

(b) Using Extract B and Figures 2 and 3, assess whether poverty reduction policies are the most effective way of dealing with the obesity crisis in the UK.

(10)

Poverty reduction policies would aim to inject money into areas where the deprived could aim to benefit. This could be for example the living wage recently discussed in the UK. This makes an assumption that people are working and doesn't take into context those who simply can't get/hold down work. Figure 2 shows very little change when looking at male obese obesity levels with changes of income with highest and lowest income quintile having a difference of 0.5%. This suggests poverty is not the issue. However in the case of women a reduction by a third in obese obesity levels with increasing incomes shows clear correlation. This also makes an assumption of a better education. Also noteworthy women are more body conscious than males on average as you climb the social ladder. Where poverty reduction can be heavily argued in favour of implementation is when looking at Figure 3's data. Children aged between 10-11 and those aged between 3-4 roughly twice as likely to be obese when coming from a deprived background. On the flip side however it could be said this is the parents' responsibility to give them a balanced diet. Poverty reduction would assist but can only be considered one component of tackling a big issue.



P 5 2 1 4 1 A 0 7 2 4