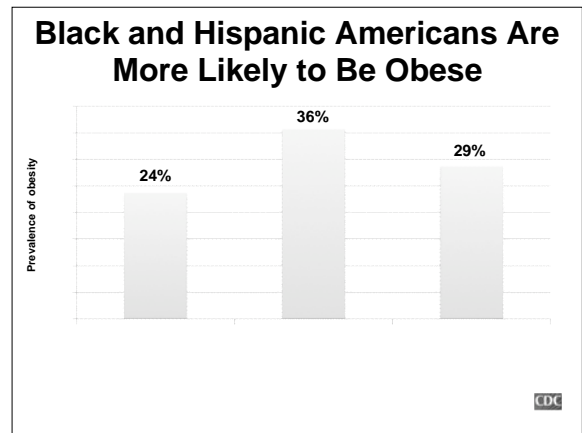
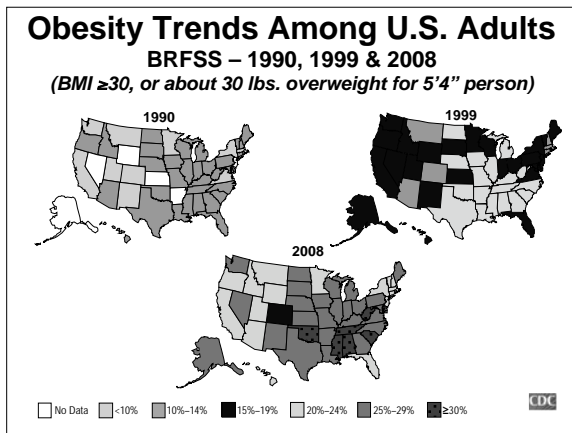


A Public Health Approach to Preventing and Controlling Obesity

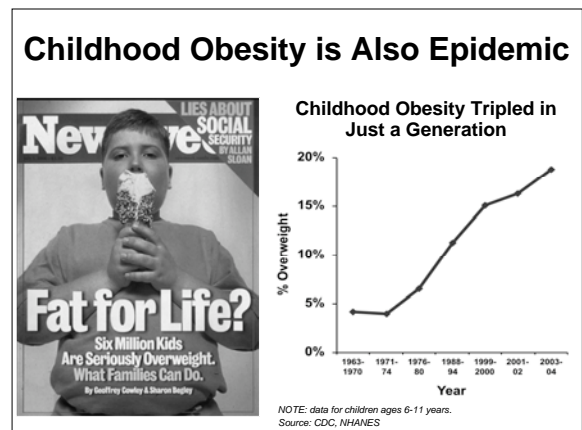
Thomas R. Frieden, MD, MPH
 Director
 Centers for Disease Control and Prevention
 July 27, 2009

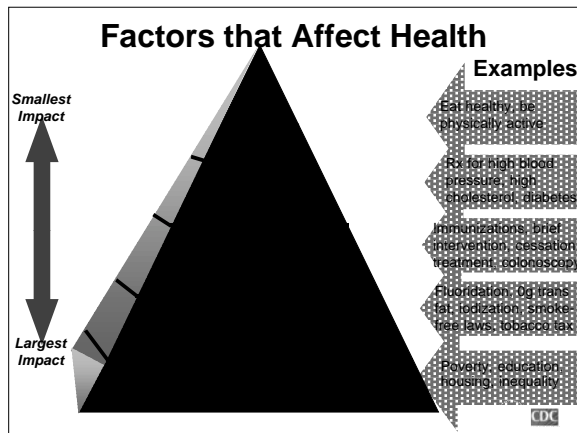
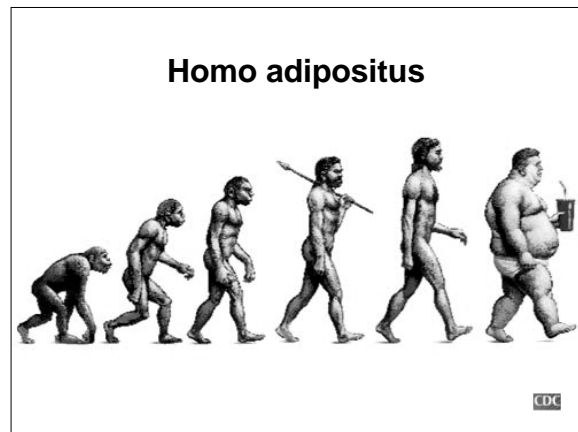
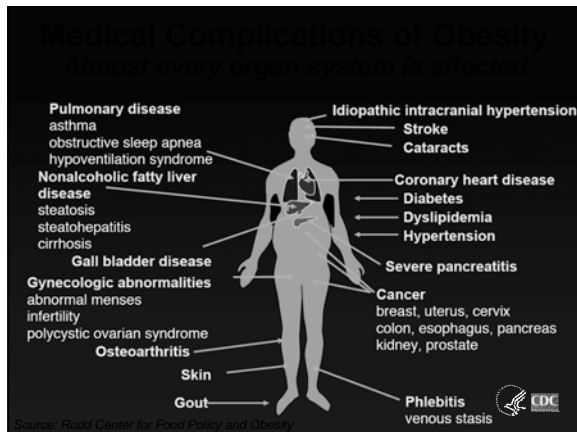


What is the Weight of the Nation?

- Average American adult is 23 pounds overweight
- Excess weight of nation is 4.6 billion pounds
- Excess weight converted to energy would power Washington, D.C. for 1 year, 7 months
- Cost of extra food needed to maintain current level of overweight >\$50 billion/yr

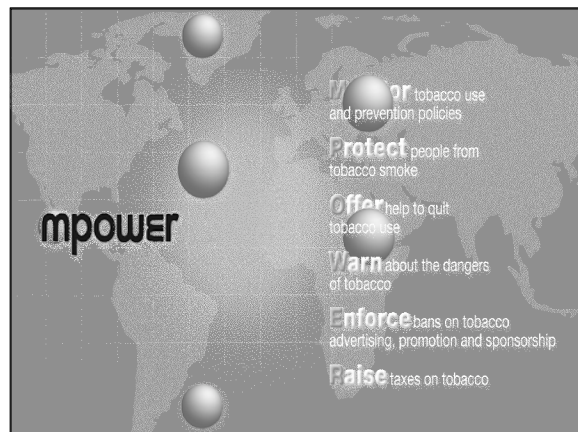
Photo source: www.obesityinamerica.org/



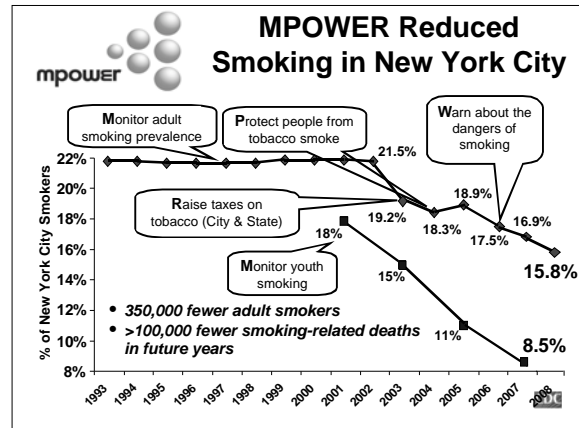
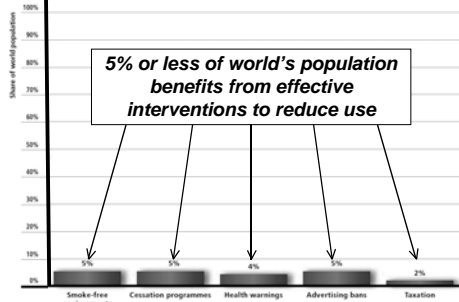


- ### Examples of Winnable Battles in Nutrition
- Elimination of artificial trans-fat
 - Significant health benefit
 - With phase in, no significant problem with supply
 - No significant increase in cost or change in taste
 - Eliminate artificial trans-fat AND reduce saturated fat 10-20%
 - Salt reduction
 - "Age-related hypertension" may not be inevitable
 - Calories ↔ Salt
 - 50% reduction in 10 years is feasible and would have significant health benefits

- ### Lessons from Tobacco Control for Obesity Prevention and Control
- Comprehensive policy package key
 - Price
 - Exposure
 - Image
 - Tobacco remains leading preventable cause of death nationally and globally
 - Large gap between existence of proven means to reduce tobacco use and implementation of these measures (*beware pre-emption*)
 - Political commitment is the leading predictor of effective action



Tobacco Control Interventions Are Proven to Work... Yet Few Countries Use Them



A Policy Package to Prevent and Reverse Obesity

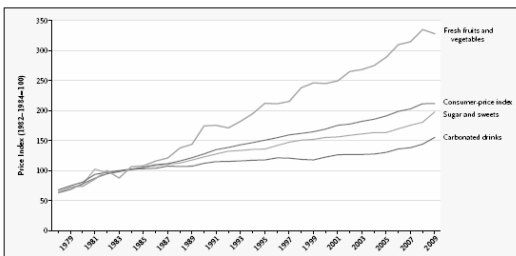
- Price
 - Decrease cost of fruits and vegetables
 - Increase cost of unhealthy foods
- Exposure
 - Increase exposure to healthy foods
 - Junk food as toxin to be removed from all schools, health care facilities, government institutions, at least
- Image
 - Restrict ads to kids
 - Show real impact of nutritionally harmful beverages and foods

CDC

Price

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Fruits and Vegetables Have Increased in Price, Sodas Decreased



Relative Price Changes for Fresh Fruits and Vegetables, Sugar and Sweets, and Carbonated Drinks, 1978–2009. Data are from the Bureau of Labor Statistics and represent the U.S. city averages for all urban consumers in January of each year.

CDC

“Sugar, rum, and tobacco are commodities which are nowhere necessities of life, which are become objects of almost universal consumption, and which therefore extremely proper subjects of taxation.”

Adam Smith, The Wealth of Nations, 1776

CDC

A Substantial Soda Tax Would Probably be the Single Most Effective Means to Reduce Obesity

- A 10% price increase on sugared beverages = 7.8% reduction in consumption
- An increase of 12% on Coca-Cola = 14.6% reduction in consumption
- **Sugar-sweetened beverages** (soda sweetened with sugar, corn syrup, or other caloric sweeteners and other carbonated and uncarbonated drinks, such as sports and energy drinks)
- At 1c/oz, at least \$100-200 billion in revenue over 10 years

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Exposure

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Increasing Exposure to Healthy Foods

- Supermarkets
- Placement (shelves, checkout, vending, etc.)
- Small grocery stores
- Mobile sites
- Farmers' markets
- Finger foods....

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Decreasing Exposure to Unhealthy Foods

- Schools (IOM standard as minimum; high school also key)
- Health care facilities
- Government buildings
- Publicly funded food programs
- ? Other locations

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Image

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Food Ads to Children

- Children continue to be exposed to extensive marketing and promotion
- Young children unable to distinguish ads from news or documentaries
- In 10-20 years, current advertising practices will look as anachronistic as old ads for tobacco look today



Kids Are Inundated With Ads for Unhealthy Foods

- Children age 8-12 see 7,600 ads for food on TV each year – 21 ads per day
 - TV shows specifically for kids under 12 have the highest proportion of food advertising (50% of all ad time)
 - 85% of food companies also have interactive websites for children promoting branded products
- 72% of TV food ads seen by children are for candy, snacks, cereal and fast food
 - Only 5% of ads are for healthier foods (dairy and juices) – and none for fruits and vegetables
 - Many ads also offer premiums (games, toys) or feature tie-ins to TV or movie characters

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Counter-Advertising Unhealthy Foods

- Key lessons from tobacco control advertising
 - “Positive” ads about smoke-free living have limited or no impact
 - Ads should show human impact of product
 - Never attack the victim; show reality of what the product causes
- Untried in obesity prevention/control
- Likely to be effective
- Certain to be controversial

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Will Food Become the New “Big Tobacco”?

- Targeting children
 - \$1.6 billion spent on youth advertising in 2006; \$186 million marketing in schools
 - Celebrity endorsements, sports images, games/promotions
- “Research” that causes doubt where no reasonable doubt exists
- Strategic partnerships and spokespeople
- Introducing “healthier” products
 - Trans fat free fried chicken, whole grain sugared cereal

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Partnership is Key

- Food, unlike tobacco, is necessary
- Significant parts of the food industry have an economic interest in healthier foods
- Most of the food industry is attuned to health concerns, doing research on healthier products
- Although regulatory action may be needed in some areas, voluntary action in many areas possible
- Even if regulations needed, careful work with industry is essential for effective action

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A Healthy Future?

- Obesity and with it diabetes are getting worse
- Human and financial costs
- Emerging evidence base on how to address
 - Can’t wait for perfect evidence
 - Need evaluated programs to develop evidence
- Are we as a society willing to take the actions needed to reverse the epidemic of obesity?

CDC

