

## "Healthy food made Healthy Life Campaign"

Across the world, the rapid growth in fast food restaurants like McDonald's and Kentucky Fried Chicken is usually attributed to three factors of cost, convenience and location. People craving a bite to eat don't have the time to stop at a sit-down restaurant. And it certainly does not hurt that such meals typically include a main meal, side order and drink at a reasonable cost, especially compared to their competition.

But Myanmar, my home country, has remained largely free of fast-food chains, and domestically the fast food industry remains stunted in Myanmar. The reason, say several managers and owners of fast food businesses in Yangon, is that the food is relatively expensive and competition is strong from traditional food businesses. Although we've seen increasing numbers of customers at fast food outlets in recent years thanks to improved living standards, the industry has not boomed yet like it has internationally.

Nowadays, this looks likely to change. Many people have become familiar with western fast food. Restaurateurs say customers have gradually accepted fast food culture. And with plenty of people in Yangon, especially younger worker, leading increasingly busy life style. In addition, Western governments are lifting investment restrictions after a new government took power in Myanmar last year and began rolling out economic and political reforms, and become democratic nation and many countries are interested in investing economic in Myanmar. Like, Pepsi Company recently said it had reached a deal with a local Myanmar company to begin distributing several key brands there, including Pepsi-Cola, after a 15-year absence. Coca-Cola Company said in June that it also planning to re-enter Myanmar after 60 years of waiting. Multinational fast food chains are expected to follow.

This can lead to the problem of the food chain system in Myanmar as many companies are planning to do investment in Myanmar. So, my project is to do campaigns and activities of healthy meal and healthy life style to increase the environmental awareness and to the university students in Yangon and at the same time in order to increase the young environmental leaders.

### Goals

The young people have awareness about the importance of healthy food and healthy life style which can lead to protect the health and also protect the environment one bite at a time.

### Objectives

To promote how fast food risks the health and the addition of synthetic chemical in food leads to weight gain and obesity.

To share and about the staple of junk food and fast food is large amounts of high fructose corn syrup made from genetically modified corn. GM foods have been linked to asthma, allergies, genetic damage.

To give awareness about young people how fast food impact on our environment the impact packaging, and the problem of recycling.

### Outcomes

Young people can become more aware of fast food harm not only their health and fitness, but the environment as well and reduce using packaging and waste comes from the fast-food joints like the bags, wrappers, napkins, boxes, Styrofoam containers, plastic-ware, etc. With all of the nasty chemicals in food, the heavy load of litter and sickening amounts of pollution, and this campaign will inspire them not to eat fast-food regularly and lead to the healthy life style and at the same time strengthen the young people to save the environment for the future.