

# Chaitanya Cherukuri explores growing rates of vitamin D deficiency among U.S. children

*Rates of vitamin D deficiency in the U.S. have never been higher.*

SARASOTA, FL, UNITED STATES, June 5, 2018 /EINPresswire.com/ -- It's a problem which is especially prevalent among the nation's youngsters, with recent figures revealing that almost twice as many children and teens under 16 are now deficient in vitamin D compared with 30 years ago.

Determined to highlight the growing problem, Texas-based marketing professional [Chaitanya Cherukuri](#), who's also a keen advocate for health and wellness, is making a stand.

"People are routinely overlooking what's becoming a growing problem in modern America," Cherukuri suggests.

Vitamin D deficiency is known to cause soft, weak bones in children, also known as rickets, and thinning bones in the elderly. Perhaps more worryingly still, scientists now suspect that a lack of vitamin D, which is primarily acquired through regular doses of sunlight, may also lead to an increased risk of heart disease, diabetes, and cancer.

[Chaitanya Cherukuri believes](#) that changes in lifestyle have led to rocketing rates of vitamin D deficiency, suggesting that the modern obsession with video games, smartphones, and other technology, especially among children, is at least partly to blame.

"Kids don't spend as much time playing outdoors as they used to," Cherukuri laments. "Where once, children would regularly and routinely be outdoors playing a sport or riding their bicycles, they now prefer to stay indoors, glued to technology and hidden away, out of the sunshine."

Perhaps unsurprisingly, it's not just children who are at risk, with as many as half of all U.S. adults now also believed to be severely deficient in vitamin D. This further coincides with reduced levels of outdoor activity across all age groups as the nation as a whole continues to spend more time indoors and less time out in the open.

Cherukuri stresses, however, that while vitamin D is important for people of all ages, it's especially crucial for children, where a lack of the vitamin can cause lifelong problems. Second to children are the elderly, who are at risk of weakened bones and osteoporosis as vitamin D levels



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drop.

While there are a number of food sources which boost vitamin D levels, such as tuna, mackerel, salmon, and vitamin-fortified dairy products, it's best acquired from regular, natural sunlight, according to Cherukuri.

"The vitamin can be supplemented too, through tablets available from pharmacies," he points out. "Ideally, however, it should be acquired from a regular dose of sunlight, with our bodies perfectly designed to turn the sun's ultraviolet rays into the much-needed vitamin."

"Best of all," [Chaitanya Cherukuri adds](#), wrapping up, "sunlight costs nothing and getting out into the open, getting plenty of fresh air, and getting a healthy dose of sunshine is good for all of us."

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