

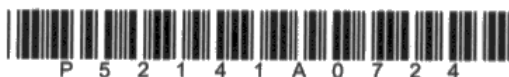
(b) Using Extract B and Figures 2 and 3, assess whether poverty reduction policies are the most effective way of dealing with the obesity crisis in the UK.

(10)

poverty reduction policies are ways of trying to decrease the level of poverty and shorten the gap between the rich and the poor.

Trying to reduce poverty could be the most effective way of dealing with obesity. In reference to figure 3, it shows that in the ~~least~~ <sup>most</sup> deprived areas, the percentage of 10 and 11 year olds is 23.8 but in the least deprived it is 12.7. This could be due to the parents in the ~~least~~ <sup>least</sup> deprived areas having better access to fruit and veg, more affluence and better knowledge of the impact of obesity. Introducing poverty reduction policies are the most effective because by increasing level of income by introducing minimum wage, the least deprived will have better access to healthier foods and the money to buy it.

However, poverty reduction policies might not be the most effective because in order to avoid obesity alongside restricting supply ~~to~~ <sup>of</sup> fatty food, you have to educate people about obesity. By increasing these sorts of policies, parents and children know what



P 5 2 1 4 1 A 0 7 2 4

is good and bad and the impact of obesity on their /child's/ future. However these measures can be expensive to implement. Overall, poverty reducing policies are the most effective in reducing the obesity crisis in the UK.

