

The Obesity Conundrum: Is there a Food Solution? **Freedom to React!**

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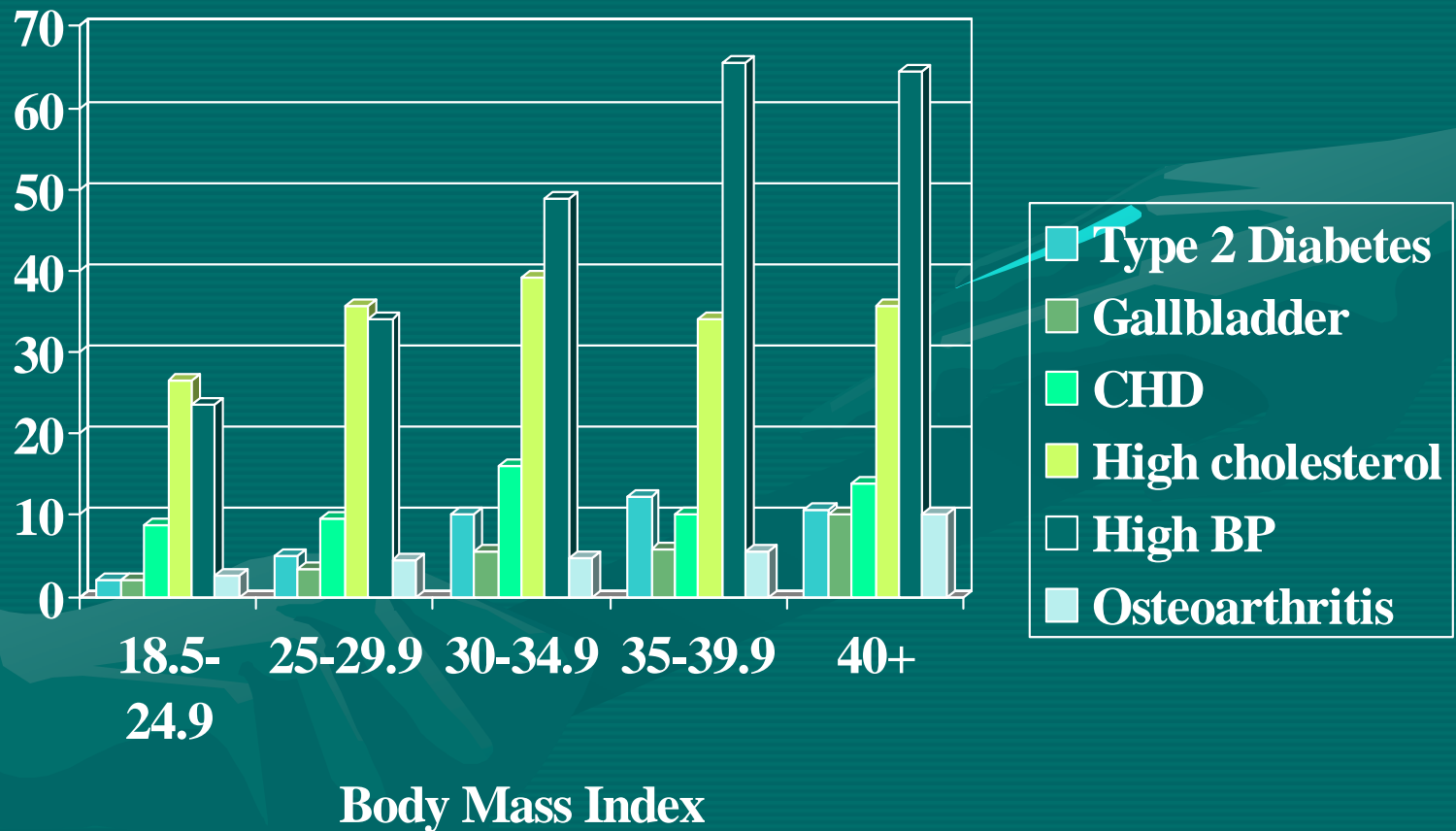
Obesity in the US

- Nearly two thirds of US adults are overweight (BMI ≥ 25), and over 30% are obese (BMI ≥ 30)
- 300,000 deaths per year due to poor diet/inactivity
- \$117 billion/year in economic costs (2000 data)
- *Obesity is also a problem in the World*

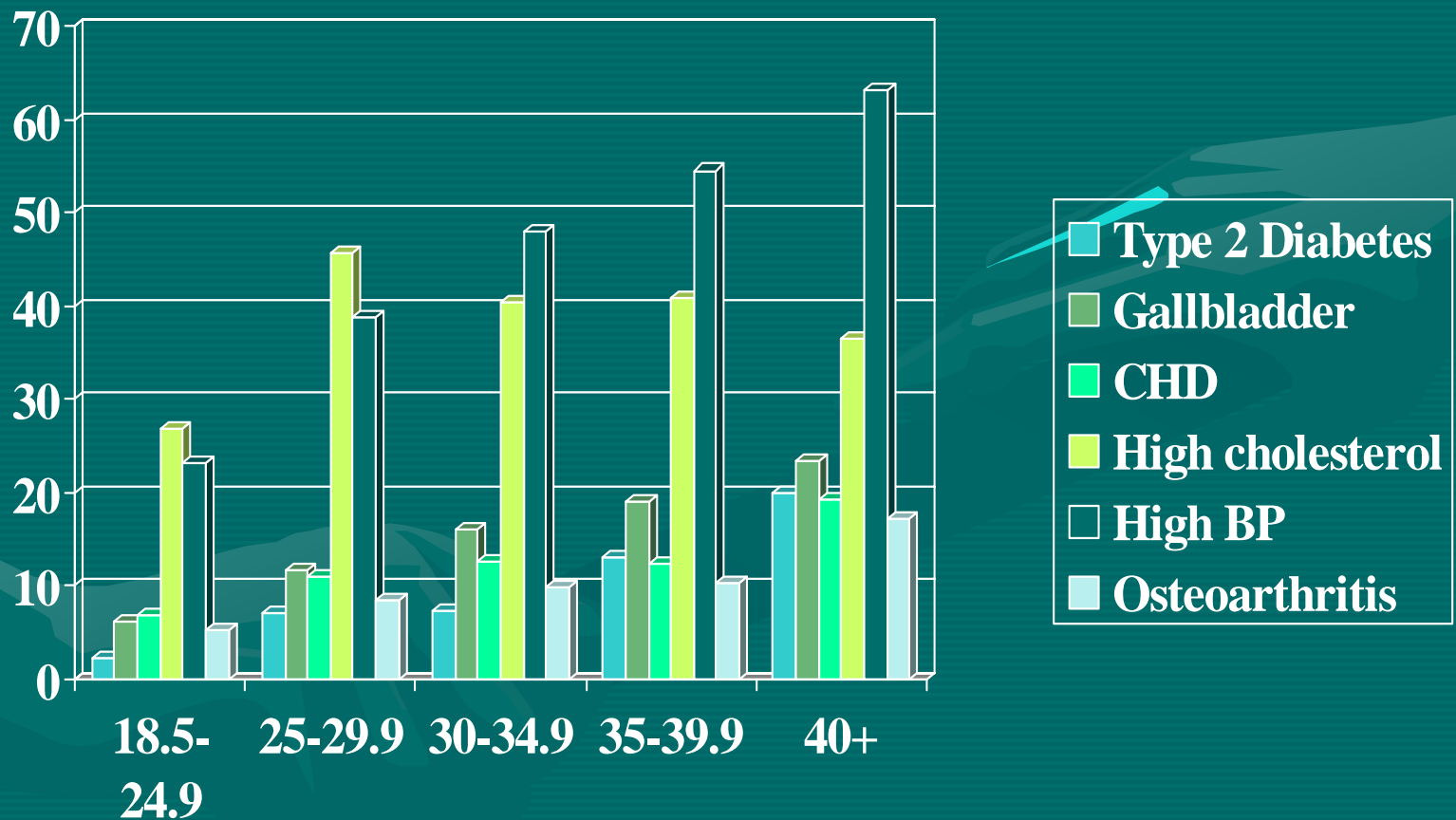
Obesity is a Chronic Disease

- Adverse health effects are part of a continuum
- Time-limited treatments are rarely effective
- Multiple sectors of the community impact effectiveness of prevention and intervention efforts

Prevalence of complications: men



Prevalence of complications: women



HealthierUS

The Four Pillars

- Be physically active daily
- Eat a nutritious diet
- Get preventive screenings
- Make healthy choices and avoid risky behaviors



The Surgeon General's
Call To Action
To Prevent and Decrease
Overweight and Obesity
2001



U.S. Department of Health and Human Services

**“Overweight and obesity...
have reached epidemic
proportions in the United
States...Left unabated,
overweight and obesity may
soon cause as much
preventable disease and
death as cigarette smoking”**

**- David Satcher, M.D.,
Ph.D.**

Realities

- **There is a finite limit of financial and human resources**
- **Consequently, interactions across Agencies and other organizations are imperative in order to enhance our investments**

How Can Food and the Food Industry Be Part of the Response?

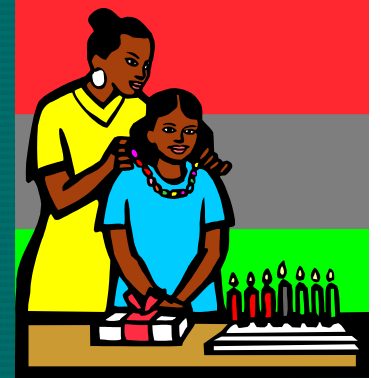
- Influence other sectors of the community
 - Innovative programs within your own work place
 - Encourage other businesses to support opportunities for lifestyle change
- Help with appropriate communications
 - Provide assistance in appropriate translation of research findings
 - Share marketing expertise to help the public understand that all approaches do not work for all people

To solve the obesity epidemic, we need to emphasize the role of partnering in the implementation of *Individual, Community, and National Strategies* and providing added value

Who should be involved?

- Schools
- Businesses
- Health care organizations
- Media
- Families
- Communities
- Governments
- You

Culture



- Perceptions of body image
- Choice of foods
- How we handle life changes
- Perceptions of illness
- We must understand our own before we can understand someone else's

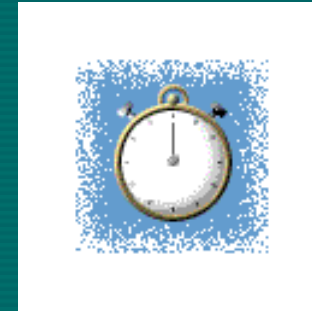


**Our ultimate goal is to
prevent disease and
disability**

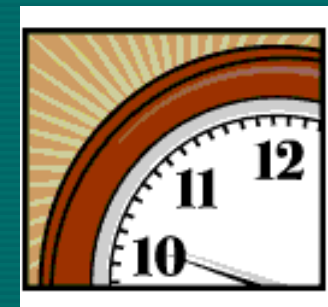
Research Is Key to Success

You

- **Factors influencing your involvement and willingness to adopt lifestyle modification**
 - **Desire and Readiness**
 - **Support mechanisms**
 - **Time**



Time: A barrier to lifestyle modification?



Multidimensional Effect of Time

- Time Constraints
- Time Allocation
- Impact of time constraints on time allocation

Time Pressure/Constraints

- Real or Perceived?
- Increased stress or stress reduction?



Time Allocation

- Are our concerns with time more related to our priority setting?
- Challenges
 - How do we elevate healthful eating and increased physical activity in people's lives?
 -especially in the complex lives of the poor and minorities?

Impact of time constraints on time allocation

- Limited time, strength of other demands determine priority setting
 - Schools
 - More emphasis on traditional academic courses, even when health improvement courses offered there is a lack of incorporation of healthy lifestyle principles in other areas of the school
 - Workplace
 - Increased labor saving devices have not translated into healthier work environments
 - Healthcare
 - Trend toward capitated reimbursement leads to emphasis on increased volume and decreased time which results in time being spent on directly reimbursed activities.

Time Access

- **Differential in access to time utilization as a function of social class, etc**
 - **Number of work hours**
 - **Longer commutes**
 - **Single parenting**
 - **Multiple family members in the work force**

Summary

- Life-long modification of behaviors will be needed
- Prevention is the ultimate goal for those who are not overweight
- Improvement in health risk is the goal for all
- Everyone needs to become a Partner

*Let us all strive to
make a difference*



Thank you for listening

