



RUDD CENTER

FOR FOOD POLICY
& OBESITY



Yale University

www.YaleRuddCenter.org

The Role of States

- 50 opportunities to try new things
- Less industry influence
- More rapid turnaround
- Connection with Attorneys General
- Precedent (e.g., tobacco)

State Legislation

Near Term Wins

- School nutrition
- Menu labeling
- Trans fat

Further Off

- **Change food economics**
- **Harness agriculture policy**
- **Regulate marketing to children**

Don Quiz



**Melts in your mouth,
not in your hands**

They're Grrreat!





I'm lovin' it



Break me off a piece of that _____ bar



I go cuckoo for _____

**25% of all
vegetables eaten
in the U.S. are**

French Fries

Krebs-Smith, *Cancer*, 1998





CONTAINS
REAL
CHEESE!



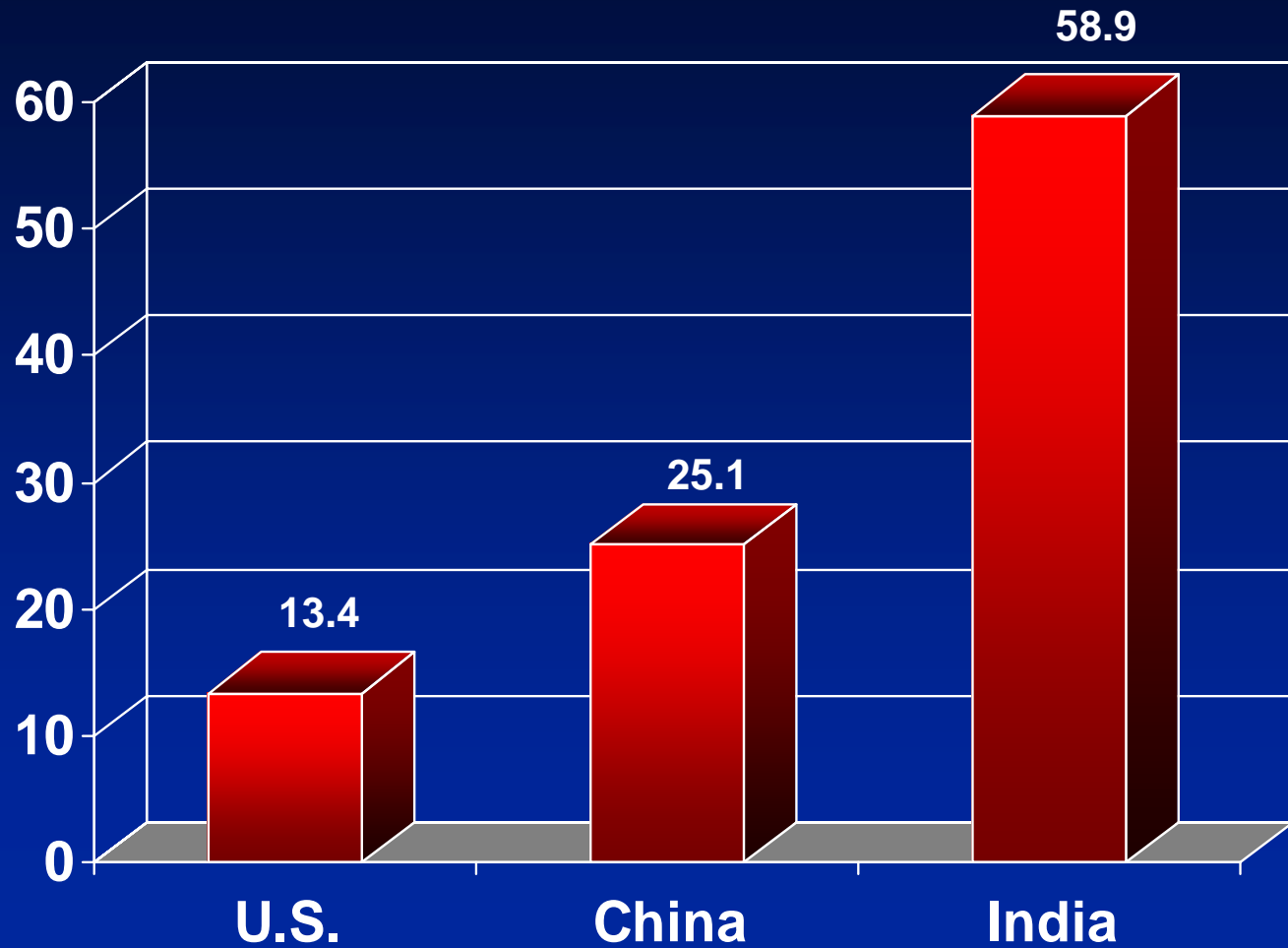
Real
Chocolate





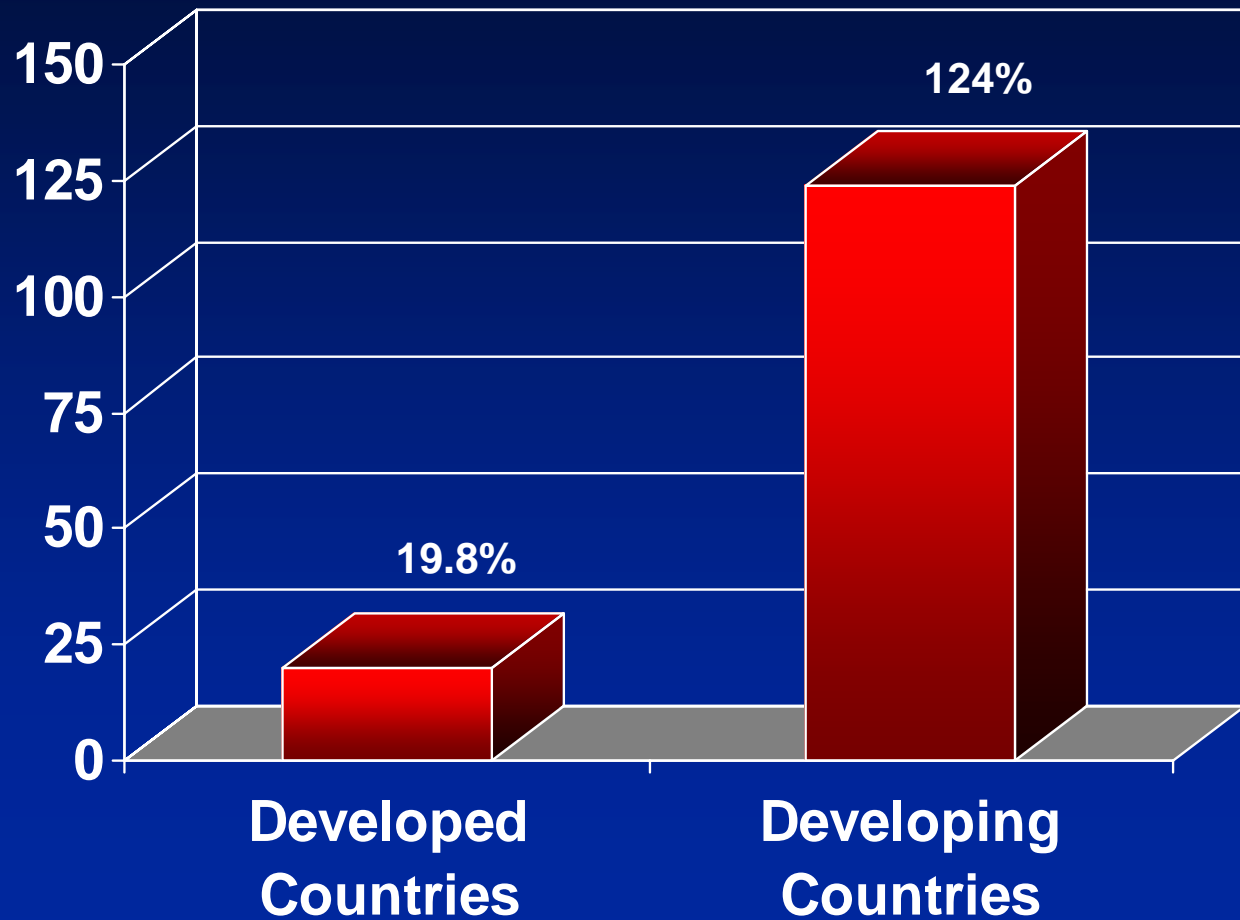


Cases of Diabetes Projected for 2030 (millions)



Yach, Stuckler, Brownell
Nature Medicine, 2006

% Increase in Diabetes, 2000 - 2030



Yach, Stuckler, Brownell
Nature Medicine, 2006

So,

What's Wrong?

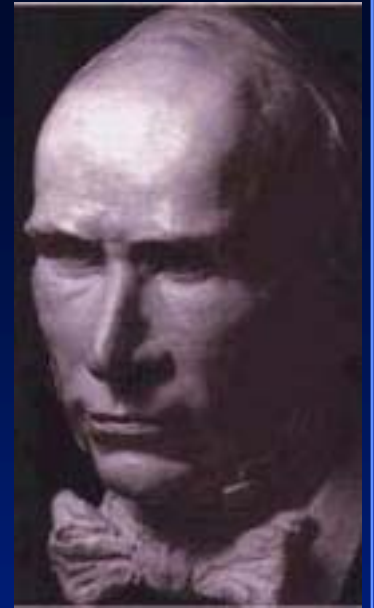
- **Traditional thinking**
- **Failure to follow the science**
- **Conflicts of interest**
- **Suboptimal defaults**

The Classic Start to Modern Public Health

- **August, 1854 - great outbreak of cholera in London**
- **Miasma (spontaneous generation) theory prevailed**
 - disease came from spontaneous life forms from swamps and putrid matter
- **Alternative was germ theory**
 - disease from microorganisms inside the body

Enter John Snow

(father of modern epidemiology)



(1813-1858)

- **Anesthesiologist**
- **Ministered to Queen Victoria during childbirth**

Snow....

- Suspected transfer was through water
- Did geographic mapping
- Most deceased were near Broad Street pump
- Sept, 1854 - convinced leaders to remove handle
- Stopped the spread





Upstream Metaphor

Public health works here



Medicine works here



**Is There a
Pump Handle
Equivalent
For Poor Diet?**

**Is Anyone
Even Looking?**

How Best to Make Change?

Educate → **Knowledge**

Medicate



The Individual



Better Health

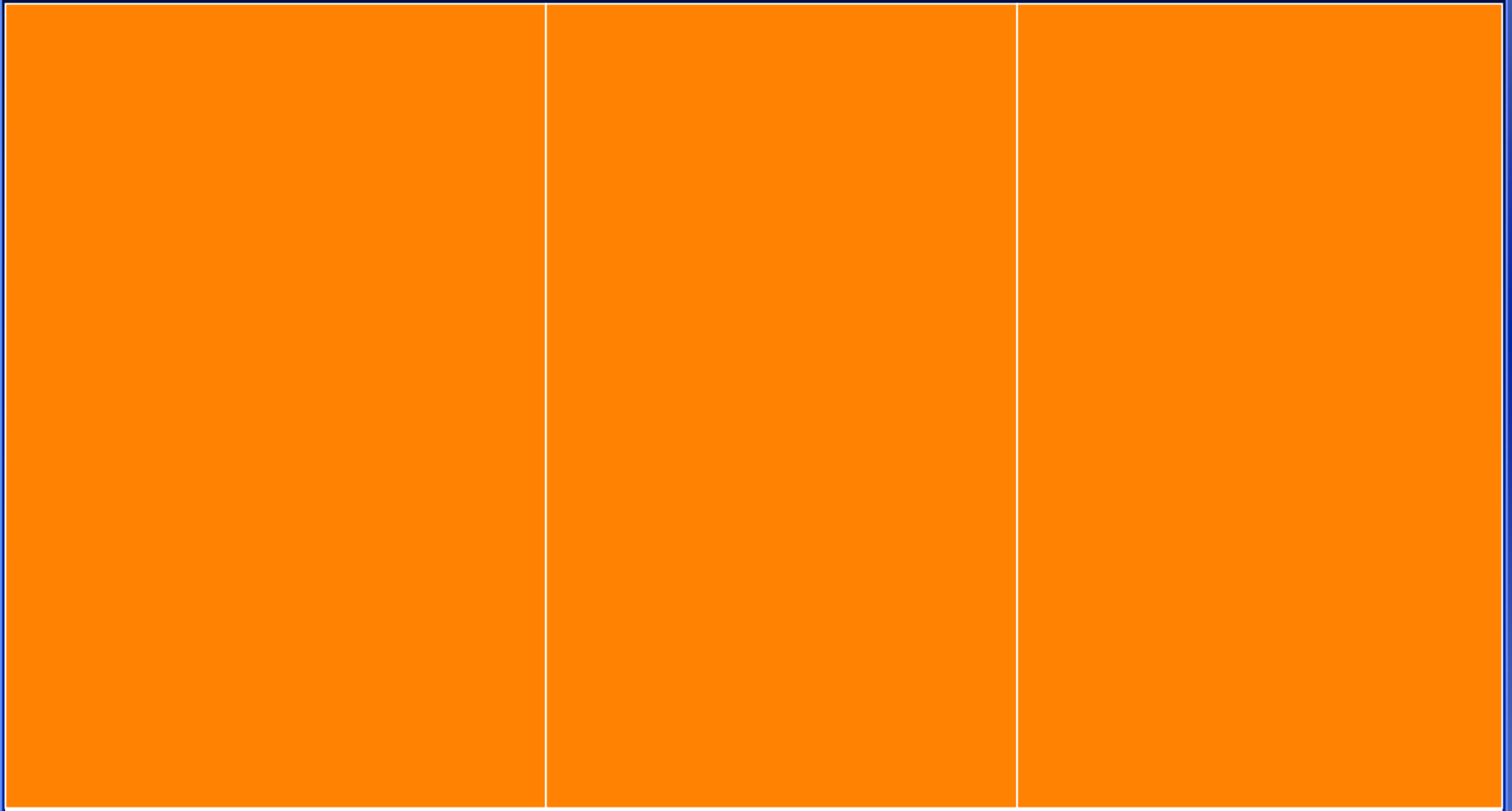
Operate



Implore → **Motivation**



% of US Population Getting Recommended Physical Activity (1986-2000)



How Best to Make Change?

Educate → Knowledge

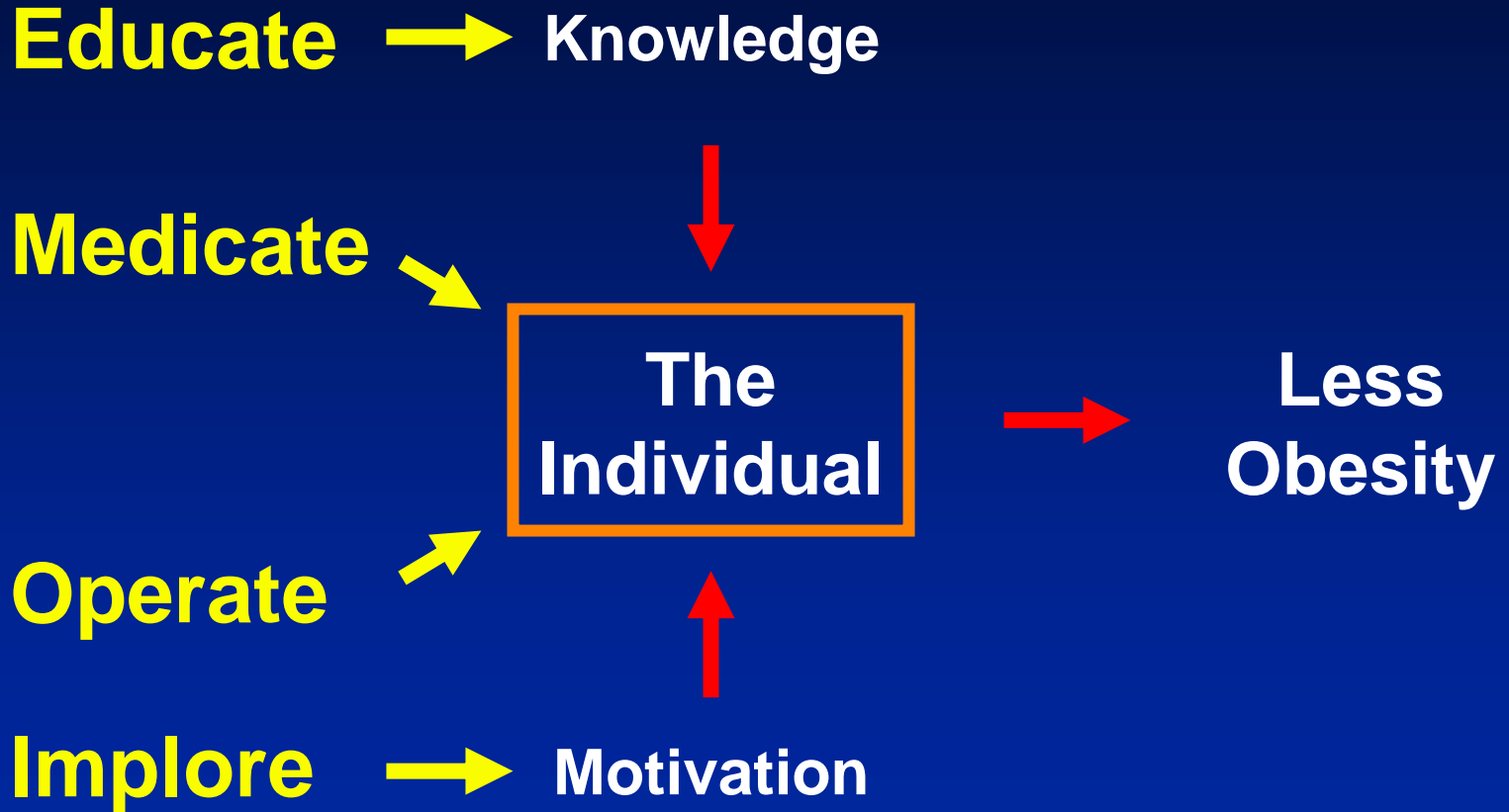
Medicate

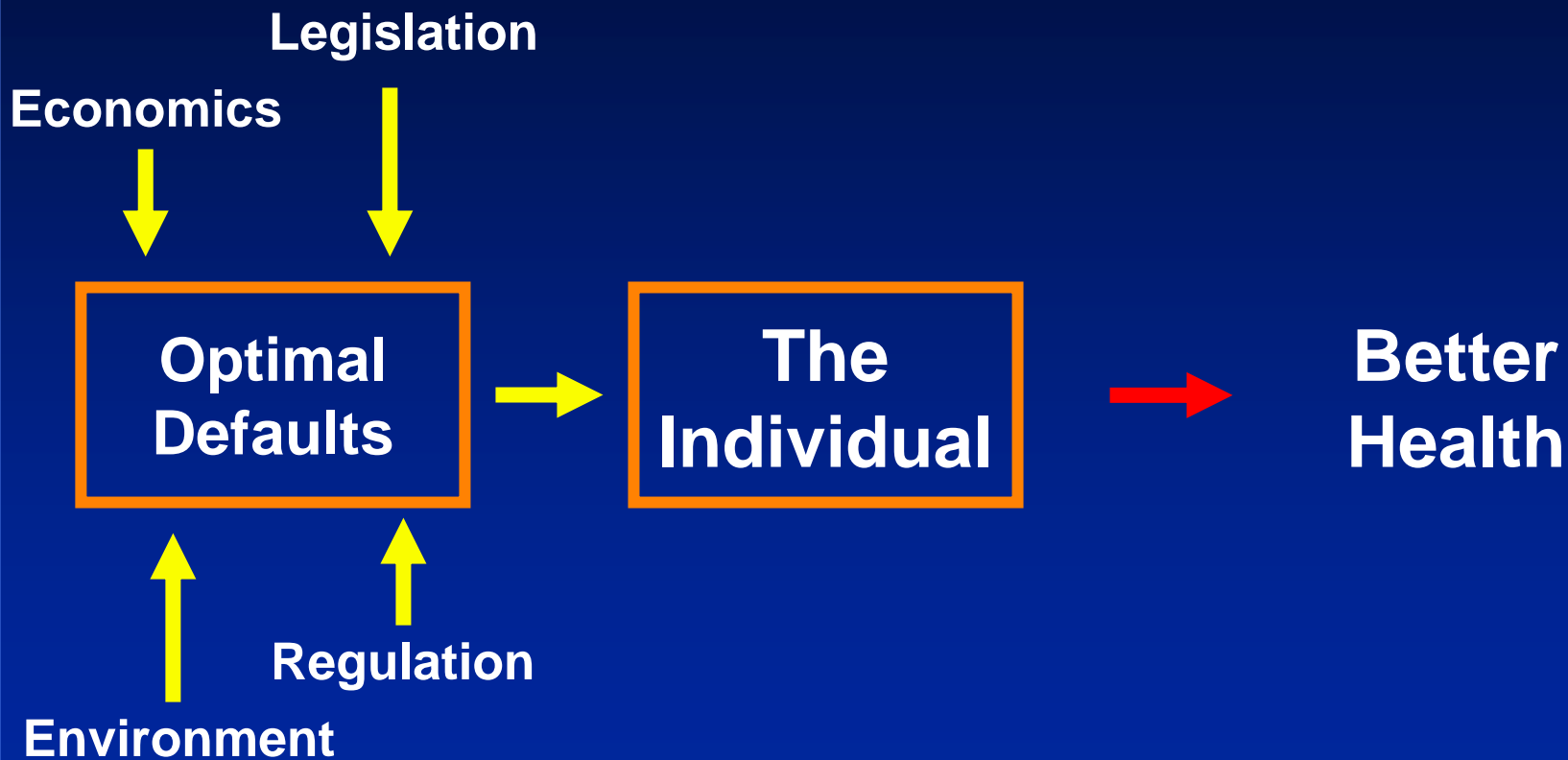
Operate

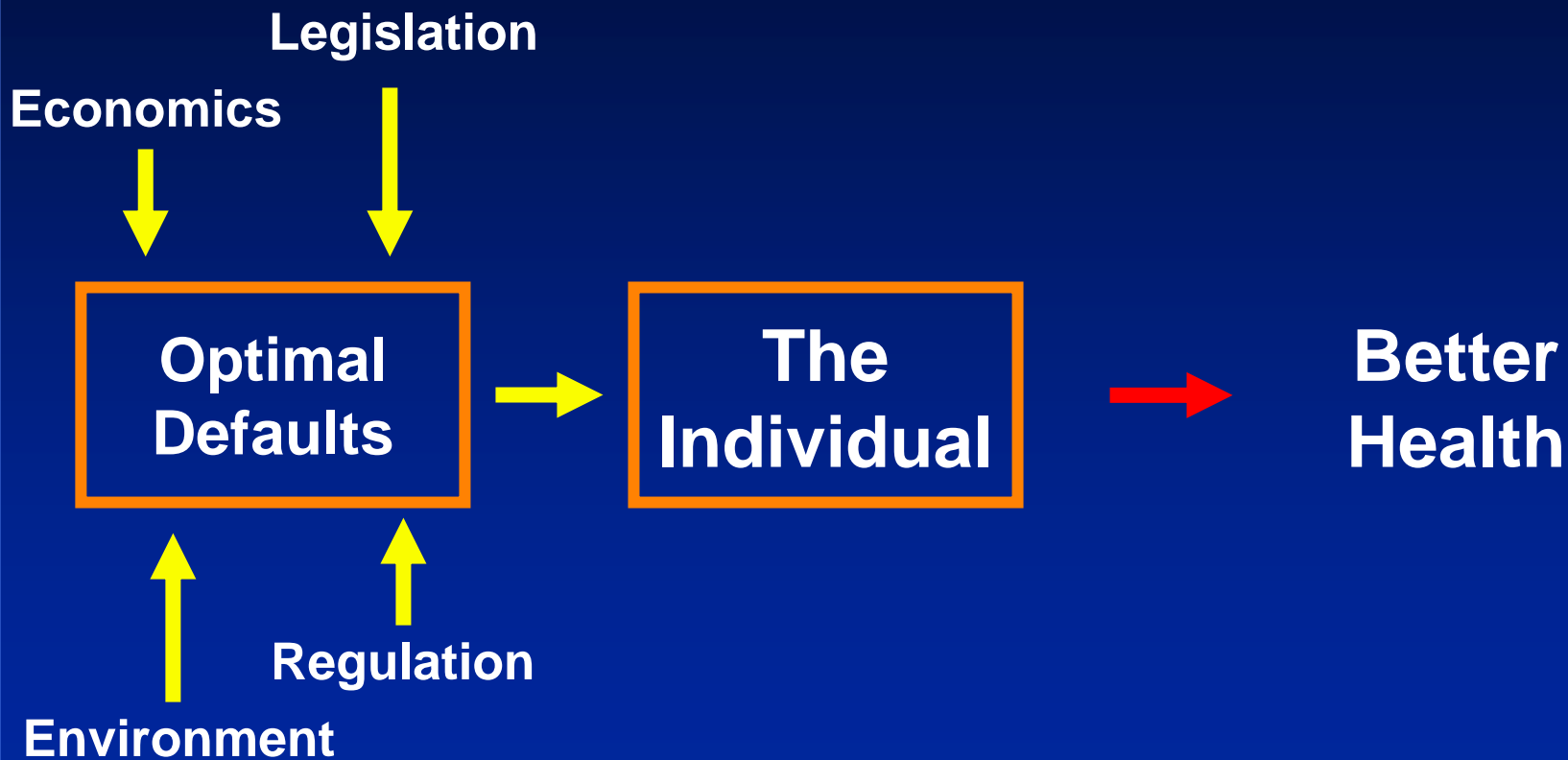
Implore → Motivation

The Individual

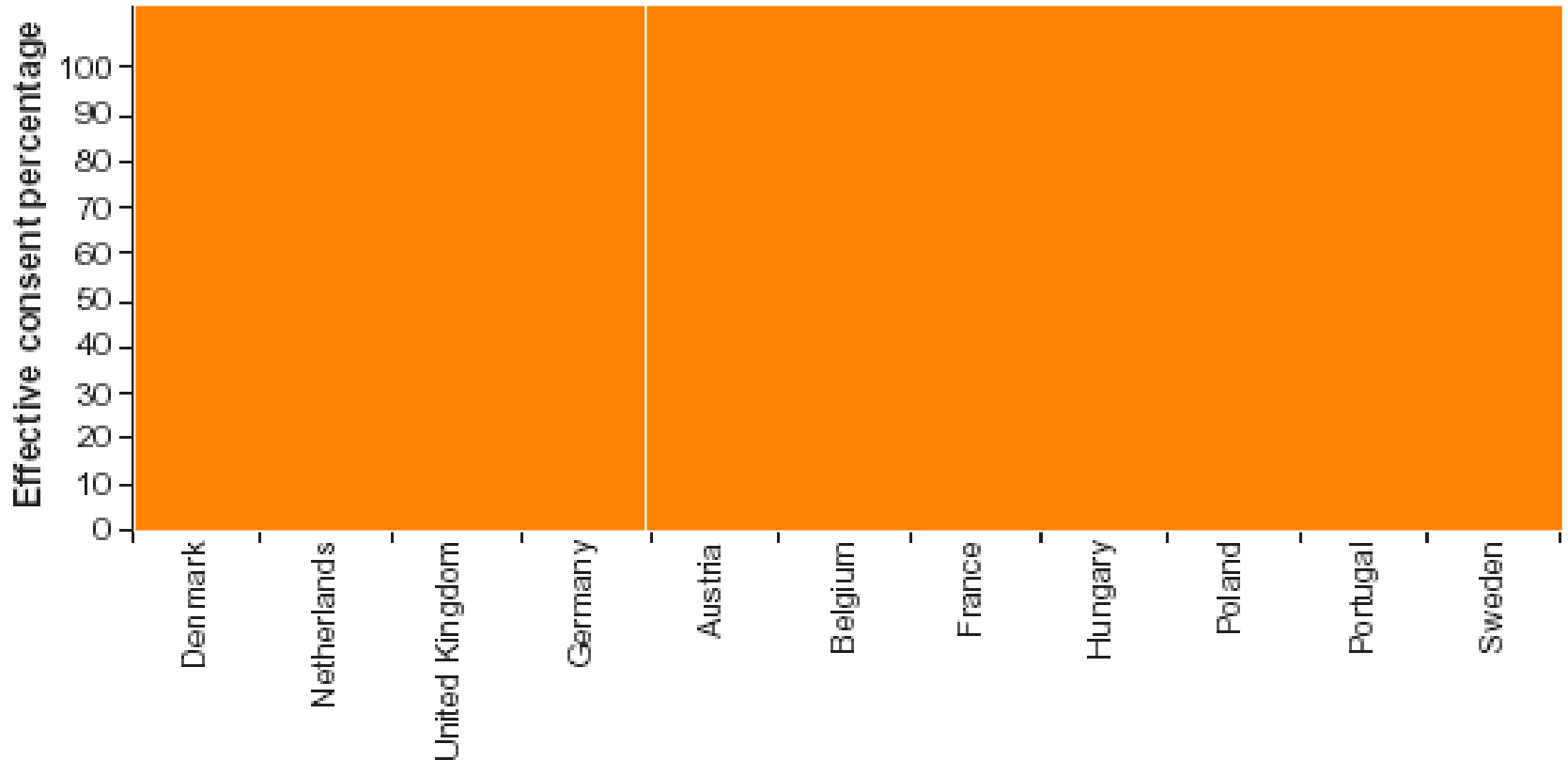
Less Obesity







Another Example – Organ Donation



Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).

Johnson & Goldstein, *Science*, 2003
“Do defaults save lives?”



Economics of Food

Poor Foods

Highly accessible

Convenient

Good tasting

Promoted heavily

Inexpensive

Healthy Foods

Less accessible

Less convenient

Worse tasting

Not promoted

More expensive

Funding Distortion

	<u>Pyramid %</u>	<u>USDA Funding %</u>
Meat, poultry, fish, eggs	14%	52%
Fruits, vegetables	33%	5%

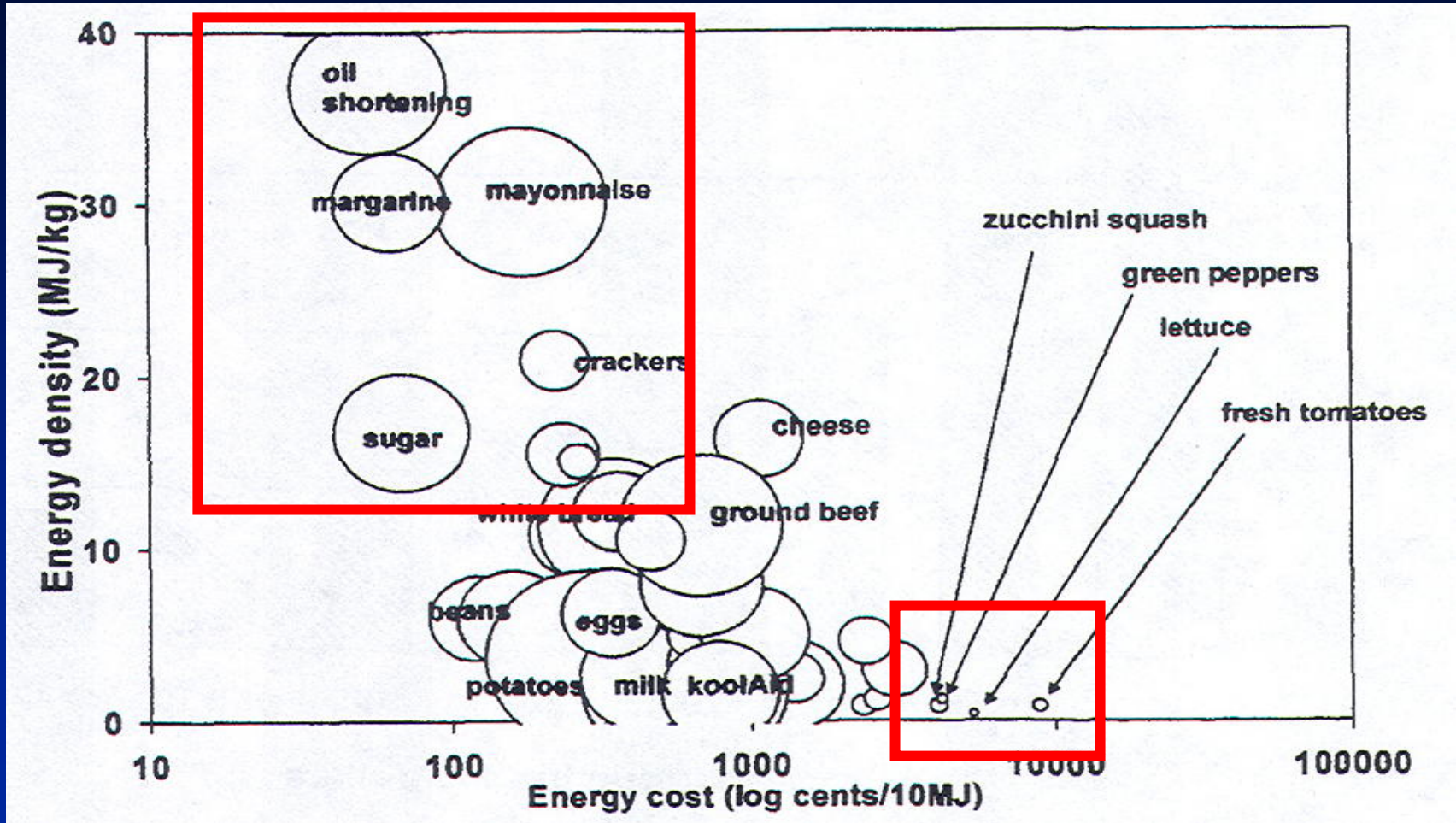
**Annual NCI budget for 5-a-day
nutrition education**

\$ 3 million peak

**McDonald's "we love to see
you smile" campaign**

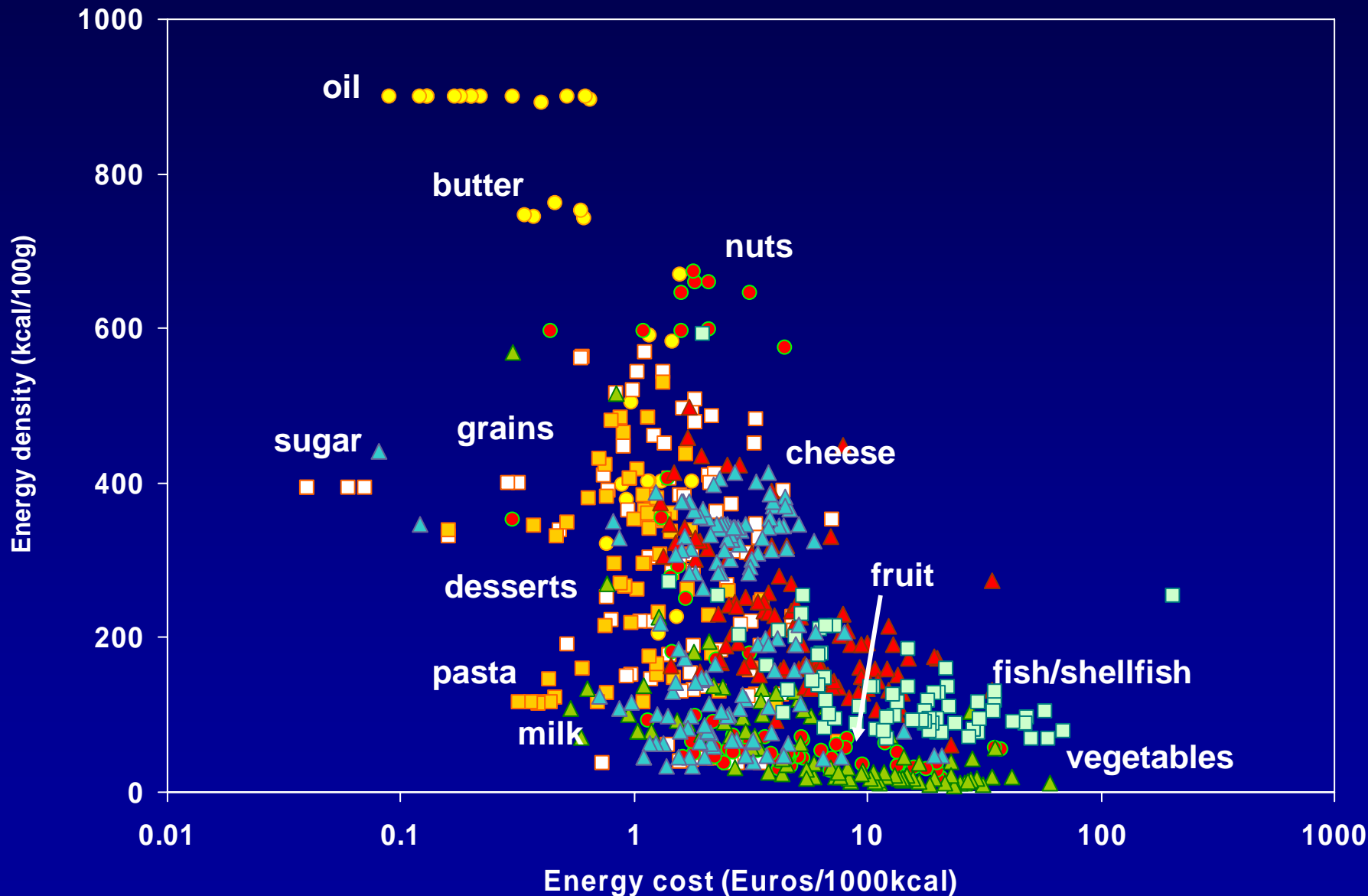
\$ 500 million

The Cost of Calories



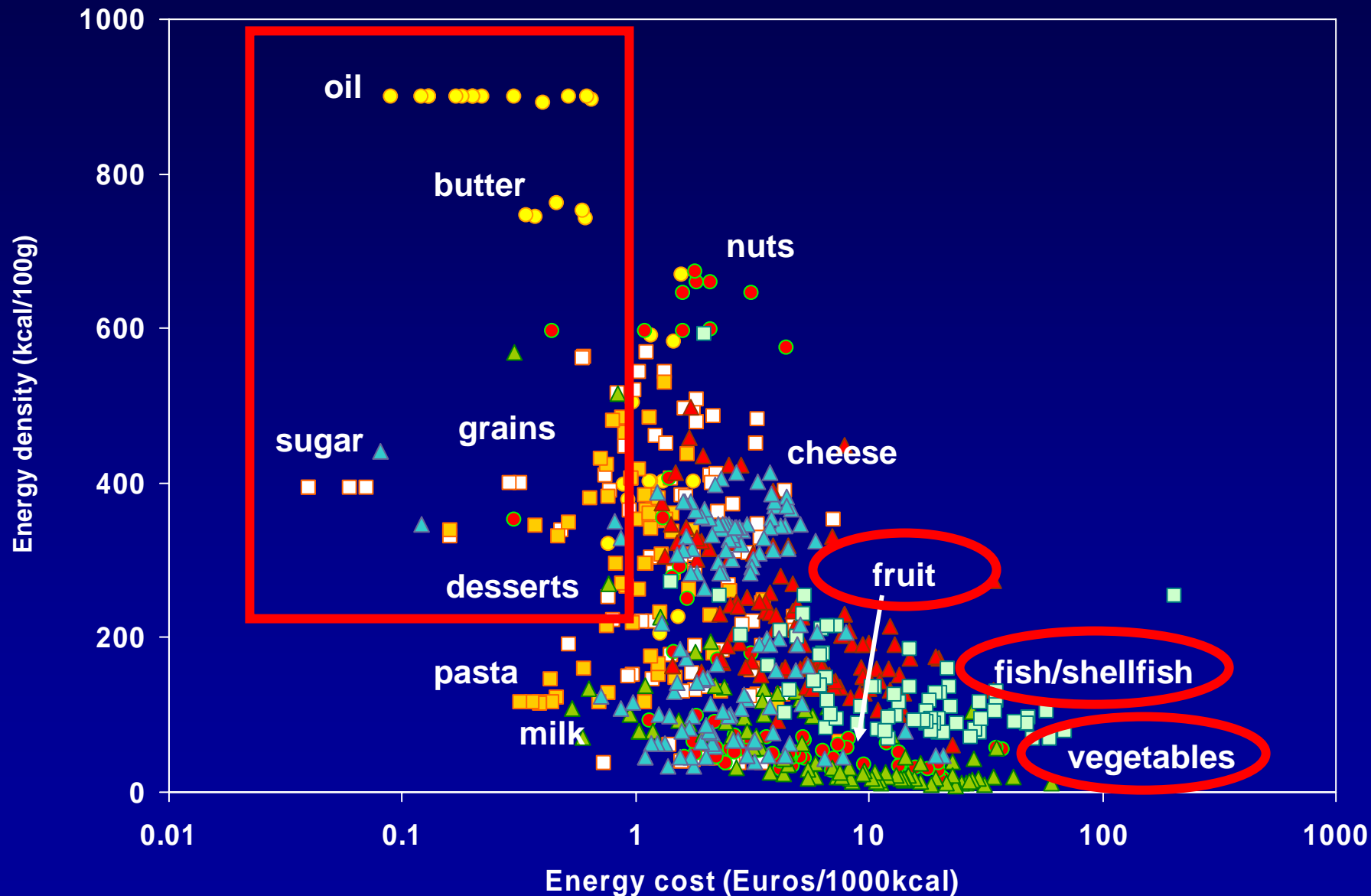
Energy density (kcal/100g) and energy cost (€/1000kcal) –

Data from INCA nutrient database; analyses by Drewnowski, Maillot, Darmon



Energy density (kcal/100g) and energy cost (€/1000kcal) –

Data from INCA nutrient database; analyses by Drewnowski, Maillot, Darmon



Relative Changes in Costs (using Consumer Price Index)

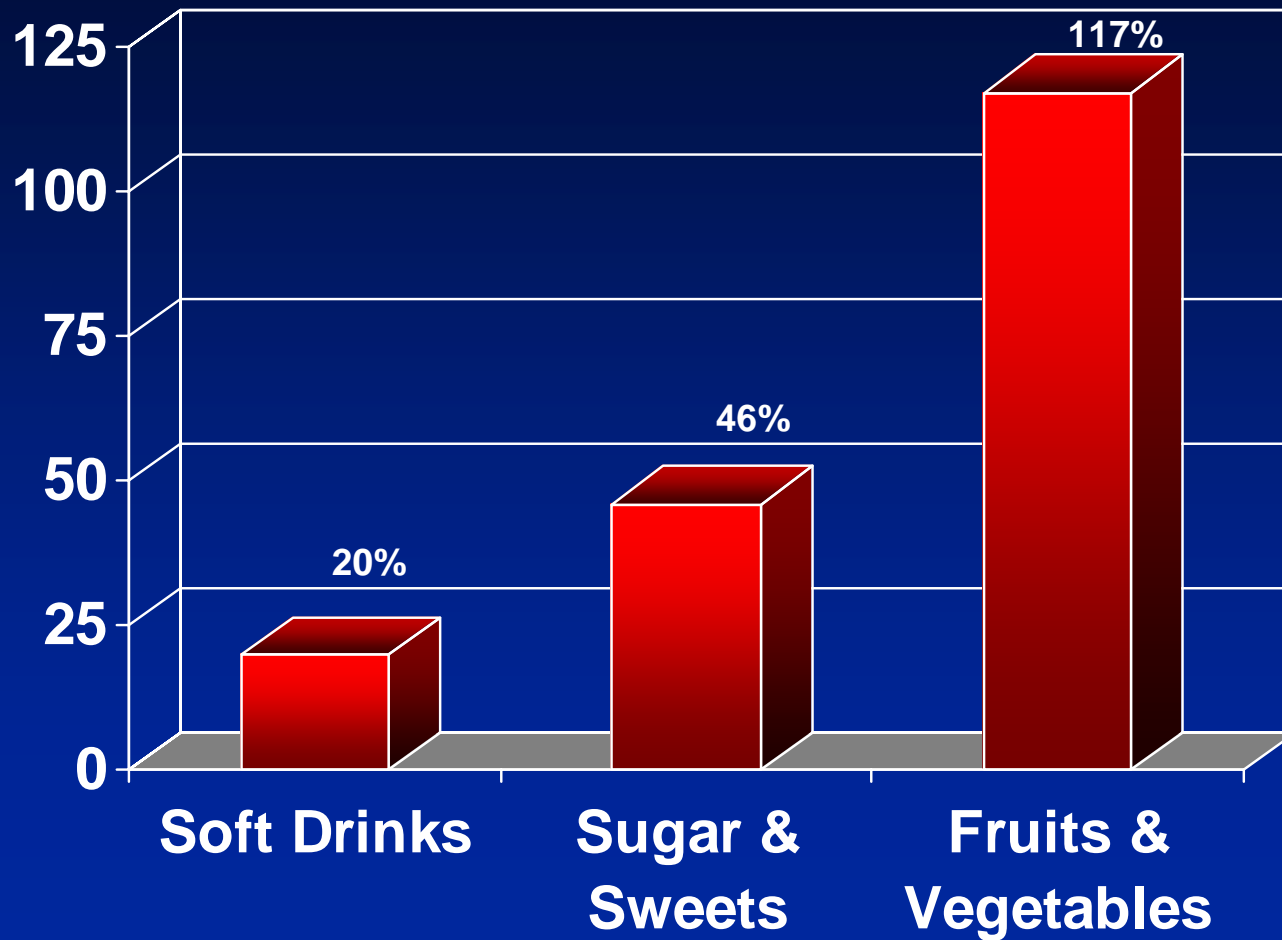
From 1980 - 2000

3.8% average increase in inflation rate

Food prices rose less (3.4%)

This is 14% drop in relative price of food

% Increase in Costs from 1985-2000





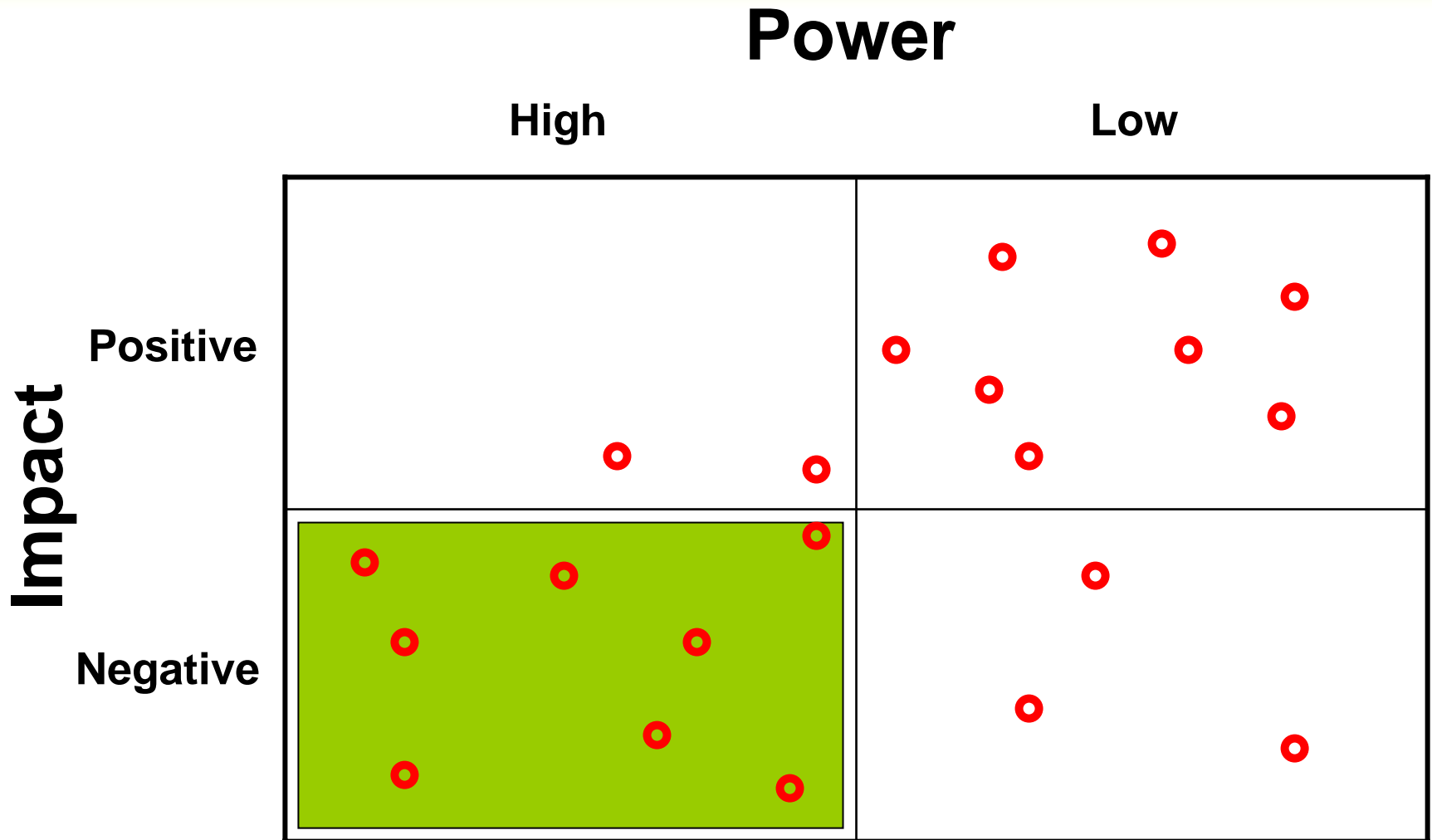
Big Mac Extra Value Meal **\$5.19**

Sesame Ginger Salad w/ lg drink **\$6.58**

Double Quarter Pounder Meal **\$6.19**

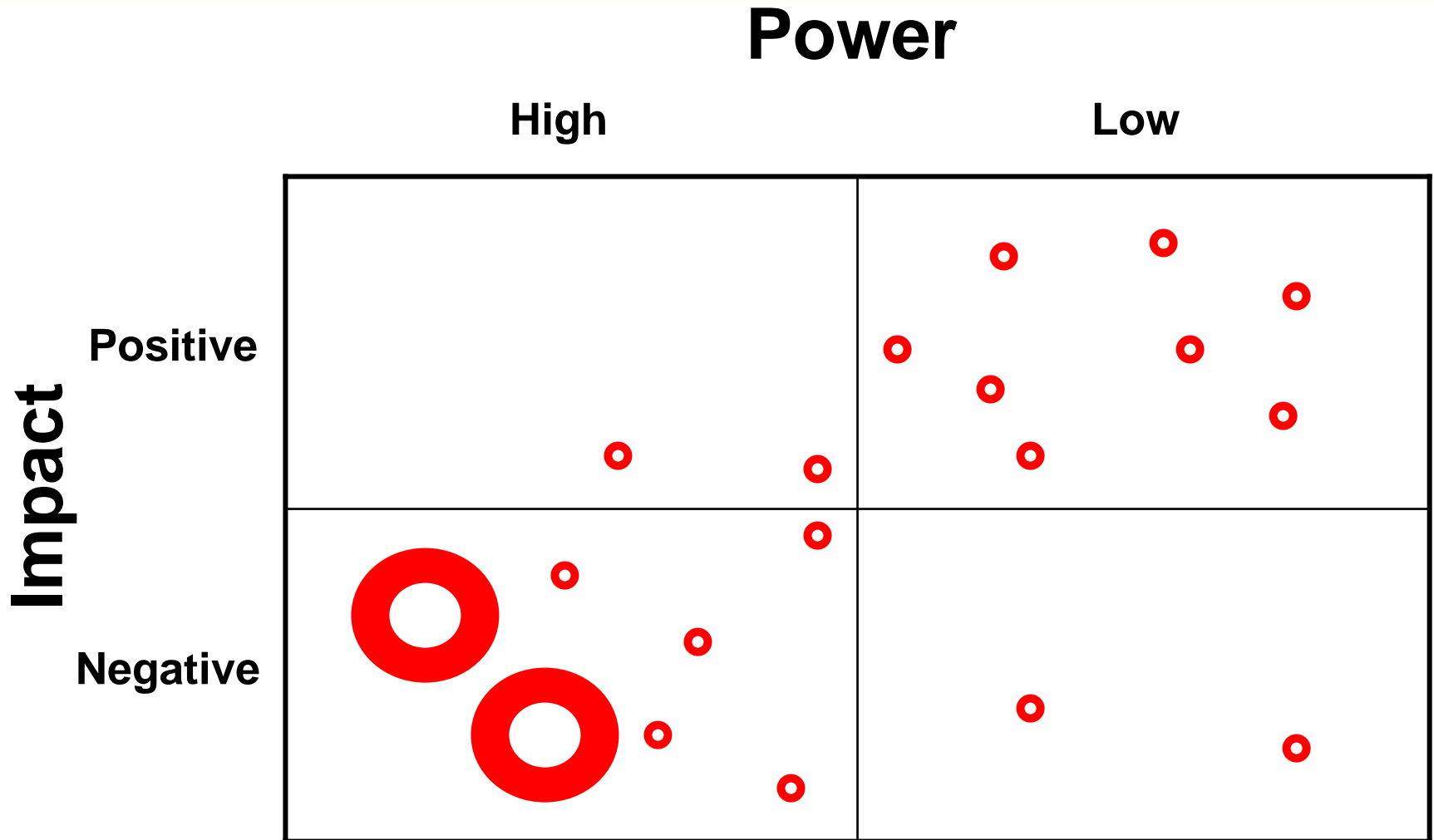


The Power Grid is in Chaos



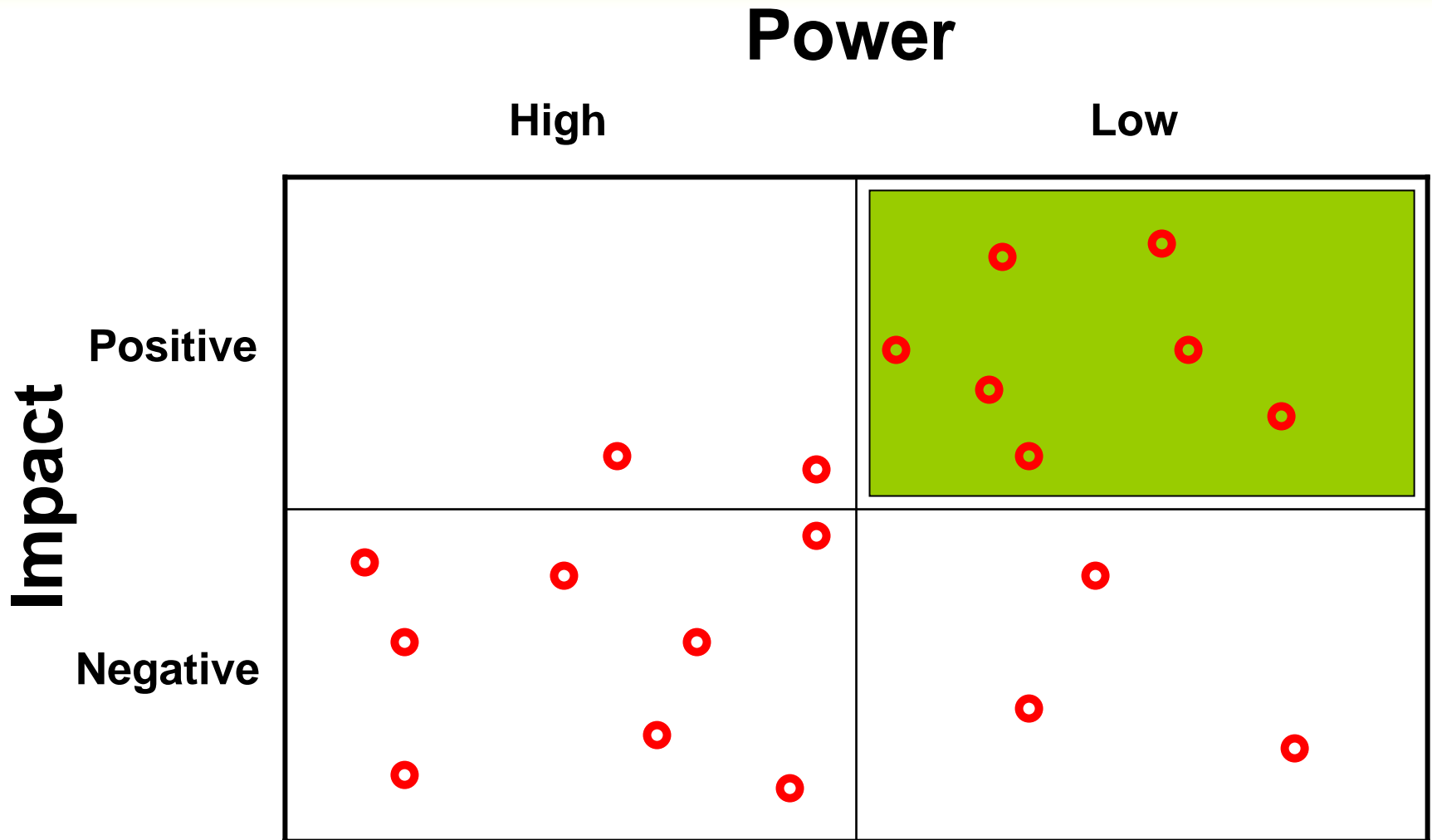


The Reality





Local Grid Changes



Legislative Opportunities

Near Term

- School nutrition
- Menu labeling
- Trans fat

Longer Term

- Change food economics
- Harness agriculture policy
- Regulate marketing to children



Trends in Public Opinion

	<u>2001</u>	<u>2003</u>	<u>2004</u>
Favor taxing foods	33%	40%	54%
Favor restricting children's food advertising	57%	56%	73%
Favor soft drink/snack food bans in schools	47%	59%	69%
Favor required calorie labeling in restaurants		74%	80%



RUDD CENTER

FOR FOOD POLICY
& OBESITY



Yale University

www.YaleRuddCenter.org