

Young Talents Day



#ICELfreiburg

IN COOPERATION WITH
UWC ROBERT BOSCH COLLEGE,
FACULTY OF ENVIRONMENT AND NATURAL RESOURCES
OF THE UNIVERSITY OF FREIBURG
& REGIERUNGSPRÄSIDIUM FREIBURG

Supporters and Donators



Associate Partners





- ◆ Deborah Klein Walker
Past President, American Public Health Association
„Addressing the global obesity crisis“

Addressing the Global Obesity Crisis

Deborah Klein Walker, Ed.D.

Young Talents Day
UWC Robert Bosch College
7th International Convention of
Environmental Laureates

March 17, 2018
Freiburg, Germany



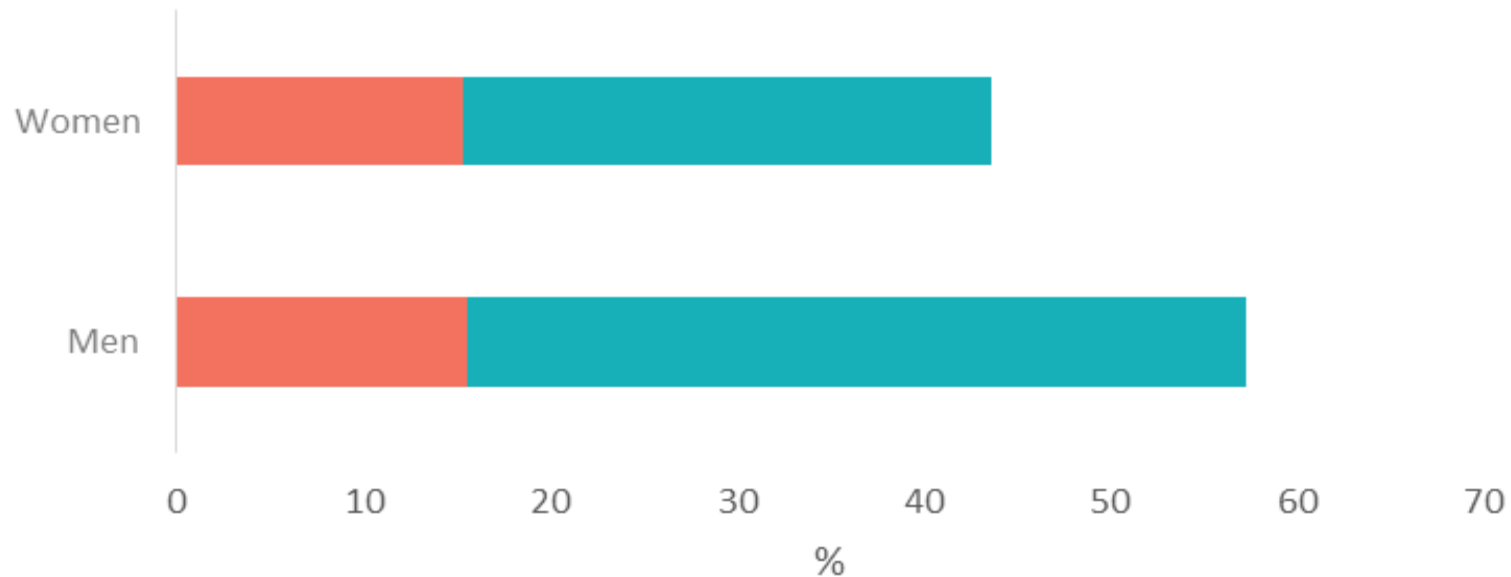
Overview of Presentation

- Overview of growing global obesity crisis
- Public health approach to prevention
- Obesity prevention interventions; outcomes and costs
- Steps needed to mobilize to prevent obesity

Adult Obesity in European Union



% Overweight & Obesity in Adults in European Union
(2014)^e

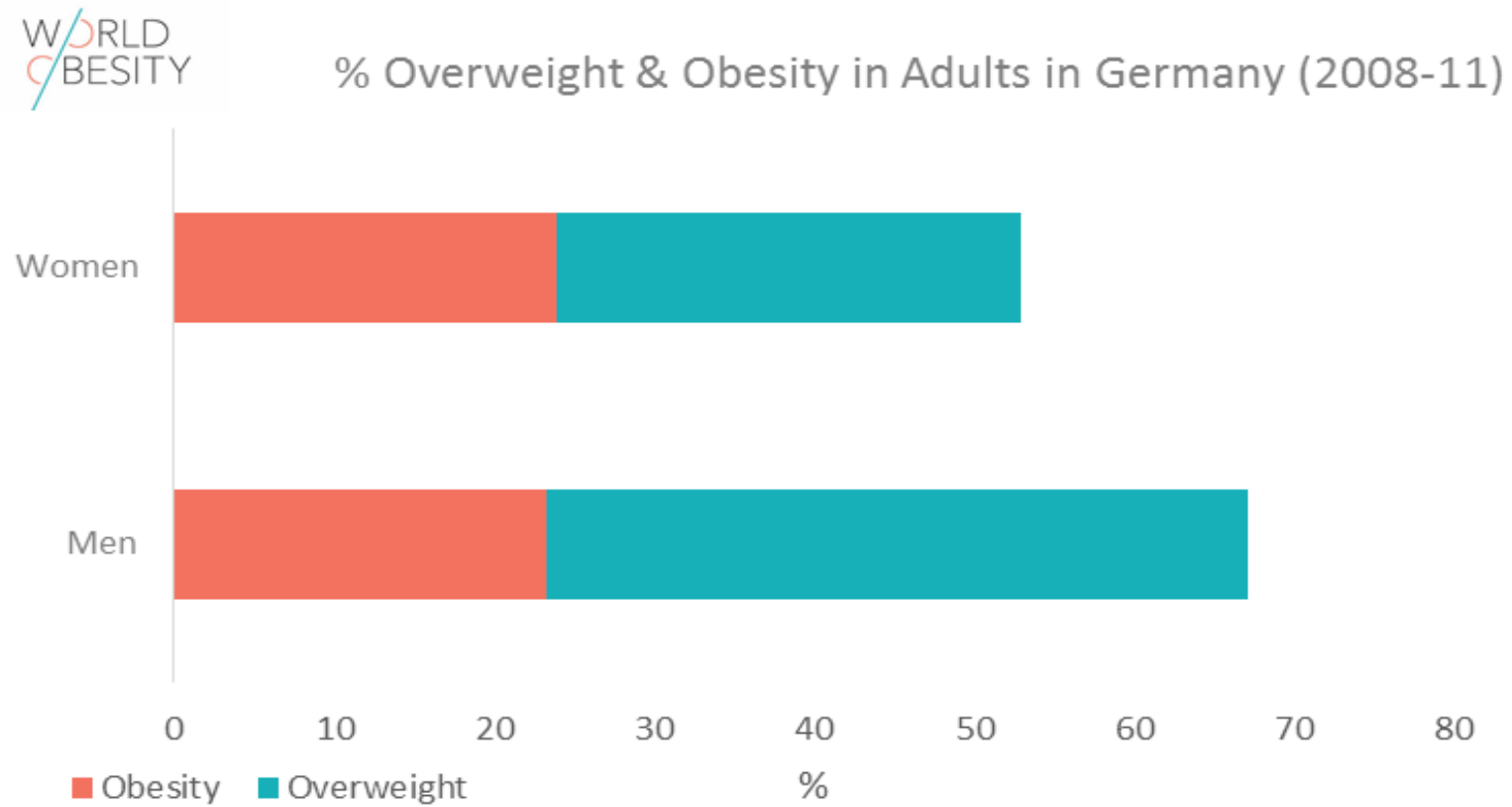


* Estimated self reported EUROSTAT DATA

■ Obesity ■ Overweight

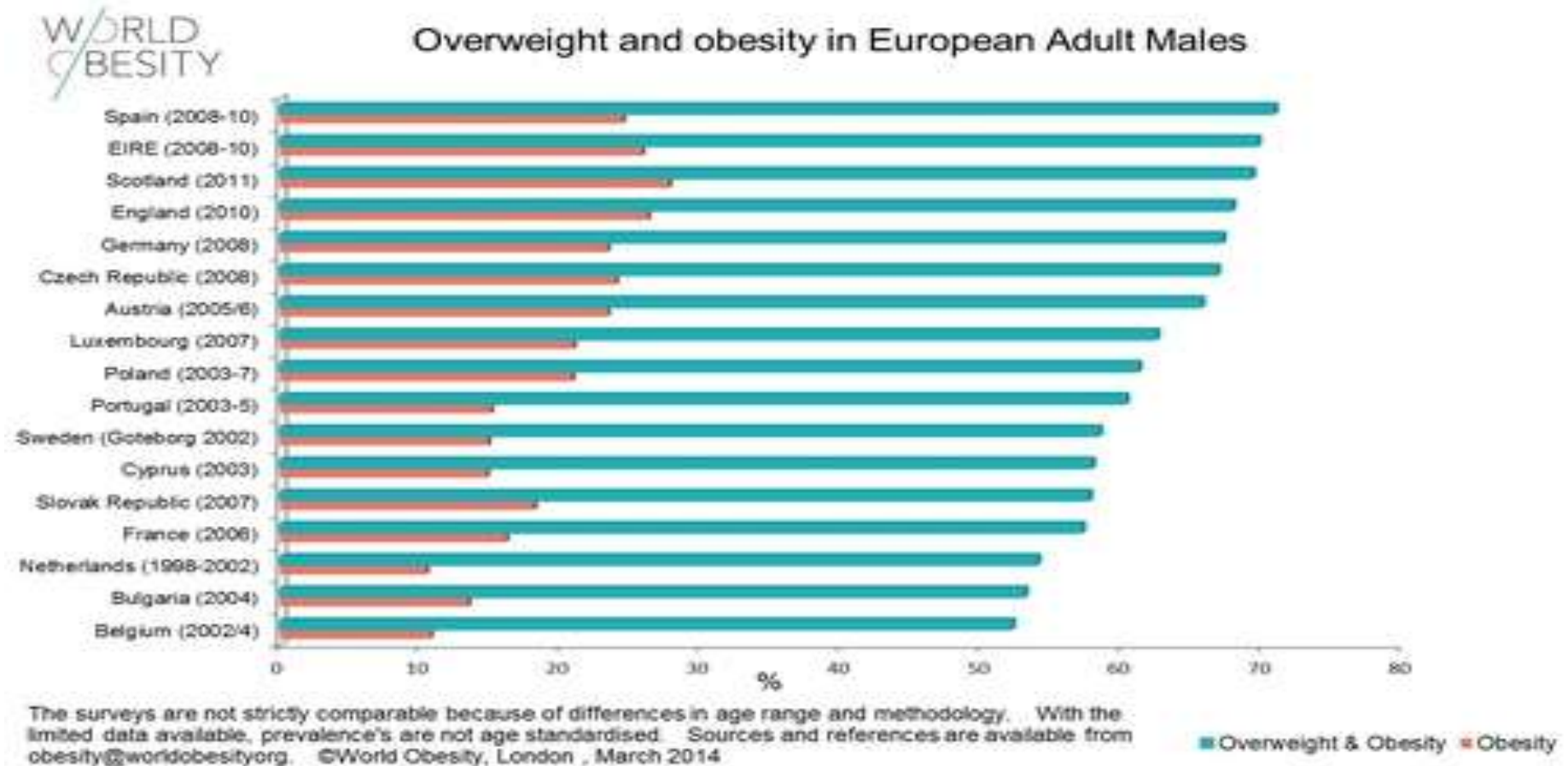
<https://www.worldobesity.org/data/>

Adult Obesity in Germany



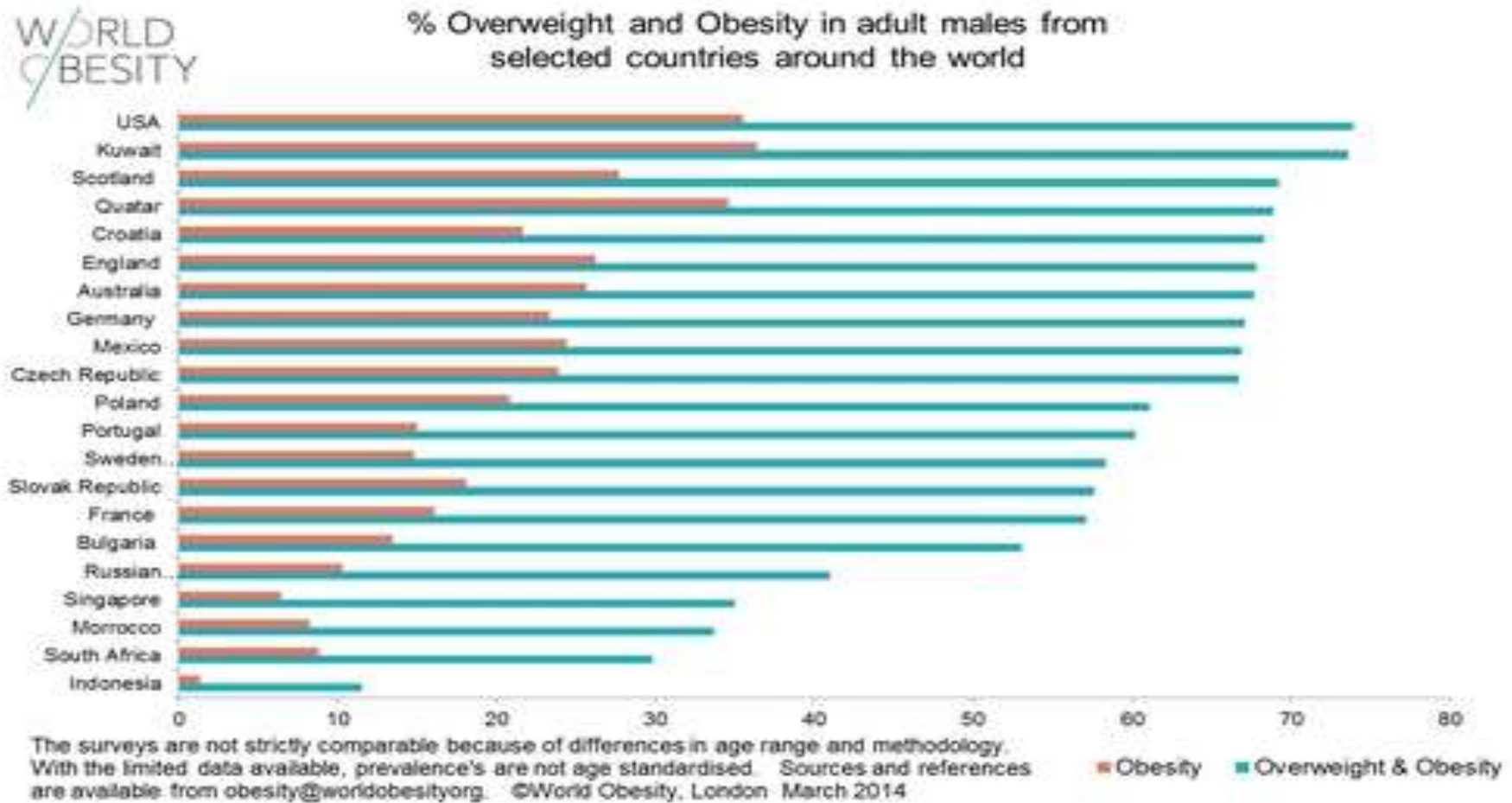
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Overweight/Obesity in European Countries



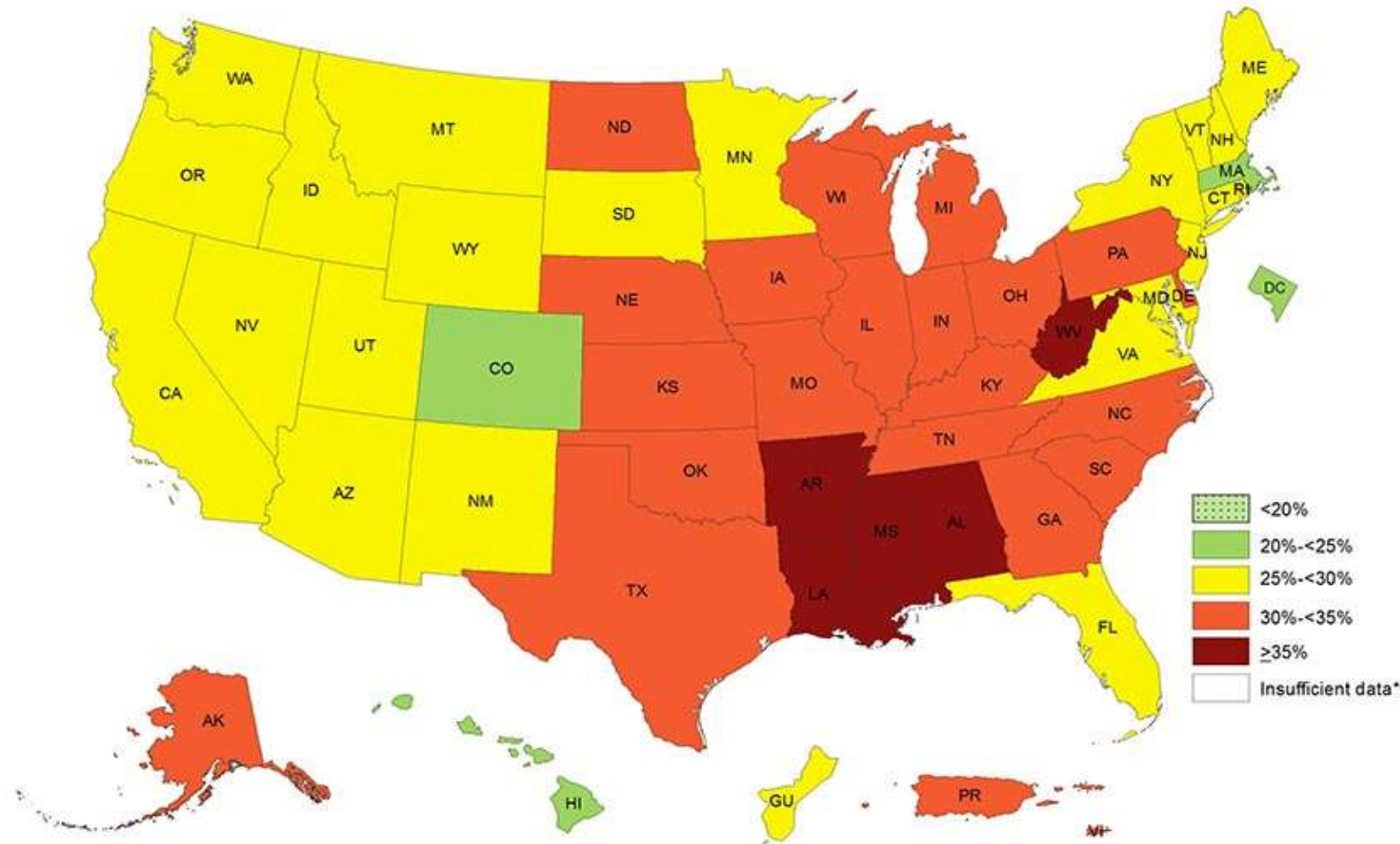
<https://www.worldobesity.org/data/>

Overweight/Obesity in Selected Countries



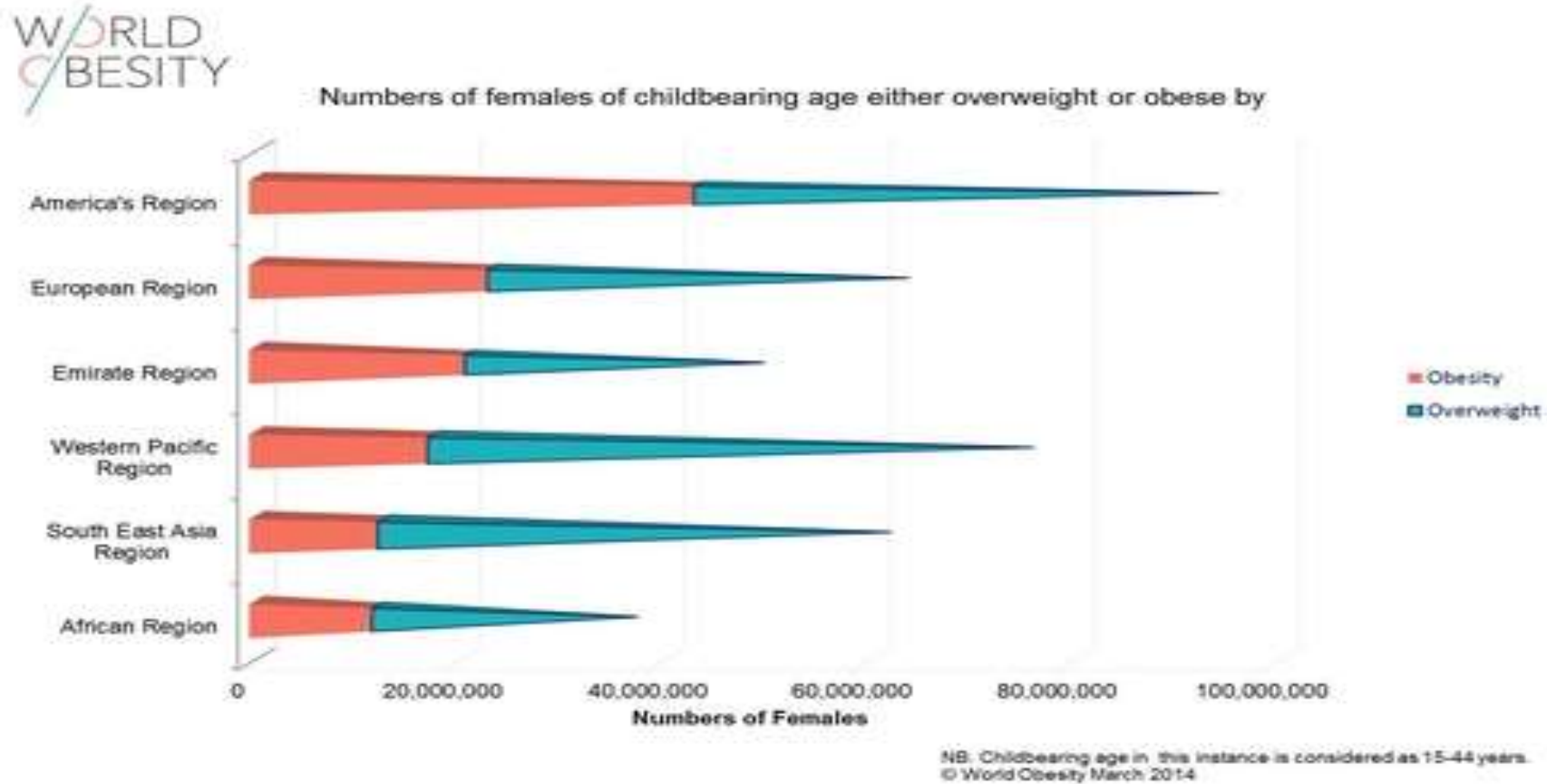
<https://www.worldobesity.org/data/>

Prevalence of Self-Reported Obesity by Adults in United States, 2016



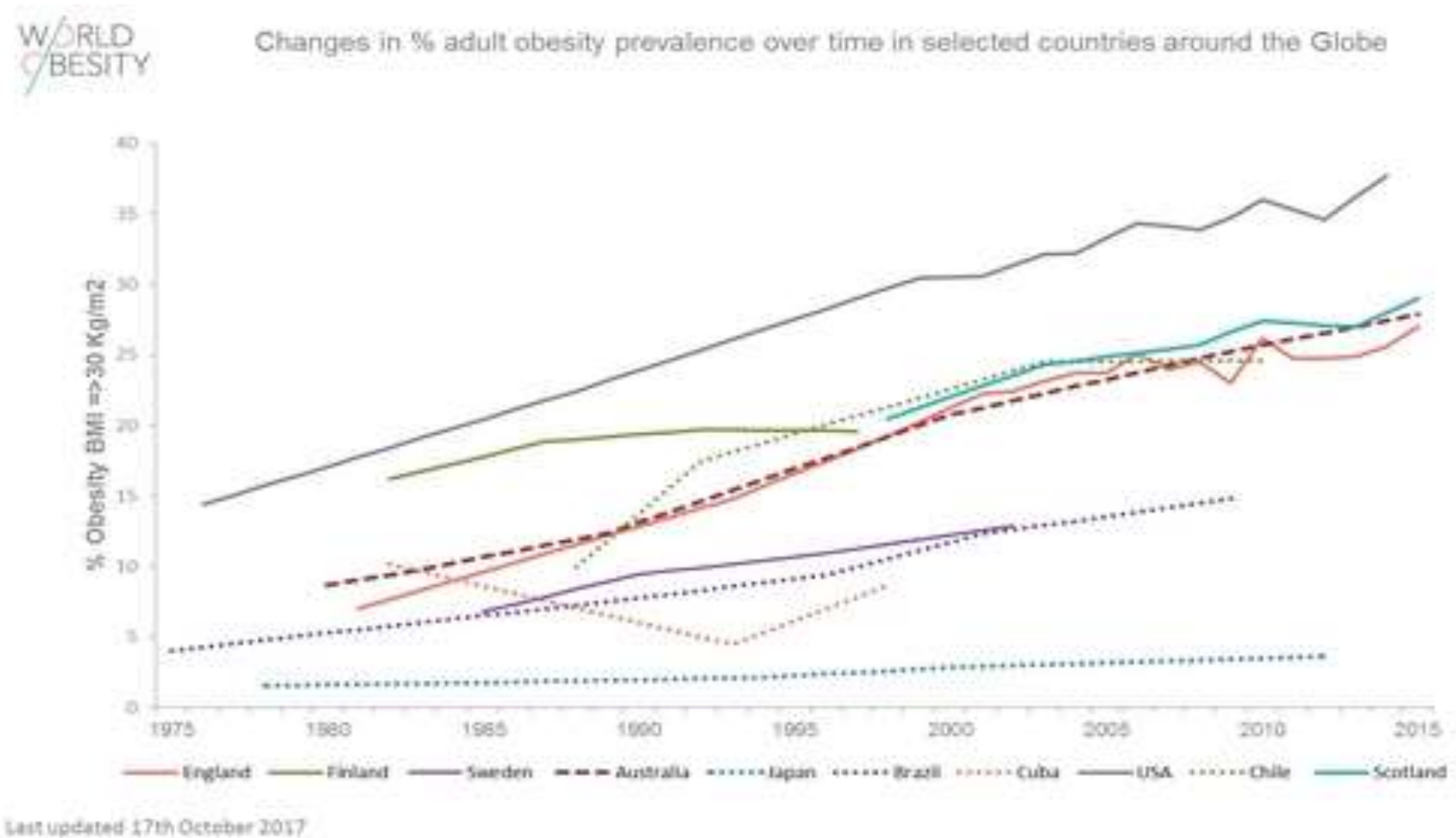
Source: CDC Behavioral Risk Factor Surveillance System

Overweight/Obesity in Women of Childbearing Age by World Region



<https://www.worldobesity.org/data/>

Obesity Increasing Globally, 1975 to 2015



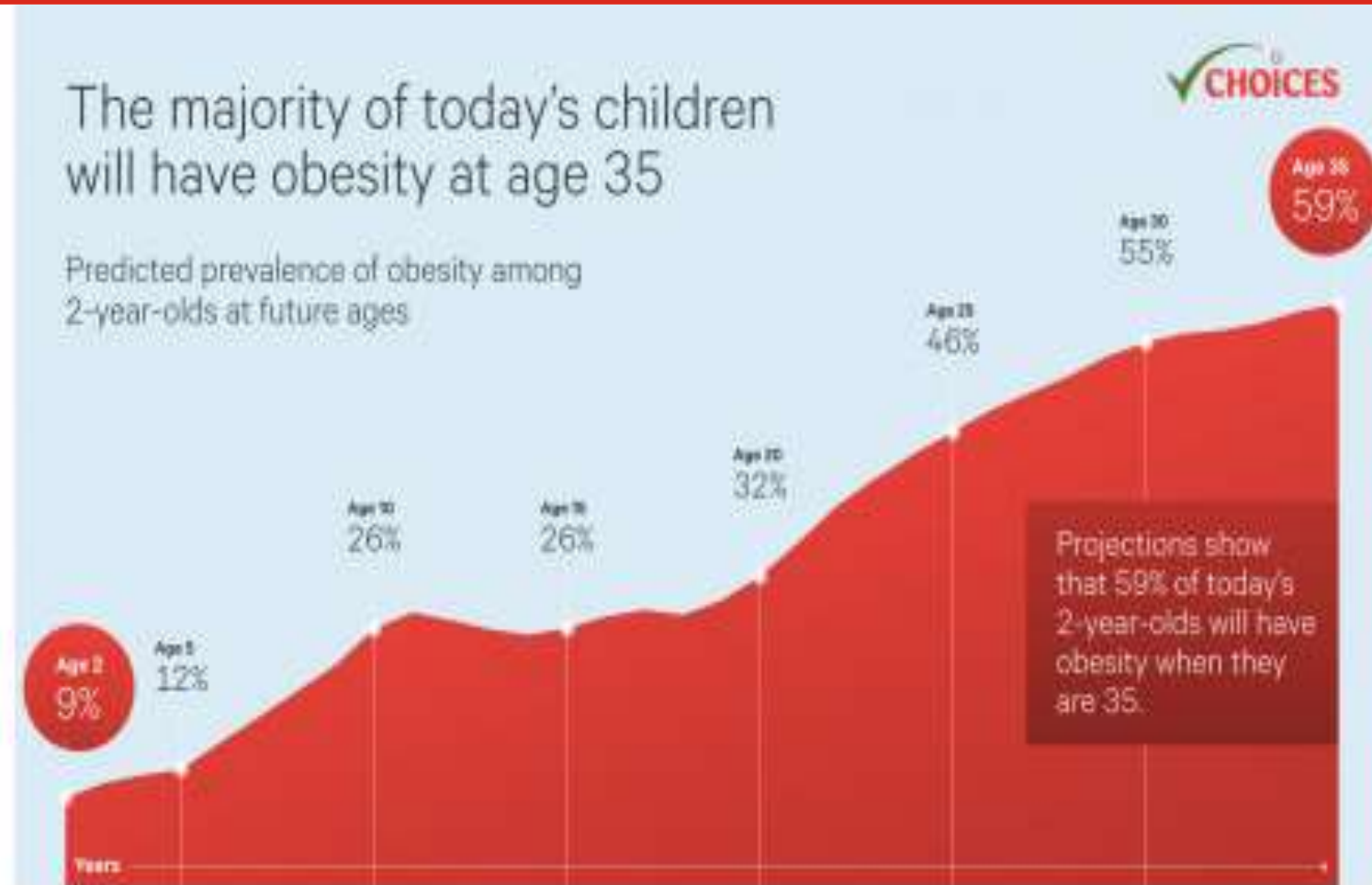
<https://www.worldobesity.org/data/>

Childhood Obesity Increasing Worldwide

- Number obese children ages 5-19 increased 10x from 1975-2016
- Obesity in girls increased from .7% (5 million) in 1975 to 5.5% (50 million) in 2016
- Obesity in boys increased from .9% (6 million) in 1975 to 7.5% (74 million) in 2016
- Obesity prevalence was 20% or more in countries around the globe in Polynesia and Micronesia, the Middle East and north Africa, the Caribbean, and the USA

Source: NCD Risk Factor Collaboration, *Lancet*, 2017, 390, 2627-2642.

Projections of Obesity at Age 35 for Today's Children



Source: Ward et al., *NEJM*, 2017, 377, 2145-2153.

Adult Risks Associated With Childhood Obesity

- Obesity (70% of children continue to be obese in adulthood)
- Heart disease
- High cholesterol
- High blood pressure
- Diabetes
- Sleep apnea
- Cancer
- Behavioral health issues resulting from discrimination and stigma

Causes of Obesity

- Environment
 - Television commercials promoting unhealthy foods
 - Demotion of importance of physical activity in schools & communities
 - Eating outside the home with high calorie & large portion sizes
 - Abundance of sugar beverages (e.g., soda and juices)
 - No ads promoting healthy eating and physical activity
 - A global food system that produces more processed, affordable and effectively marketed food

Food Environment



Causes of Obesity

- Lack of Physical Activity
 - Growing use of computers
 - Television watching and other sedentary activities
 - Lack of physical activity in schools
- Hereditary and Family
 - Estimates that heredity contributes 2-25% for the risk of obesity
 - Learned behaviors from parents are major contributor

Causes of Obesity

- Dietary Patterns
 - Average number of calories increased significantly (“super size”, “all you can eat” portions)
 - Decrease in healthy nutrients needed in healthy diet
 - Drinking too many sugar-sweetened beverages
 - Eating too few fruits and vegetables
- Socioeconomic Status
 - Lower income children and adults at greater risk of obesity
 - Lower education levels at greater risk of obesity



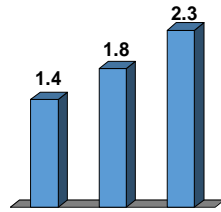
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change”.

Institute of Medicine

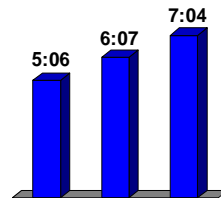


Environment and Obesity

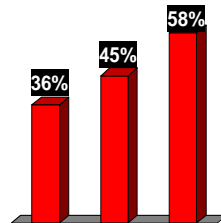
Millions of
Person-Miles
in
Automobiles,
1970-1990



Hours of TV
Viewed Daily
1960-1992



Percent of
Workforce in
Sedentary
Occupations
1950-1996



■ Suburbs disconnected
and pedestrian-unfriendly

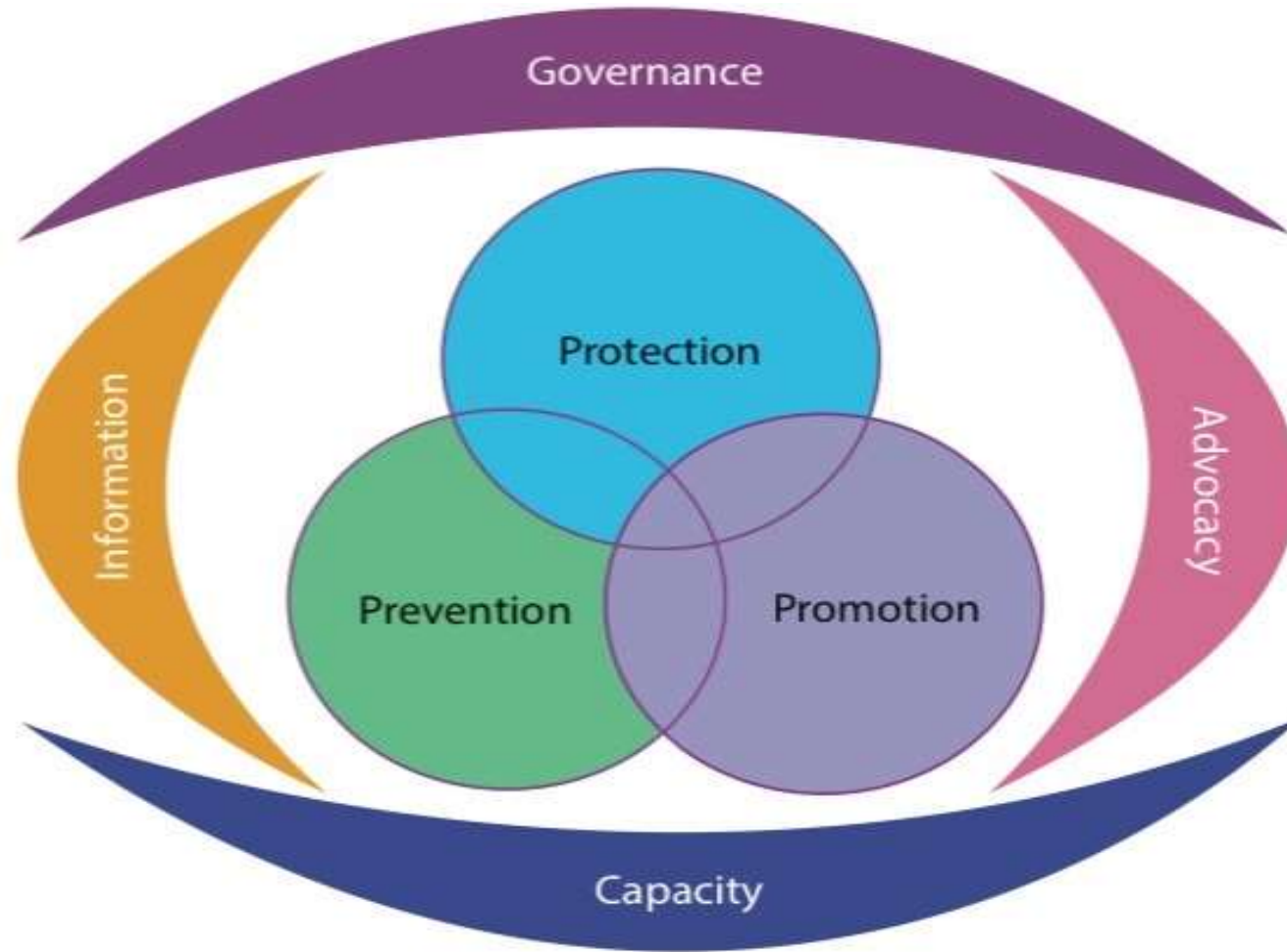


Our environment discourages physical activity!

Obesity is Preventable (But It is Hard)

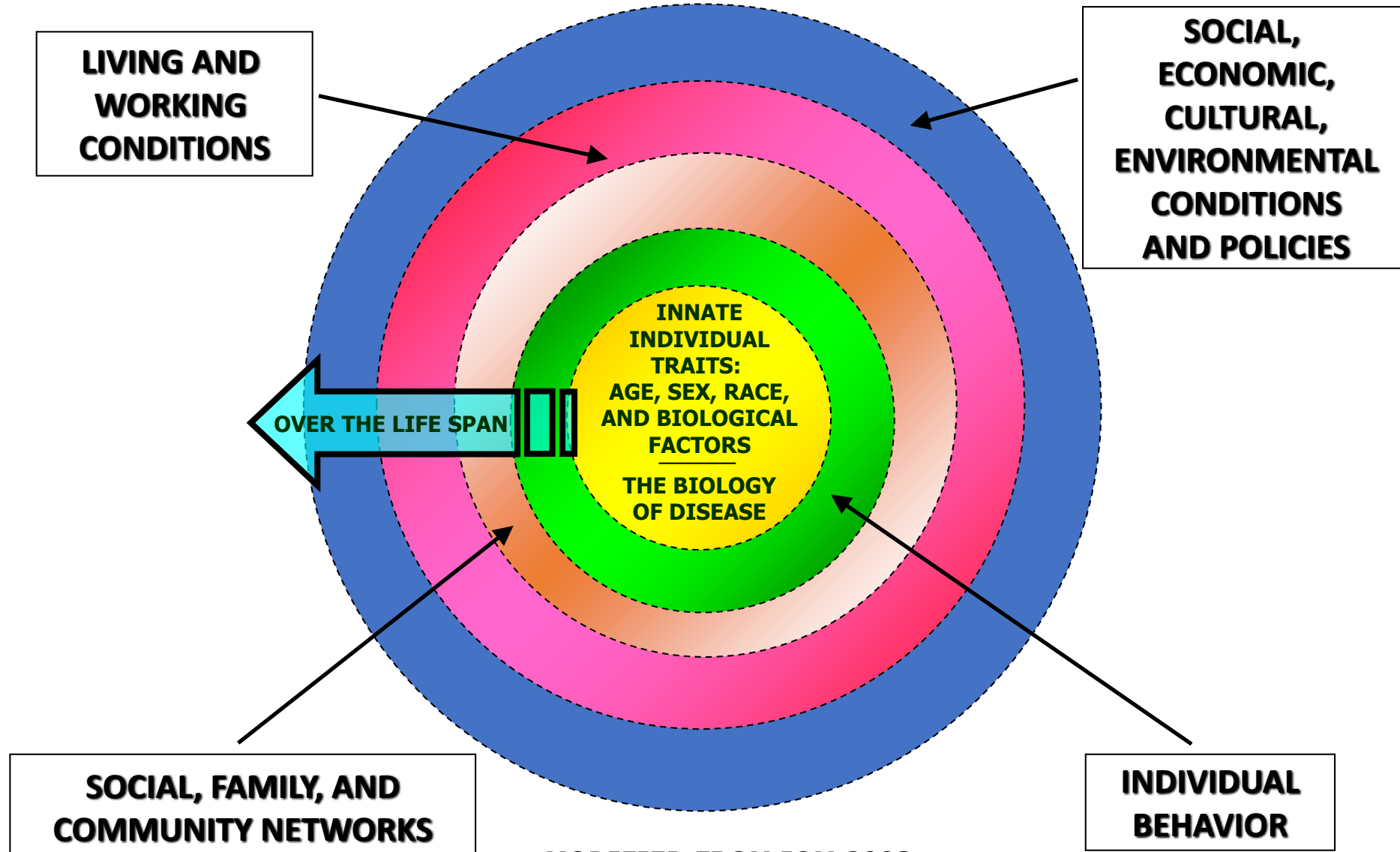
- Need a multi-sector, multi-component approach
- No one intervention in a single sector will produce lasting behavior change
- Need consistent reminders and messages, including use of social media
- Need a shared accountability approach from all sectors
- Need to consider social determinants of health
- Need policy solutions that produce environment changes that make individual's default decisions healthy
- Need data for ongoing monitoring and improvement

Global Charter for the Public's Health



Source: World Federation of Public Health Associations

Population Approach to Health



MODIFIED FROM IOM 2003

Interventions to Address Childhood Obesity

- Multisector environmental approach needed to support culture change in healthy eating and physical activity
 - Day care
 - Schools
 - Primary care
 - Community (built environment, food portions, farmer's markets, etc.)
 - Social marketing
 - Workplace

Healthy Active Multnomah County (Oregon) Action Plan

Place-based, healthy environments

- Schools
- Retail
- Worksites
- Health care
- Senior centers
- Parks & recreation facilities
- Faith-based



Strategies:

- Farm to institution partnerships
- Facility improvements
- Nutrition standards
- Product placement and marketing
- Electronic benefit access

Promote Local, Safe & Healthy Food

- Sustainable food service
- Nutrition standards for schools, jails, parks & recreation
- Worksite Wellness Policy Initiative: public and private employers
- Faith-based activities
- Health care settings



Promote Community Wide Media & Education

→Healthy Active Multnomah County: “It Starts Here Campaign”

→KGW Media Group-Live Well

→Univision Partnership



Examples of Government Entities with Sugar-Sweetened Beverage (SSB) Tax

- Mexico implemented 10% SSB excise tax in 2014: reduced purchases SSB by 7.6% in first two years.
- Philippines implemented SSB tax in 2017; about 14% increase in price; plan to spend \$ on healthcare (including dentistry)
- South Africa implemented SSB tax in 2018; 11% increase in price for soda can



Chile Takes on the Food Industry to Fight Obesity

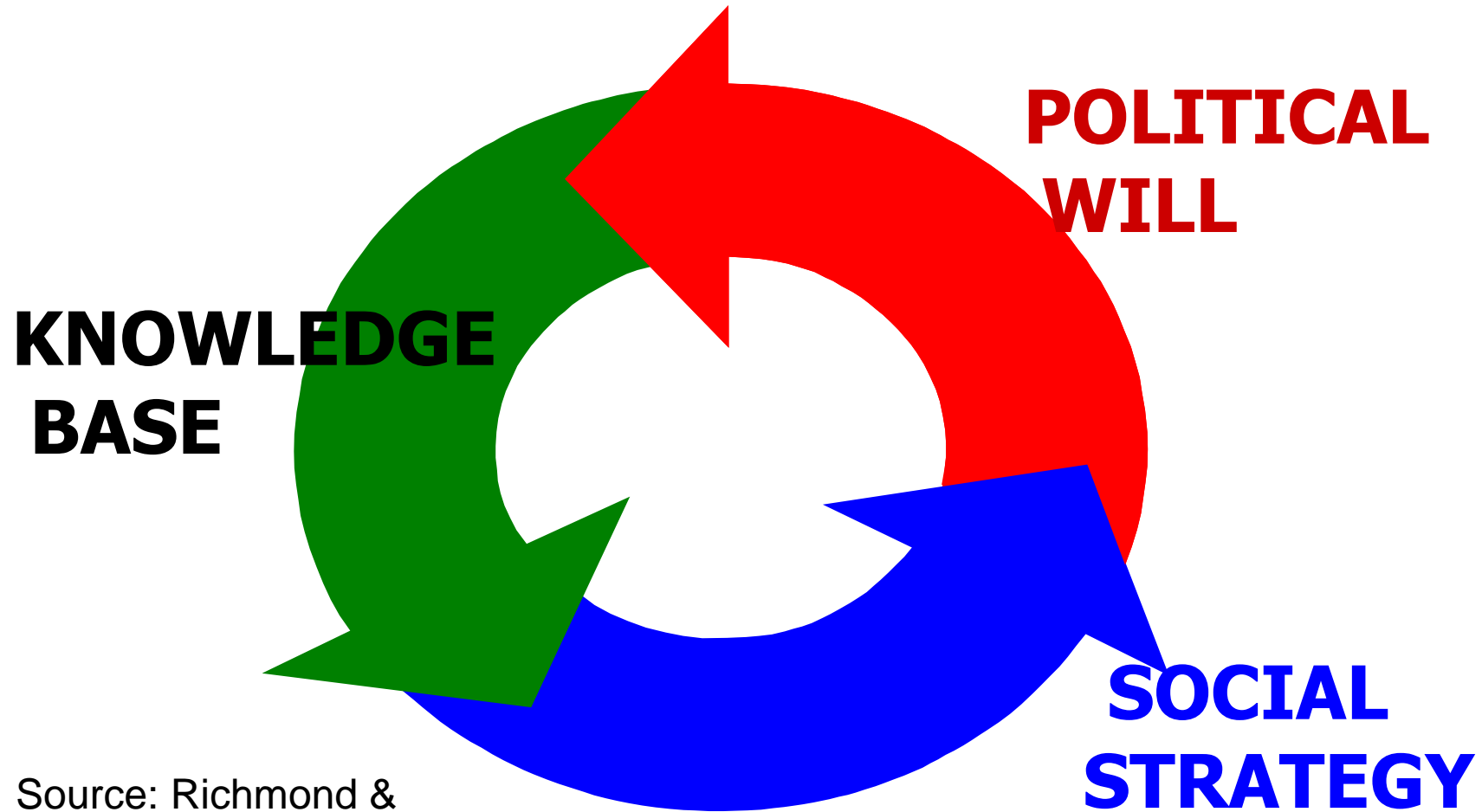
- Chile in 2016 passed laws to prevent obesity by
 - Implementing food marketing restrictions (e.g., no ads for junk food on TV, radio and in movie theaters from 6 am to 10 pm)
 - Mandating packaging redesigns (e.g., remove iconic cartoon characters from sugary cereal boxes)
 - Implementing new labeling rules
- Chile's President Michelle Bachelet states: "Sugar kills more people than terrorism and car accidents combined...It's the poison of our time."



Estimates of Intervention Reach, Costs and Health Care Costs Saved Per \$1 Spent, 2015-2025, United States

Intervention	Reach in millions	Per year cost in \$ millions	Health care costs saved per \$1 spent
SSB excise tax	306	47.6	\$30.78
Restaurant menu calorie labeling	306	95.5	\$ 5.90
Elimination of tax subsidy for advertising unhealthy food	72	0.82	\$32.53
Nutrition standards for school meals	28	1,112	\$ 0.42
Nutrition standards for all other food and beverages sold in schools	45	22.3	\$ 4.56
Improved early care and education policies and practices	1.2	76.0	\$ 0.04
Increased access to bariatric surgery	<5000	30.3	-----

Shaping Effective Health Policy



Source: Richmond &
Kotelchuck, 1983

“Never doubt that a small group of thoughtful citizens can change the world. Indeed, it’s the only thing that ever has.”

Margaret Mead

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