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Fat is caused by degenerative arthritis. Fat is disease Don't eat fast-food  
Because fast-food leads to fat.



I will distribute PSA to the citizens in subway and put up posters on the wall near the bus-stop. Because what citizens most likely to use in daily life is the public transportation.

My demographic target is earthman. I think all things have merits and demerits but fast-food does more harm than good.