ACCELERATING PROGRESS IN OBESITY PREVENTION

SOLVING THE WEIGHT OF THE NATION

Acting on the Weight of the Nation
Dialogue4Health Web Forum
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AN URGENT NEED FOR ACTION
Health Consequences

37% of adults are prediabetic.

3% of adults that have type 2 diabetes are undiagnosed.

8% of adults have type 2 diabetes.
Scope and Societal Costs

$190.2 \text{ BILLION}
ESTIMATED ANNUAL COST OF OBESITY-RELATED ILLNESS.

21%
OF ANNUAL MEDICAL SPENDING IS ON OBESITY-RELATED ILLNESS.

$4.3 \text{ BILLION}
IN ANNUAL LOSSES TO BUSINESSES BECAUSE OF OBESITY-RELATED JOB ABSENTEEISM.
Committee on Accelerating Progress in Obesity Prevention

STUDY CHARGE:

“review past...obesity prevention-related recommendations, identify a set of critical recommendations for future action, and recommend indicators of progress in implementing these actions.”
### Figure 1-1
The logic of populationwide obesity prevention.

<table>
<thead>
<tr>
<th>Environments and behavioral settings</th>
<th>Impact on home environments and behaviors</th>
<th>Impact on body weight</th>
<th>Outcomes related to obesity and health</th>
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</thead>
<tbody>
<tr>
<td>Government, industries, schools, and communities undertake or support policies or other strategies and actions to change physical and economic structures, institutions, and systems.</td>
<td>People and families change their personal environments and behavior in response to healthier environmental options.</td>
<td>People avoid excess weight gain or lose weight and maintain weight loss.</td>
<td>✓ Children grow and develop on a healthy trajectory. ✓ Adults avoid incremental weight gain. ✓ Children and adults avoid obesity-related health and psychosocial problems.</td>
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<td>Default options and cues to choices in environments where children and adults live, work, and play are more likely to promote physical activity and healthy eating.</td>
<td>Population behavior and social norms reflect collective individual choices in healthier environments.</td>
<td>Average weights in the population shift downward. Fewer people are overweight or obese.</td>
<td>✓ Societal costs of obesity decrease. ✓ Population quality of life improves.</td>
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Race/ethnicity; gender; socioeconomic status; residential area; and social, political, and historical contexts that influence the baseline, opportunities, and responses to changes in environments for physical activity and eating.
Review of Prior Recommendations

~800 obesity prevention-related recommendations!

Comprehensive review reflecting
• Institute of Medicine and National Research Council
• Childhood Obesity Action Network
• Healthy Eating Activity Living Convergence Partnership
• US Department of Health and Human Services (CDC, Community Preventive Services Task Force)
• Keystone Forum
• National Governors Association
• National Association of County and City Health Officials
• National Physical Activity Plan
• Robert Wood Johnson Foundation
• Trust for America’s Health
• USDA
• White House
ACCELERATING PROGRESS

Guiding Principles
Five Interacting Areas

- Message Environments
- School Environments
- Physical Activity Environments
- Food and Beverage Environments
- Health Care and Work Environments
Meeting the Challenge of Achieving Equity

Transform inequitable environments
- Food and Beverage
- Physical Activity
- Message

Target Critical Settings
- School
- Worksites
RECOMMENDATIONS, STRATEGIES, AND ACTION STEPS
Physical Activity: Recommendation 1

Communities, transportation officials, community planners, health professionals, and governments should make promotion of physical activity a priority by substantially increasing access to places and opportunities for such activity.

19% of Americans get the recommended amount of physical activity.
Food and Beverage Environments: Recommendation 2

Governments and decision makers in the business community/private sector should make a concerted effort to reduce unhealthy food and beverage options and substantially increase healthier food and beverage options at affordable, competitive prices.

CALORIES CONSUMED PER DAY BY ADULTS IN:

1971-1974: 1,996
2005-2008: 2,234
Message Environment: Recommendation 3

Industry, educators, and governments should act quickly, aggressively, and in a sustained manner on many levels to transform the environment that surrounds Americans with messages about physical activity, food, and nutrition.
Health Care, Insurers, and Work Sites: Recommendation 4

Health care and health service providers, employers, and insurers should increase the support structure for achieving better population health and obesity prevention.
Schools: Recommendation 5

Federal, state, and local government and education authorities, with support from parents, teachers, and the business community and the private sector, should make schools a focal point for obesity prevention.
5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

1. Integrate physical activity every day in every way.

2. Strengthen schools as the heart of health.


4. Eat well!

5. Activate employers and health care professionals.

On their own, any one of these five solutions might help speed up progress in preventing obesity, but together, their effect would be reinforced, amplified, and maximized.

Make healthy foods available everywhere.
A CALL TO ACTION

Engagement, Leadership, and Action
Individuals, Families, Communities, and Society

- Message Environments
- School Environments
- Physical Activity Environments
- Food and Beverage Environments
- Health Care and Work Environments

Assess Progress
Engagement: Build capacity, accelerate progress, reduce disparities in resources, motivate movement for positive change

- **Societal Level**
  - Awareness, will, action by public, business community and government
  - Multiple subsystems (economic, political, social, cultural)

- **Community Level**
  - Encourage and sustain individual-level change
  - Partnerships and coalitions to mobilize resources and influence systems and serve as catalysts for changing programs, policies, practices
**Leadership:** Responsibility for leading change efforts rests with everyone who can influence physical activity and food environments across sectors and levels

- Call to obvious leaders to act—identify priorities over which you have control; enlist additional support; learn from others; communicate with others
- Use systems thinking in implementation efforts
  - *Where are the synergies? What works against success? What are potential adverse consequences or additional positive consequences?*
- Call to other leaders needed to achieve impact—individuals, families, communities, and the larger society
SPECIAL THANKS TO...

- The Robert Wood Johnson Foundation
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