

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

Prevention





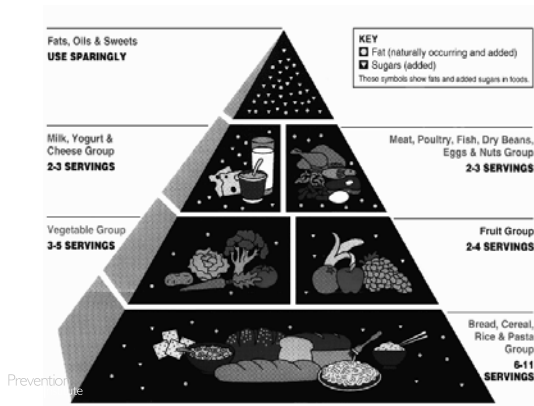
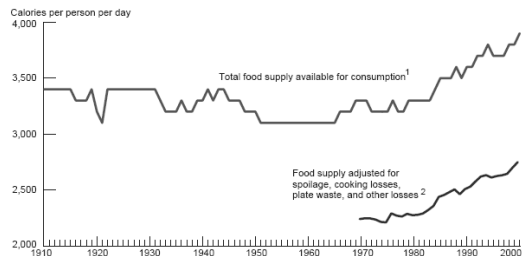


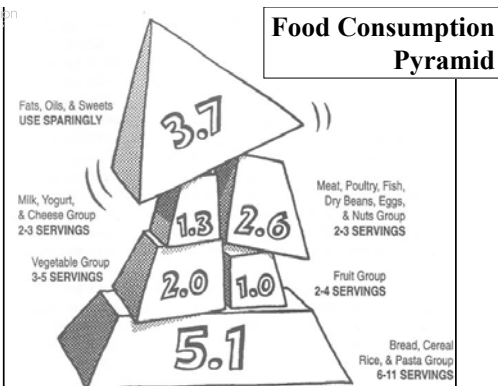
Figure 1—Calories From the U.S. Per Capita Food Supply, Adjusted for Losses, Increased 20 Percent Between 1982 and 2000



FoodReview, Winter 2002 pg 3
Economic Research Service, USDA

Prevention

Prevention



Source: National Cattlemen's Beef Association, Food Politics by Marion Nestle



Prevention





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”

Prevention

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



Prevention

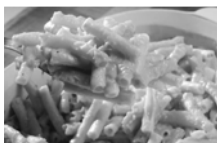




Portion Size Affects Energy Intake

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.
Prevention

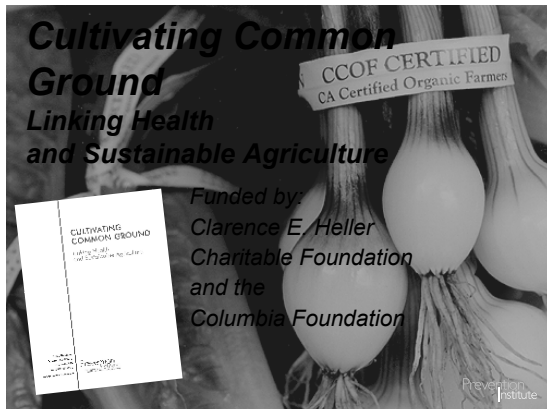
Agricultural Subsidies

Over \$1 billion; 1985 – 2002



1. Corn subsidies	\$ 34,552,627,460
2. Wheat subsidies	\$ 17,247,966,489
3. Conservation Reserve Program	\$ 13,018,173,430
4. Soybean subsidies	\$ 10,967,530,537
5. Cotton subsidies	\$ 10,663,566,847
6. Rice subsidies	\$ 7,795,799,116
7. Sorghum subsidies	\$ 3,193,985,171
8. Livestock subsidies	\$ 2,256,567,708
9. Dairy Program subsidies	\$ 2,018,407,457
10. Barley subsidies	\$ 1,411,386,147
11. Peanut subsidies	\$ 1,265,735,609

Prevention



Health Impacts of the Current Food System

- ◆ Over Production of a Range of Unhealthy Food Products
- ◆ Use of and Exposure to Toxins
- ◆ Dangers to Farmer and Worker Health and Safety
- ◆ Antibiotic Resistance
- ◆ Foodborne Illness
- ◆ Respiratory Illness and Poor Air Quality

Prevention



Prevention



Prevention



Prevention
Institute

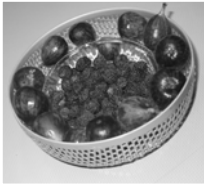


Prevention



Prevention Institute

Provide healthy food options for employees...



*Prevention Institute
Weekly fruit box*

Prevention

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



Tony Dejak / AP file

Prevention





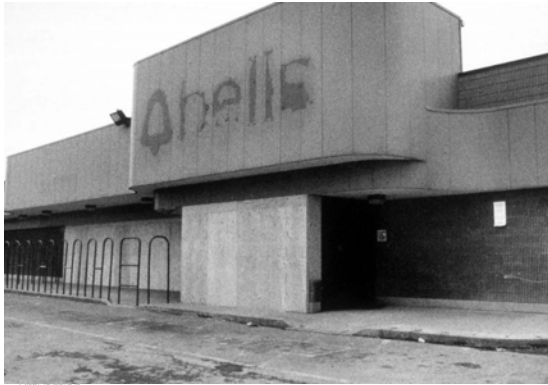
Prevention





Neighborhoods





Prevention

Increasing Access to Healthy Food

Upper Falls Community, Rochester, New York



Prevention

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%.



Chenille / Latex Images

Prevention



Prevention
Institute



Prevention
Institute



Prevention
Institute

Getting Local Government "On Board"



Strategic
Alliance
Creating Healthy
Communities

San Francisco Health Commission
July 17th 2005

ENACT



Environmental
Nutrition and
Activity
Community
Tool



Printed Courtesy of
The California Obesity Prevention Initiative

www.preventioninstitute.org

Prevention
Institute





265 29th Street
Oakland, California 94611
phone: 510-444-7738 fax: 510-663-1280
