

Social Consciousness is the New Job of Schools

My local school district has been regularly doing field trips to the local Ronald McDonald House, a common practice for schools wanting to teach the lesson of charitable giving. The question is, whether a lesson like this serves one purpose while endangering another.

The McDonald's organization has been endangering the lives of children and families for decades, serving food that is not only deleterious, it is toxic. In one happy meal for instance, there are 580 calories, 20 grams of fat, 8 grams of saturated fat, 50 milligrams of cholesterol, and 880 milligrams of sodium. This doesn't even consider the fact about casein, the animal fat known to cause cancer and the amount of sugar, the world's most addictive and toxic substance being pumped into the food.

If we take this information and superimpose it on our national health statistics, we have cause for great concern. One third of the children in this country are overweight, twice the number of children are obese from 30 years ago, a 27% rise in hypertension (according to a Harvard study), we have a 30% spike in childhood diabetes, and the rate of cancer is exponentially growing. No surprise that nearly one third of the children in this country eat fast food on a daily basis.

Not paradoxically, our country spends an additional 14 billion dollar dollars (19k/child) for additional children's medical costs in this country for these lifestyle illnesses, while the McDonalds corporate has a growth rate this year of 35%. And the money that goes into the Ronald McDonald house is generated largely through people's charitable donations more than the companies who fund it.

While walking through this building today, with the tour guide making sure we all took pictures with the Ronald McDonald poster and celebrating when the dressed figure showed up, with the children and parents unaware of how this branding activity obfuscates the clear mission of the company- to get us fat and make them wealthy.

The little bit of good the foundation does is exponentially outweighed by the devastation the company does. While driving the kids home from school I posed the question to them about whether a drug dealer in their community should be celebrated if he were helping out some needy families by giving them money. They immediately identified what the right answer is. The question is, will we?

Even Disney cut ties with the McDonald's corporation, not wanting their beloved figures to be associated with a producer of edible carcinogens. With all the worthwhile charitable organizations in the community, surely, we can find one that doesn't promote the unhealthy practices of fast food. As schools, we need to be promoting social consciousness and awareness of personal health.

We are in a new era of persistent threats to our youth. The onslaught of sugar, dairy, red meat, processed foods, gmo, etc... from the food industry, the continuous production of hazardous medications that increase our reliance on drugs by the pharmaceutical industry, fracking from oil and countless others threats to our soil, air, ocean, and body, requiring greater attention to how we prepare our younger generation to discern value.

Students need to be aware that nationally recognizable organizations such as the American Heart Association, The American Diabetes Association, The Susan G Coleman Foundation, and many others are supported by the for-profit industry. Companies like Kraft, Pepsico and many others financially contribute to these organizations and even create the research used to promote diets.

Our students need to know how to identify and determine what an objective and reliable source of information is, so their research and learning process is guided by fact, and not a result of branding. For more information on this topic, please contact us.

Author

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