

Prevention

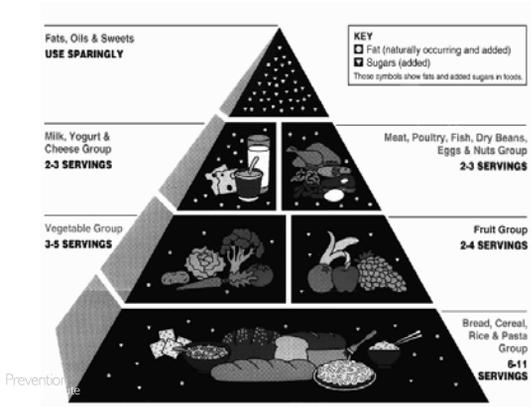
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

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Advertising has an impact on children's food choices

◆ there is “strong evidence that TV advertising of foods and beverages has a direct influence on what children choose to eat.”

Children's advertising promotes unhealthy products

◆ “the dominant focus of food and beverage advertising to children and youth is for products high in calories and low in nutrients and this is sharply out of balance with healthful diets”

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Food Marketing to Children and Youth: Threat or Opportunity?
December 06, 2005



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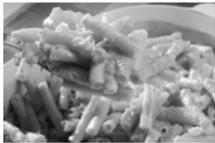


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Portion Size Affects Energy Intake

Macaroni and Cheese Study:

The 51 subjects consumed 30% more calories when offered the largest portion (35 oz.) compared to the smallest (17.5 oz.)



Source: Barbara J. Rolls, et al. The American Journal of Clinical Nutrition, 2002.
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Provide healthy food options for employees...



*Prevention Institute
 Weekly fruit box*

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HEALTH
Diet and Fitness

Should hospitals serve fast food? Leading heart clinic says it sends the wrong message



Tony Dejak / AP file

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Neighborhoods





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Increasing Access to Healthy Food

Upper Falls Community, Rochester, New York



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Access to supermarkets increases fruit & vegetable intake

◆ Black Americans reported an average 32% increase in their fruit and vegetable intake for each supermarket in their census tract.

◆ Consumption for White Americans increased by 11%.



Chronicle / Lance Levent

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