

Chaitanya Cherukuri explains the importance of healthy eating

The benefits of a healthy diet and lifestyle are now universally accepted.

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/EINPresswire.com/ -- Unfortunately, however, levels of obesity in the US continue to rise, with a recent report by the Centers for Disease Control and Prevention revealing that 40 percent of American adults are now considered not just overweight, but obese.

"The figures are quite shocking," notes [Chaitanya Cherukuri](#), a Texas-based fitness aficionado and marketing professional. "According to the report, around 20 percent of adolescents in the US are now considered obese too. Something needs to change."

Despite public health efforts to improve the nation's nutritional habits and levels of physical activity, the numbers mark a record high. Perhaps more worryingly still, they continue to rise year on year.

As defined by medicine, obesity entails recording a BMI—or body mass index—of 30 or above, where a healthy weight is indicated by a BMI of between 18.5 and 24.9. According to a World Health Organization report, levels of obesity in the US have increased tenfold in just the last forty years.

Cherukuri believes that the rise in levels of obesity is largely down to a combination of poor eating habits and inactivity, facilitated in part by a modern reliance on technology. He explains,

"We're becoming a sedentary nation, consumed by computers, video games, smartphones, and tablets. We're much less active now, and the problem is further exacerbated by the ease with which



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we can order pizza or other takeout food for delivery right to our door, again thanks to technology."

Eating healthily is often considered to be expensive and overly time-consuming in terms of preparation, although Cherukuri suggests that this is a myth perpetrated by the fast food and snack food industries. "Not only is fresh food healthier, but it can also be cheaper than prepared meals or snack foods. It's also arguably much, much cheaper than restaurant takeout or home delivery," he notes.

[Chaitanya Cherukuri also](#) points out that by sourcing fresh, locally produced food, most people can save hundreds of dollars per year. "Healthy food needn't be expensive – that's a misconception," he adds. "It's also better for the environment, and with a little forward planning, healthy meals take no longer to prepare than other less wholesome options," he continues.

A healthy diet and lifestyle have also been shown to improve mood, quality of sleep, and overall health.

By contrast, poor diet and a lack of exercise are known to directly contribute to high blood pressure, heart disease, and diabetes, while also increasing the risk of suffering a stroke. "Conditions such as these kill millions of Americans every year," notes Cherukuri.

It's estimated that by 2020, America's obesity epidemic will cost the country's health care system \$200 billion annually.

"If not for our own health and well-being, we need to consider the effects of poor diet and lifestyle on our hospital system, the economy, the environment, and on future generations. It's not a problem which will go away on its own, and it's something we all must address," concludes Cherukuri.



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