.

Clearly, obesity in the U.S. is not just a personal issue — it’s a public health crisis with economic consequences. According to the Institute for Health Metrics and Evaluation (IHME),

nearly 50% of Americans could fall into the obesity category by 2030 if strong measures are not taken. Healthcare spending could rise sharply — currently, over \$173 billion is spent annually on treating obesity-related diseases.

Despite the seriousness of the situation, real solutions exist. CDC programs are already showing positive results in high-risk areas. NGOs are shaping public awareness and fostering a new food culture.

One of the most important tasks for the coming years is to create urban environments that encourage movement — safe streets, bike lanes, and pedestrian zones. It is also essential to reform the education system by introducing nutrition courses, banning junk food ads targeting children, and making fruits and vegetables more available in school cafeterias. Supporting local food producers and subsidizing healthy, natural products will also be key to competing with fast food.

Thus, only a comprehensive approach — combining government policy and individual responsibility — can reverse the alarming trend of obesity in the U.S. This is a challenging task, but with a clear strategy and collective effort from all sectors of society, it is absolutely achievable. If successful, America can step off the scale and take a bold step toward becoming a healthier nation.

References

1. <https://www.techinsider.ru/science/news-1564569-v-ssha-lyudi-massovo-stradayut-ot-ozhireniya-uchenye-byut-trevogu-i-dayut-sovety/References>
2. <https://tass.ru/obschestvo/21942459>
3. <http://fesmag.com/topics/trends/22458-the-shifting-fast-food-landscape>

ҚМ АА Күәлік нөмірі: **KZ45VPY00102718** — ҚР Мәдениет және Ақпарат министрлігі

© 2026 **Bilimger.kz** Ақпараттық-танымдық білім порталы. Барлық мазмұн авторлық құқықпен қорғалған.