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Annotation: *Modern representations of threpsology demonstrate importance of harmonization of eating which consists in providing an organism with all necessary feed elements in full and energy in the corresponding quantities and ratios. The causes of obesity and measures against it, sedentary lifestyle and diseases associated with these factors. Social significance of the problem evidence of the need to combat the spread of obesity. Domestic and foreign experience indicate that the most accessible and economically feasible method of correcting the nutrition and health of the population is the inclusion in the diet of modern man healthy food, having direct functional properties*

Keywords: *Obesity, food, disease, social, problem.*

Relevance: The nutrition factor, as an integral indicator, is important in the process of shaping the health and quality of life of the population together with working conditions, psycho-emotional state, physical activity, work and rest regime, socio-economic level, bad habits, and the environment. According to the World Health Organization (WHO), quality of life is “an individual's perception of his position in life in the context of the culture and value system in which the individual lives and in relation to the goals, expectations, standards and interests of that individual.” About 30-50% of the causes of the development of cancer and cardiovascular diseases, obesity, osteoporosis, diabetes mellitus, and other common “diseases of civilization” that cause significant damage to health and significant socio-economic losses are violations of the principles of a balanced, rational diet.

Aim: Information about the causes of obesity and measures to combat it, a sedentary lifestyle and diseases associated with these factors.

The so-called “diseases of civilization” include nutritional diseases, as a result of insufficiency or excess nutrition; iron deficiency anemia caused by deficiency of ascorbic acid and iron; thyroid disease (iodine deficiency); osteoporosis in the

elderly, rickets in children due to calcium and vitamin D3 deficiency; obesity and overweight against the background of an increase in the proportion of consumption of high-calorie foods with low nutritional value and a significant reduction in energy expenditure; diabetes mellitus, due to excess, uncontrolled consumption of carbohydrates, etc. Thanks to scientific and technological progress, the lifestyle and structure of the diet of the population, primarily in economically developed countries, have changed significantly, despite this, the problem of the need for essential nutrients has not been resolved. Into the diet modern man includes so-called “empty calories” as a result of the consumption of canned food, the use of harsh technological and culinary methods for its production and storage, which lead to the loss of critically important nutrients, mainly vitamins. At the same time, questions arise regarding food safety as a result of anthropogenic contamination of raw materials and the uncontrolled use of food additives in food production. The World Health Organization has defined obesity and overweight as “the pathological or excessive accumulation of fat that may adversely affect health” [3] and declared it a global epidemic.

Obesity, according to the medical encyclopedia, is an excessive increase in adipose tissue in the body. The diagnosis of this disease is made when the accumulation of fat in the body leads to an increase in body weight by 20% or more compared to the average normal weight in the absence of other diseases. The main cause of overweight and obesity is an energy imbalance, as a result of which the caloric content of the diet exceeds the energy needs of the body. The following trends are observed throughout the world:

- increased consumption of foods that are high in energy density and contain large amounts of fat;
- decline in physical activity and lack of exercise caused by the sedentary nature of many activities, changes in modes of transportation and increasing urbanization.

Changes in diet and physical activity of modern people are often a consequence of social and environmental changes resulting from a development process that is not accompanied by appropriate enabling policies in areas such as health, food

production and marketing, agriculture, urban planning, transport, environmental protection, marketing and education.

Without a doubt, the leading cause of excessive development of adipose tissue is overeating. However, in the process of metabolism of adipose tissue, factors such as heredity, factors of the psychosocial and cultural environment, the work of the endocrine glands, physical activity and much more are reflected. But it is worth noting that more than 75% of cases of this disease represent the primary process of obesity, which develops with excess energy entering the body with food. In a patient suffering from extreme obesity, fat mass can increase up to 10 times. Alcohol consumption (mainly beer), which contains a large amount of carbohydrates, also has a beneficial effect on the development of obesity. But the fundamental factor in the development of primary obesity is excess calorie content of food that does not meet the energy needs of the body. Thus, people who are overweight usually eat more food than is required to meet the body's energy needs.

Overweight and obesity, as well as the diseases associated with them, are largely preventable. Enabling environments and community support are critical to helping people decide to adopt a more balanced diet and regular moderate-intensity physical activity as the most affordable choice (that is, affordable and feasible) to promote prevention. overweight and obesity. On an individual level, everyone can:

- reduce the calorie content of your diet by reducing the amount of sugars and fats you consume;
- increase consumption of fruits and vegetables, whole grains, legumes and nuts;
- maintain regular physical activity of moderate intensity (150 minutes per week for adults, 60 minutes per day for children).

Conclusions: Organizing a responsible attitude towards health will give full benefits, provided that people are provided with the opportunity to lead a healthy lifestyle. As a result, it is important for society as a whole to support people to comply with the above recommendations through the ongoing implementation of policy measures, which are based on evidence and demographics and aim to make

healthy eating and regular physical activity affordable and feasible for everyone, especially the poorest.

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