

# IELTS Writing Task 2 - Causes Essay Sample with Model Answer

In many countries, people are facing health problems because they eat too much fast food. What are the causes of this problem, and what measures can be taken to solve it?

## Model Answer (Band 9):

The increasing consumption of fast food has become a serious public health concern in many countries. This essay will discuss the main causes of this problem and suggest possible solutions to address it. One major reason for the popularity of fast food is its convenience. In today's fast-paced lifestyle, many people have limited time to cook at home. Fast food chains provide quick, affordable meals that fit into their busy schedules. Additionally, aggressive marketing strategies by large fast-food companies encourage consumers—especially young people—to choose these meals over healthier options. The widespread availability of fast food outlets in every neighborhood further reinforces this habit. To combat this issue, governments and individuals must work together. Authorities can introduce educational campaigns to raise awareness about the health risks of eating junk food. Furthermore, schools and workplaces should promote nutritious alternatives and limit the sale of unhealthy snacks. At an individual level, people can plan their meals and learn basic cooking skills to reduce dependency on ready-made foods. In conclusion, the growing health problems linked to fast food are primarily caused by modern lifestyles and aggressive advertising. However, through education, regulation, and conscious personal choices, this issue can be effectively mitigated.