

States as Game Changers

Kelly D. Brownell, Ph.D.
Yale University



RUDD CENTER

FOR FOOD POLICY
& OBESITY



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Agenda

Domestic and world context

Causes and explanations

Creating better defaults

Areas of opportunity for states

Public Policy Priorities

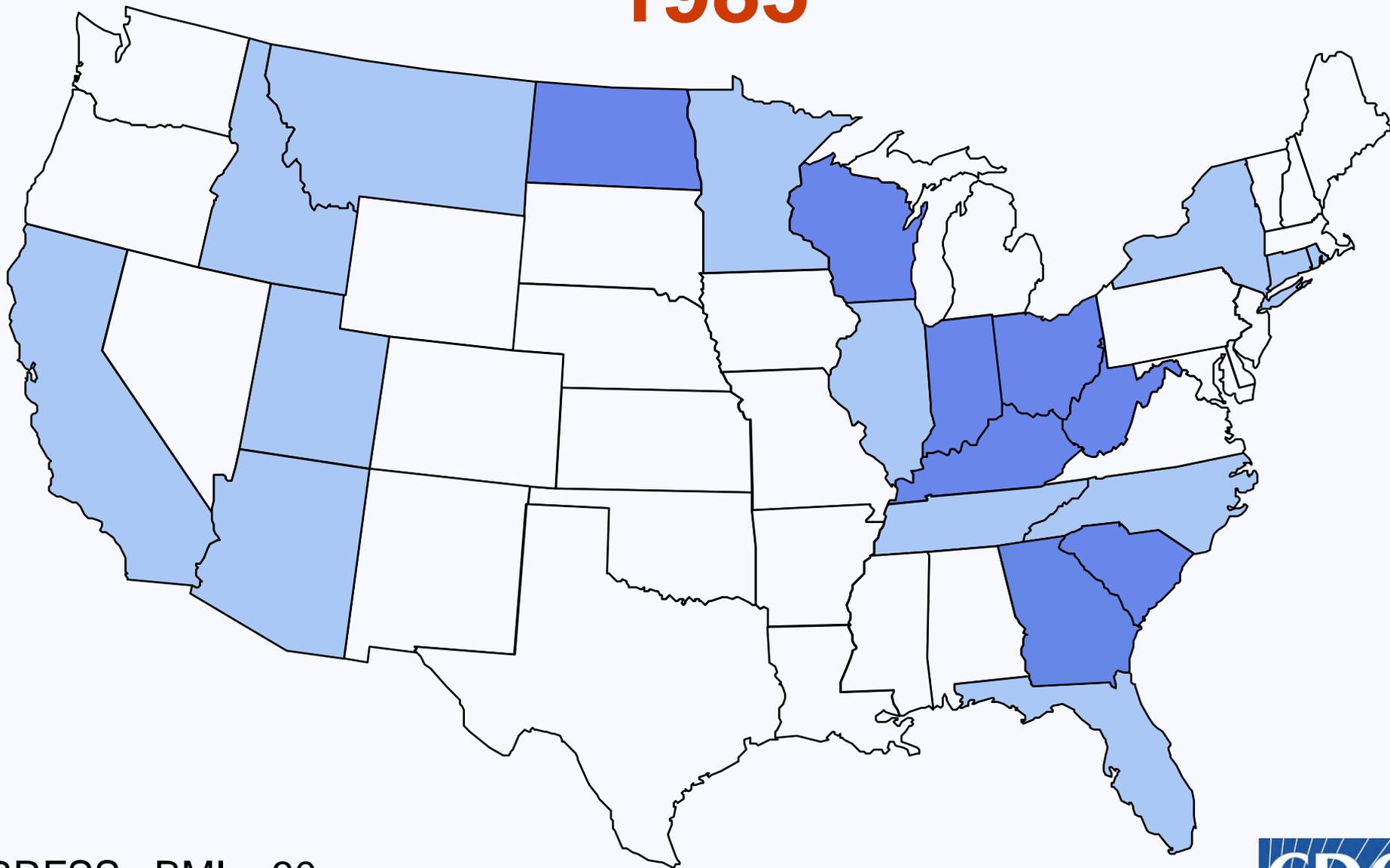
- Protect children
schools
marketing
- Consumers Right to Know
menu labeling
package information
- Change food economics
access
taxes

What Is Government's Role?

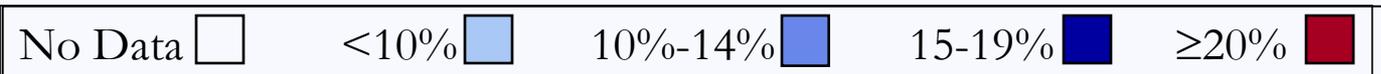
Legislation & Regulation?

Education?

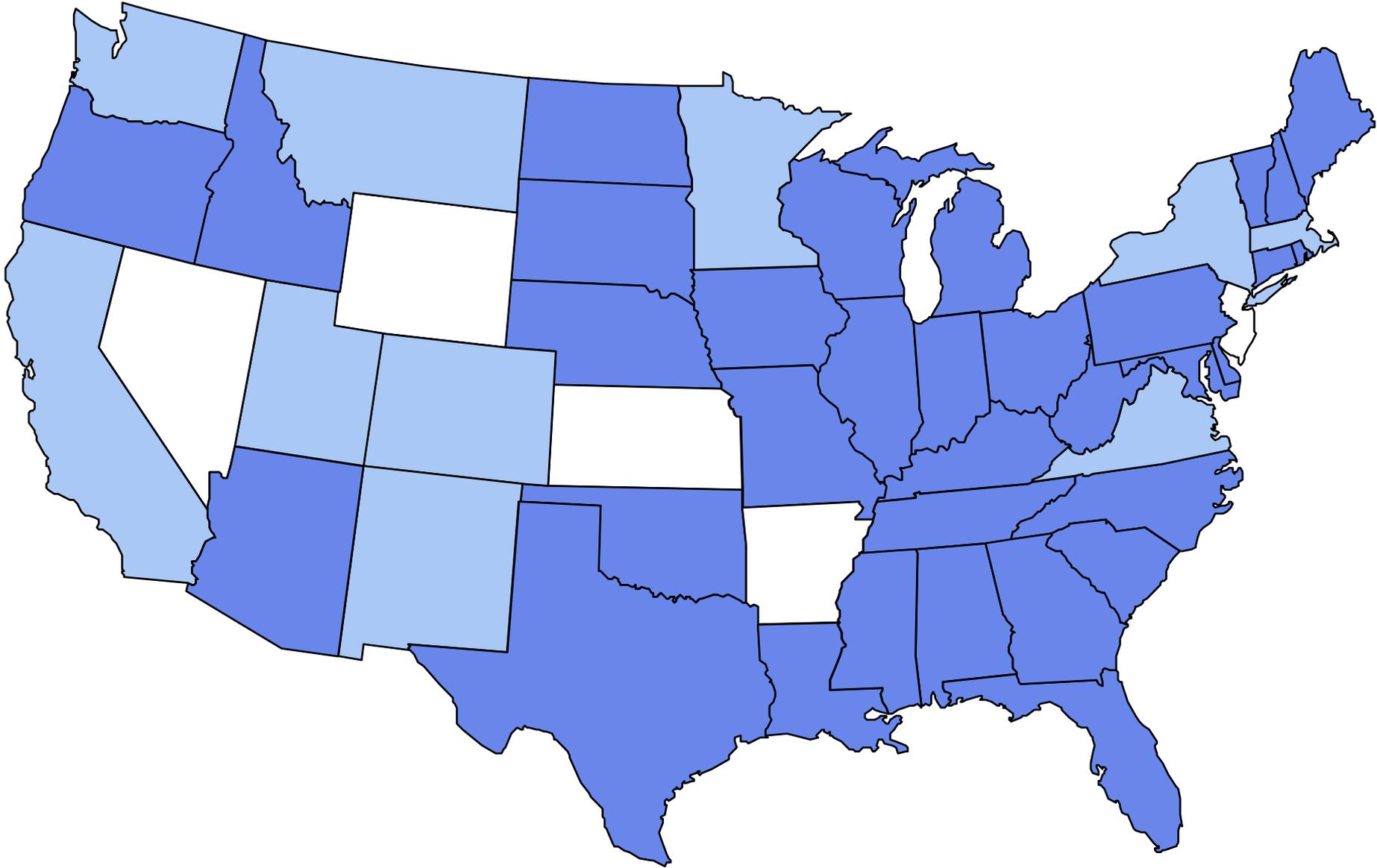
1985



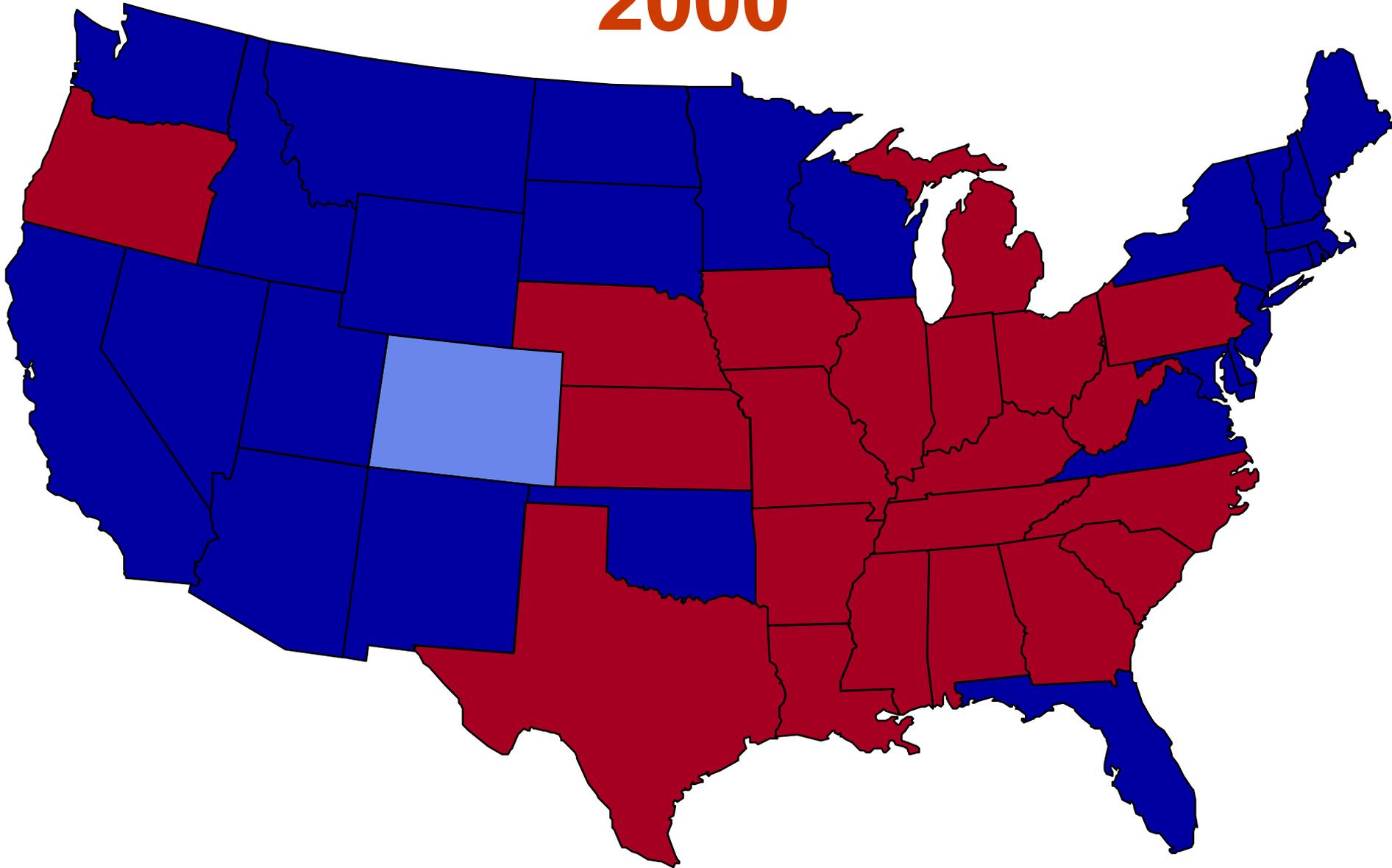
BRFSS, BMI \geq 30



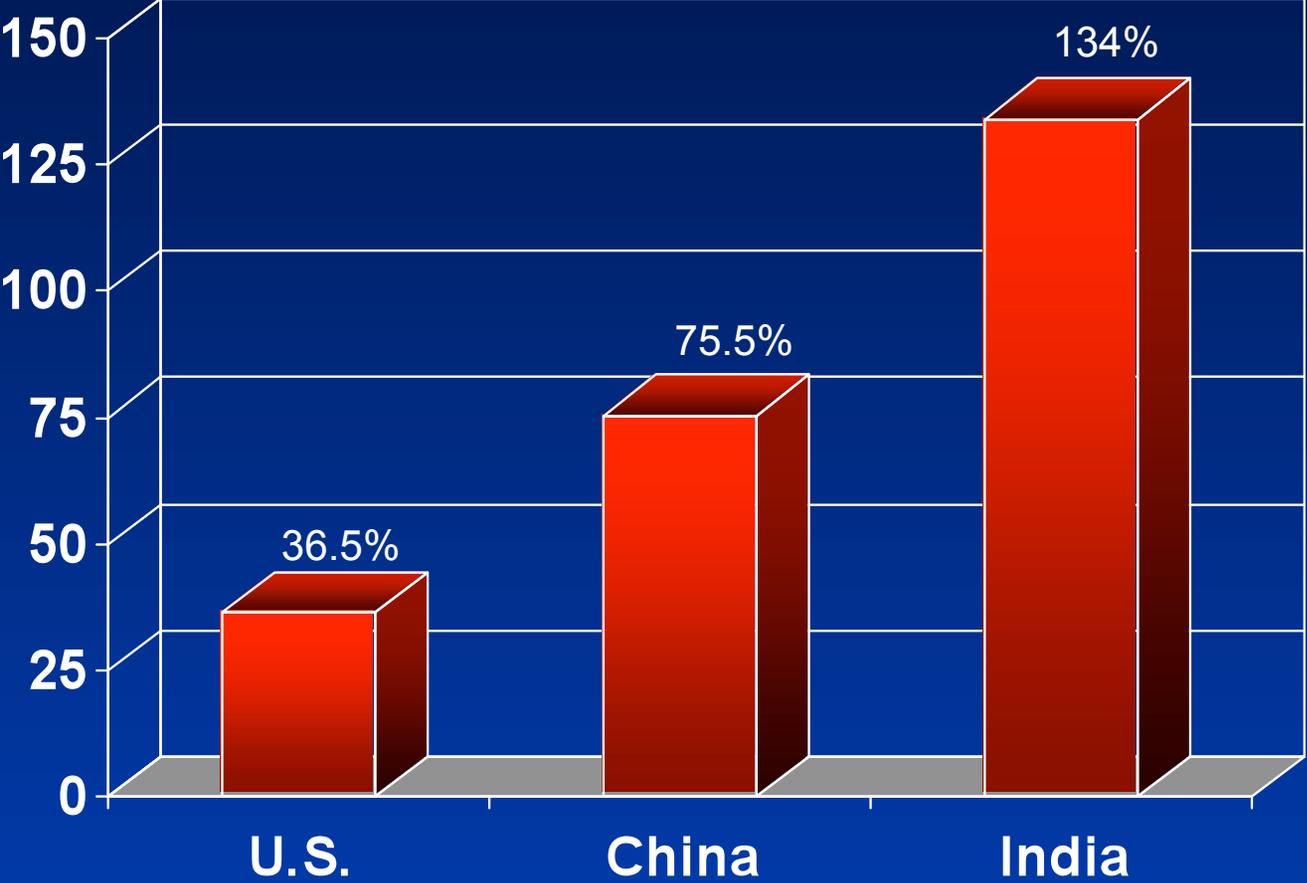
1990



2000



Projected % Increase in Diabetes, 2000 - 2030



Yach, Stuckler, Brownell
Nature Medicine, 2006

**What Has Gone
So Horribly Wrong?**

**Is There The
Courage to Change?**

Causes

Biology?

Personal irresponsibility?

A toxic environment?

Toxic Environment

Portions

Pricing incentives

Ubiquitous access & poor access

Food processing

Marketing

Can You Identify This Food?

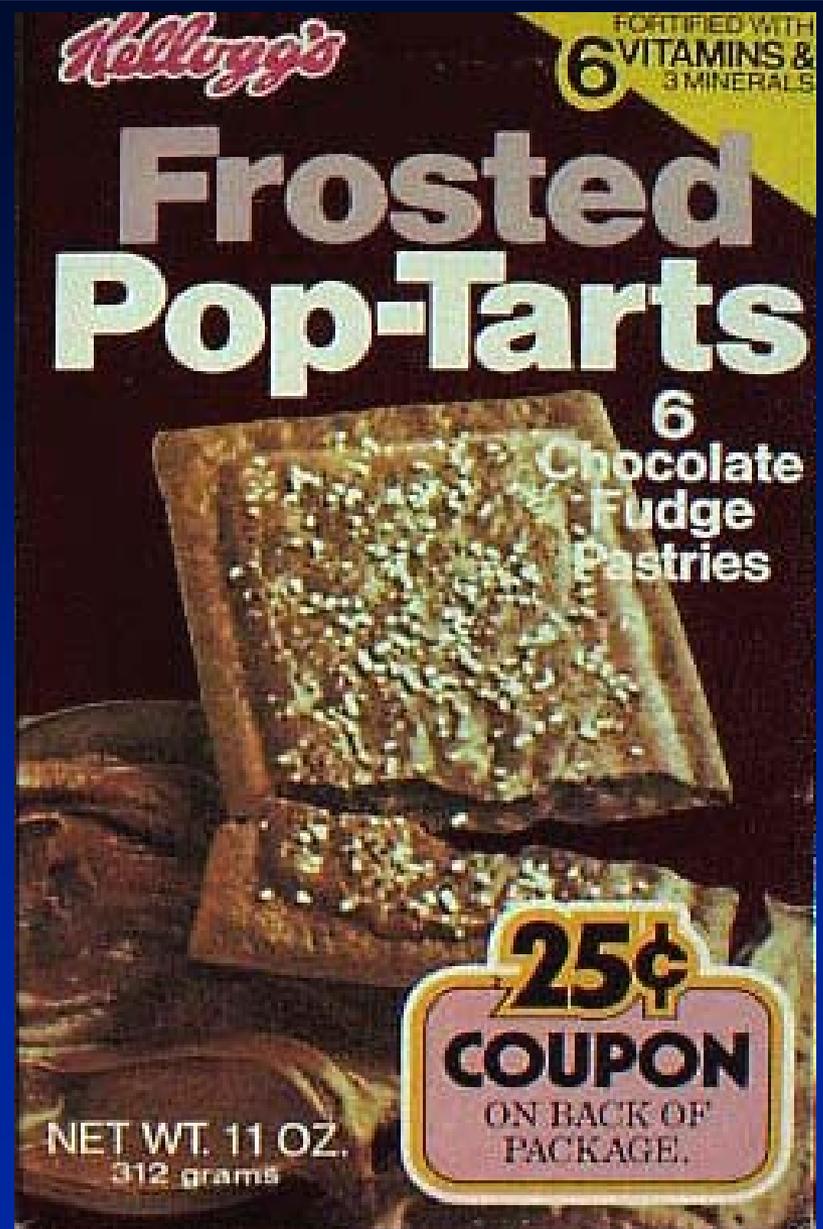
Fudge filling (dextrose, sugar, crackermeal, corn syrup, dried whey, high fructose corn syrup, partially hydrogenated soybean oil, corn starch, milk chocolate [sugar, whole milk powder, cocoa butter, chocolate liquor], cocoa treated with alkali, natural and artificial flavor, salt, egg whites, xanthan gum, soy lecithin), enriched wheat flour, partially hydrogenated soybean oil, sugar, brown sugar, high fructose corn syrup, semisweet chocolate chips (sugar, chocolate liquor, cocoa butter, dextrose, soy lecithin), salt, leavening (baking soda, sodium aluminum phosphate), natural and artificial flavors, molasses, nonfat dry milk, caramel color, mono- and diglycerides, sodium stearoyl lactylate, diacetyl tartaric acid esters of mono-and diglycerides, gelatin, soy lecithin, yellow #6 lake, blue #2 lake, red #40 lake, yellow #5 lake, niacinamide, reduced iron, vitamin A palmitate, pyridoxine hydrochloride (vitamin B6), riboflavin (vitamin B2), thiamin hydrochloride (vitamin B1), and folic acid.

What Is This?

a food?

chemical soup?

a controlled substance?

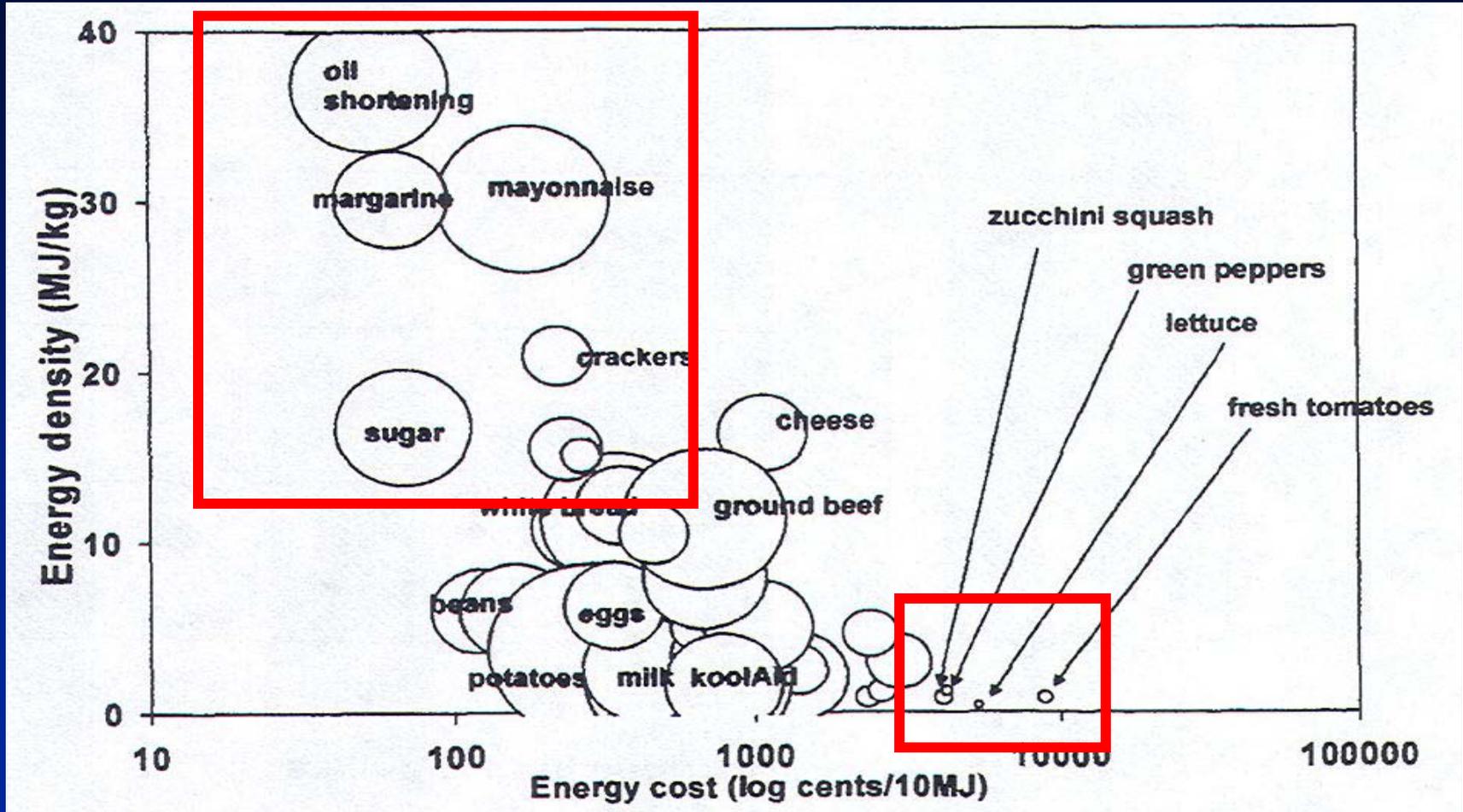




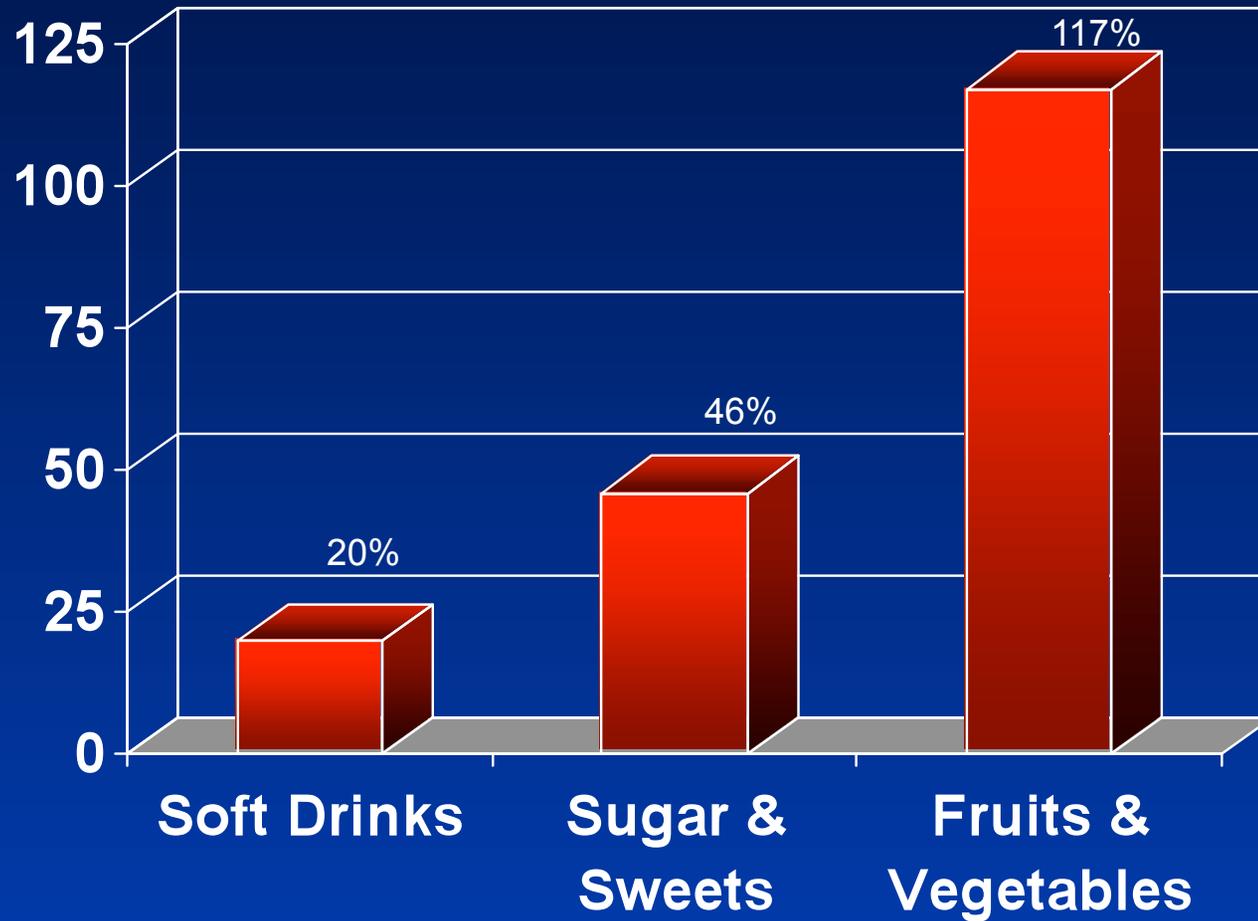




The Cost of Calories

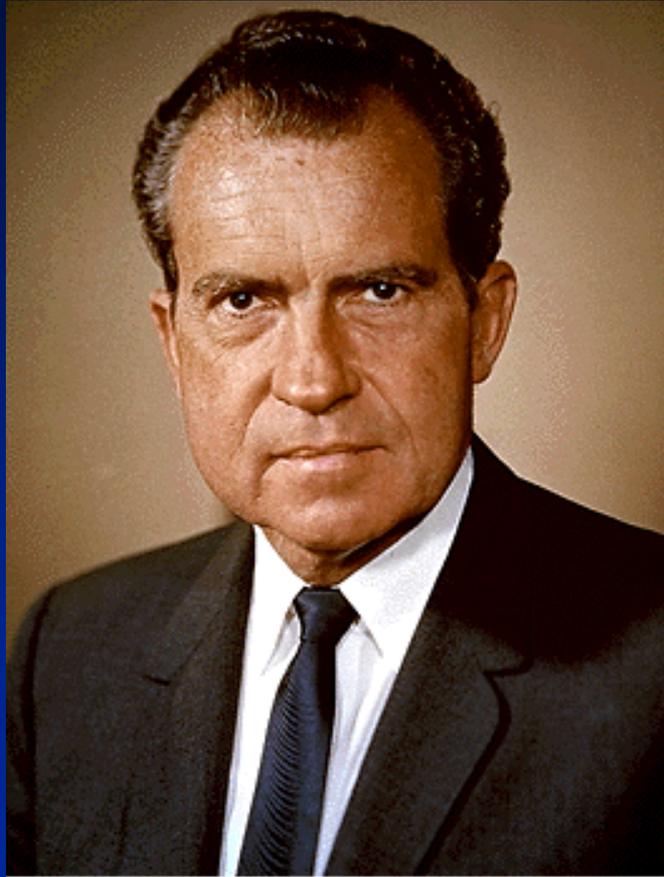


% Increase in Costs from 1985-2000



Putnam et al.
Food Rev, 2002

Once upon a time, in 1973, two men...

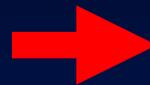


Richard Nixon
37th President



Earl Butz
Secretary of Agriculture

Lower
Costs



Marketing and Labeling

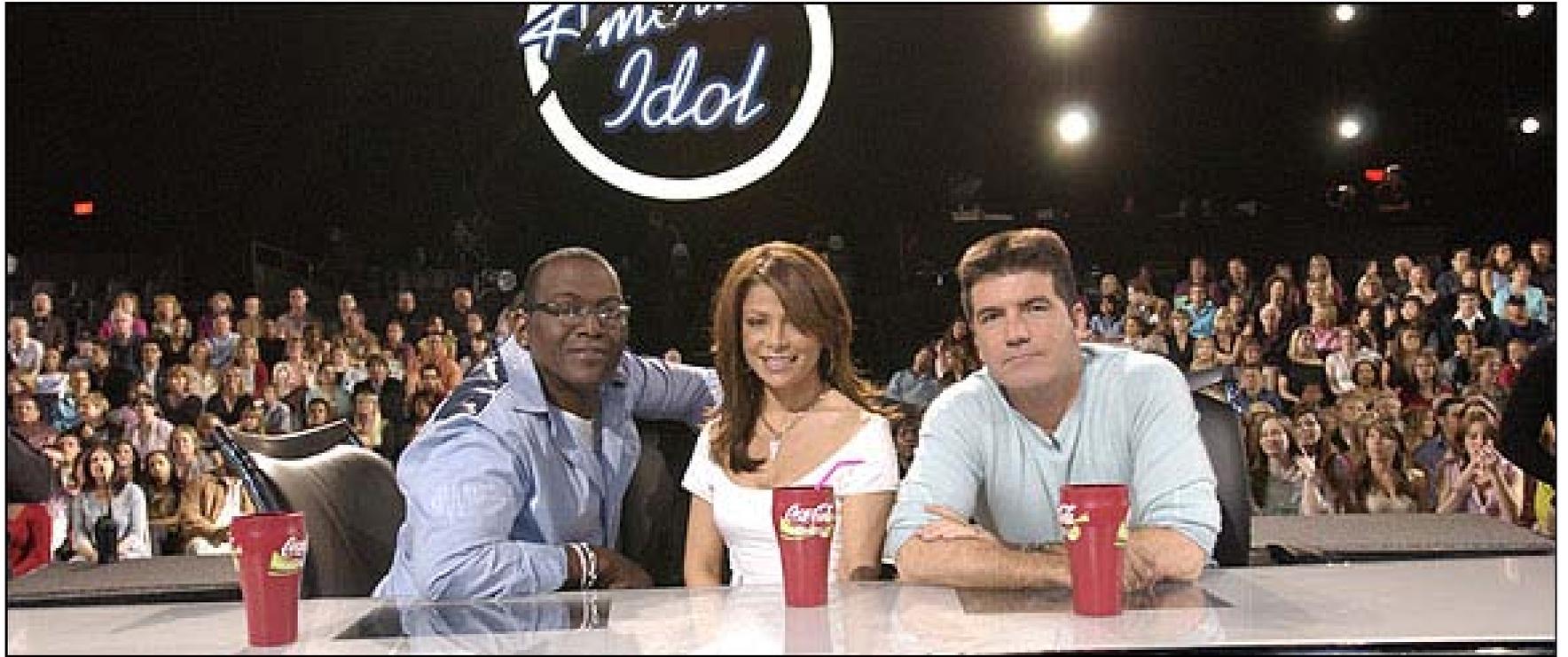
Traditional Marketing

+

Guerilla Marketing

Viral Marketing

Stealth Marketing



**RWJF \$100
million/yr
vs.
Child
Marketing**



January 4!

January	February	March
April	May	June
July	August	September
October	November	December



General Mills

with **Whole Grain Guaranteed**



Nutrition Highlights

Calories	Total Fat	Sodium	Sugars	Calcium	Vit. D
130	0.5g	220mg	10g	100mg	40 IU
25%	1%	4%	20%	20%	10%

GOOD SOURCE OF

CALCIUM & VITAMIN D

Crispy, Sweetened **WHOLE WHEAT** and **RICE** Cereal

Cinnamon Toast Crunch

ENLARGED TO SHOW DETAIL

REAL CINNAMON & SUGAR
in EVERY BITE!



RACERS

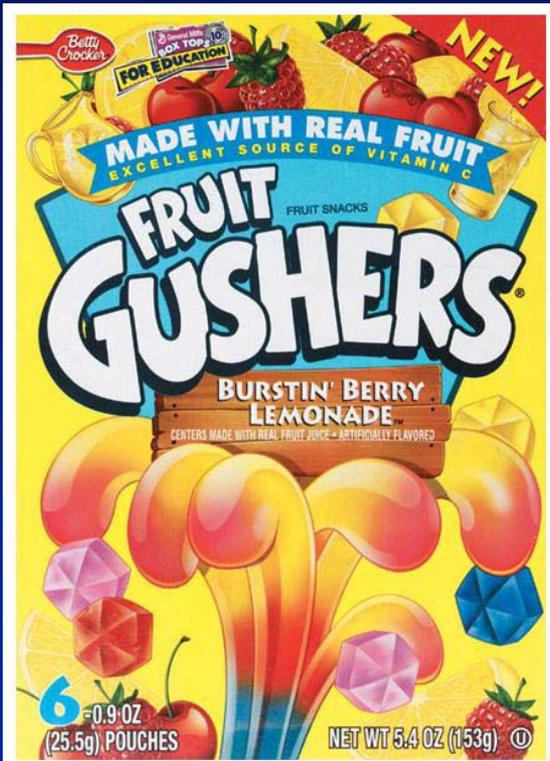
GET YOURS **INSIDE**



UD

NET WT 1 LB 1 OZ (17 OZ) (481g)

“Better for You” Foods



Kellogg's

Each 3/4 cup (31g) serving provides these percentages of the GDA based on a 2,000 calorie diet.

Calories	Total Fat	Sodium	Sugars	Vitamin A	Vitamin C
120	1g	150mg	12g	1250IU	15mg
6%	2%	6%	*	25%	25%

See side panel for more information.

COCOA KRISPIES

CHOCOLATEY,
SWEETENED RICE
CEREAL



NOW HELPS SUPPORT YOUR CHILD'S
IMMUNITY

25%
DAILY VALUE OF
ANTIOXIDANTS
& NUTRIENTS
VITAMINS
A, B, C & E

NET WT. 16.5 OZ. (1 LB. 0.5 OZ.) (467g)

ENLARGED TO
SHOW TEXTURE



TM

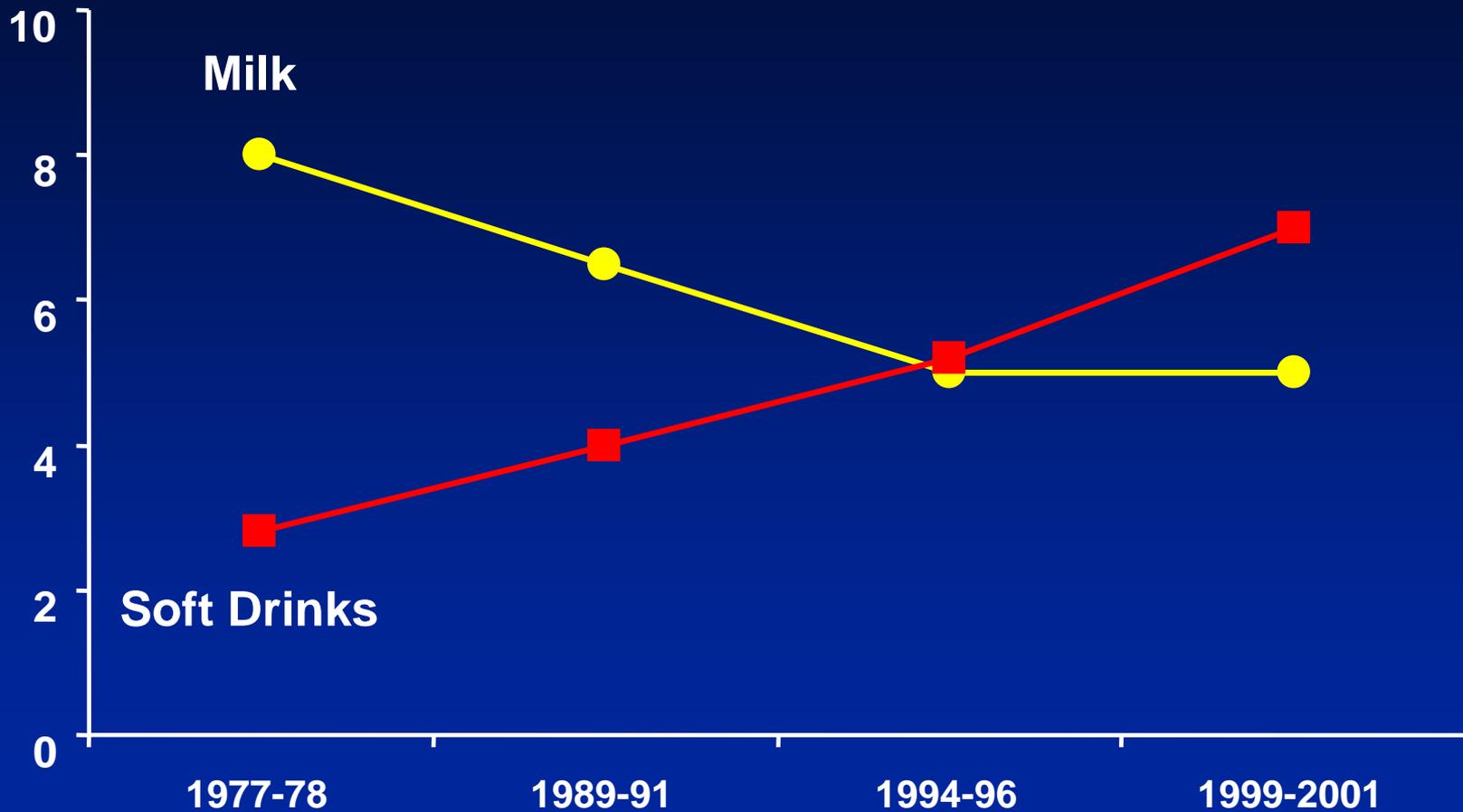
A Special Issue: Sugar Sweetened Beverages

- 1) Marketed relentlessly**
- 2) Clearly linked to obesity**
- 3) Clearly linked to diabetes**
- 4) The single greatest source of added sugar in the American diet**

The World's Most Valuable Brand?



% Calories Per Day From 2 Beverages



Key Problems with SSBs

Top source of added sugar

Poor calorie compensation

Caffeine, sugar & addiction

First, A Guiding Philosophy

Changing Defaults



Upstream Metaphor

Public health works here



Medicine works here



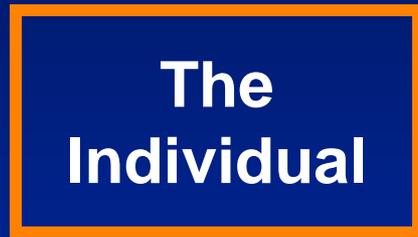
How Best to Make Change?

Educate → Knowledge

Medicate

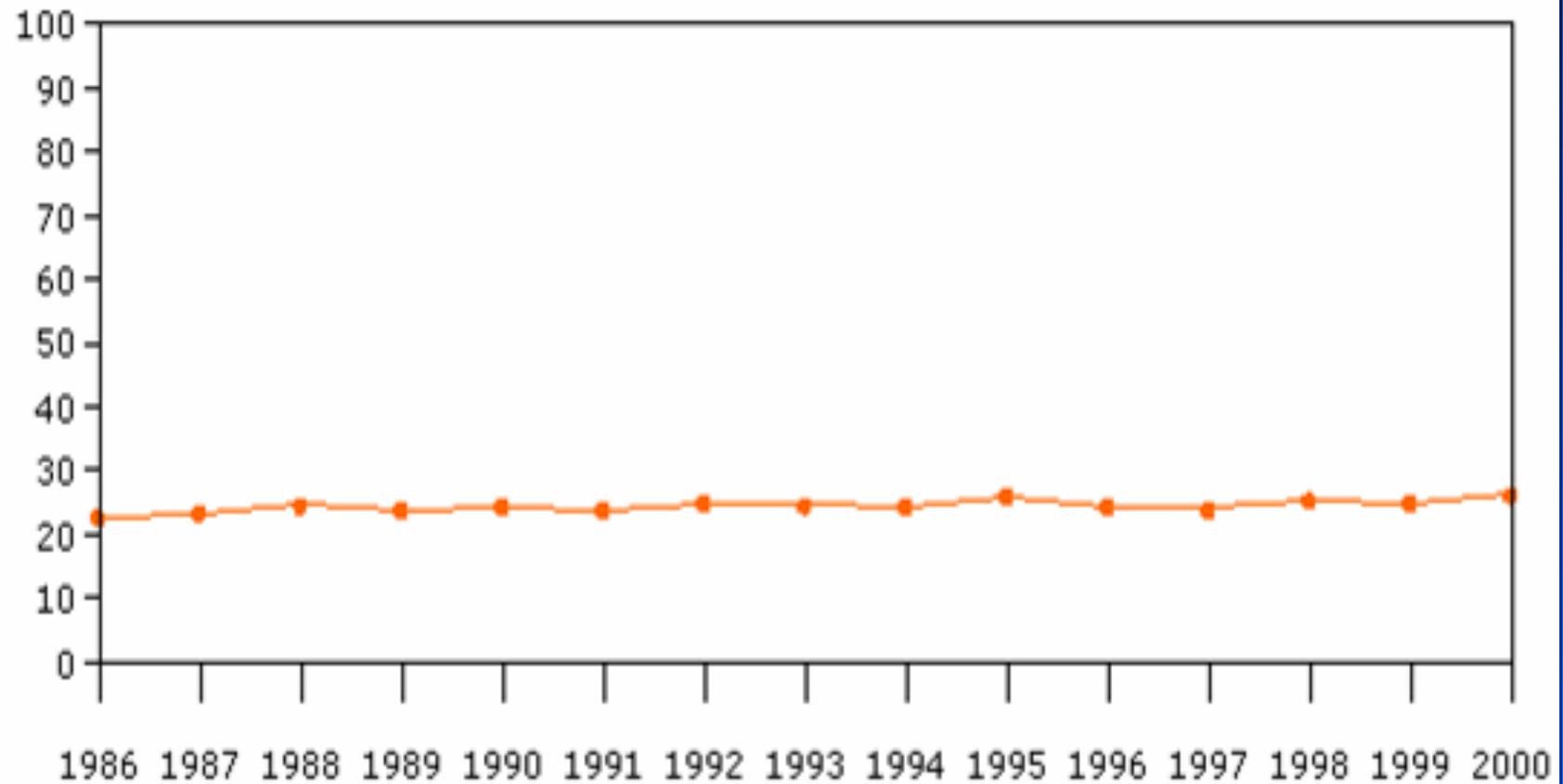
Operate

Implore → Motivation



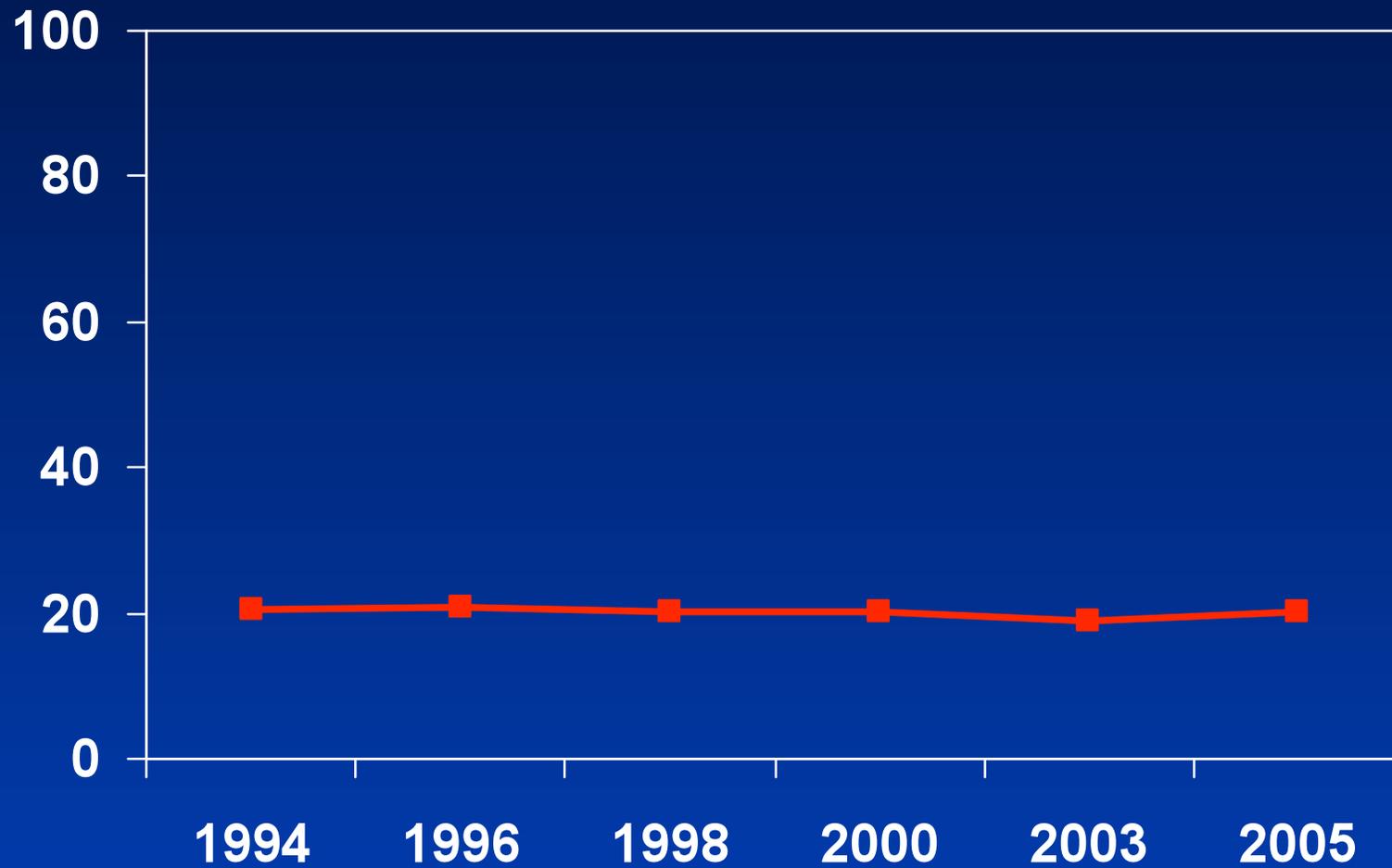
Less Obesity?

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



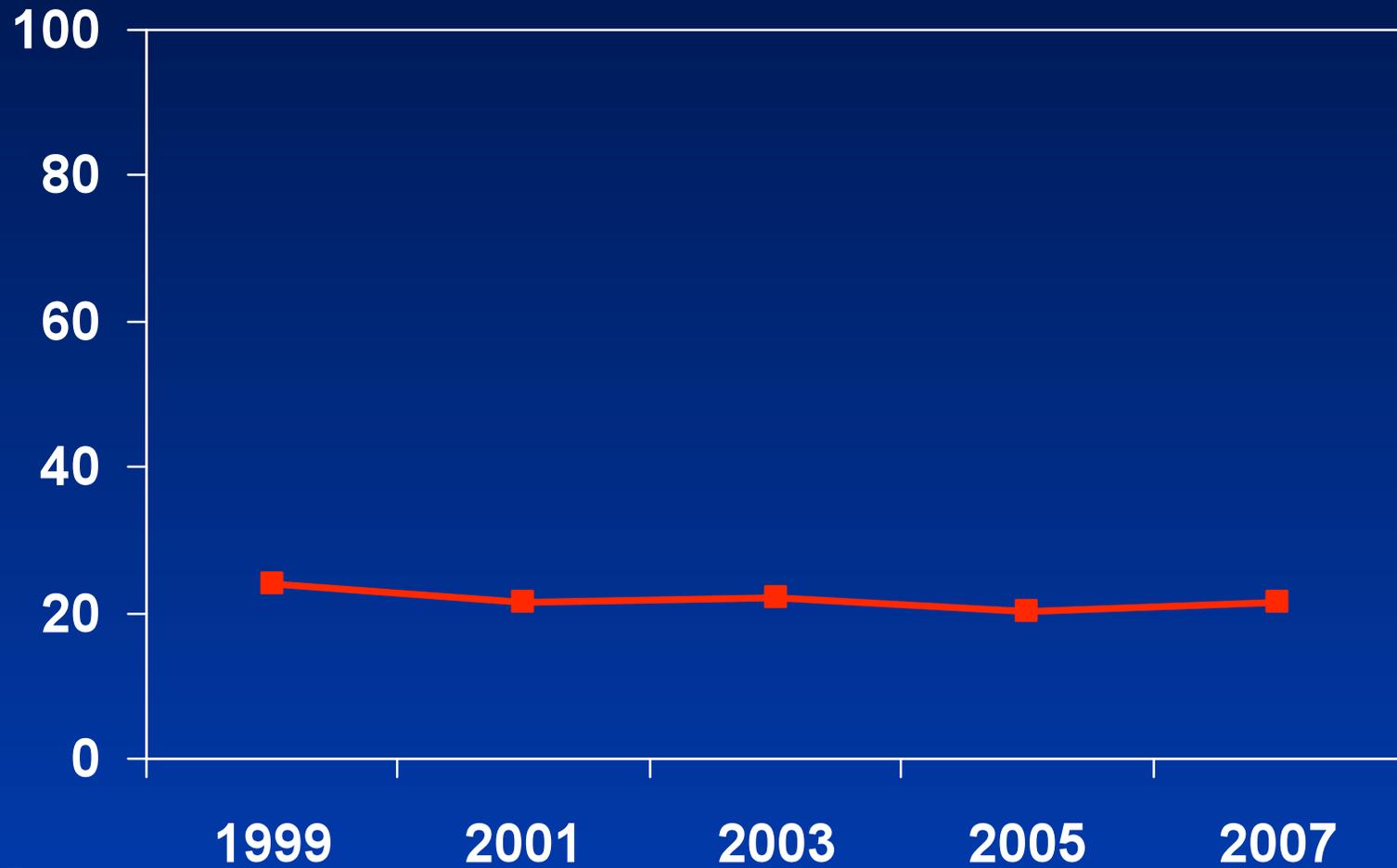
CDC, BRFSS

% of US Adults Getting Recommended Fruit & Vegetable Servings



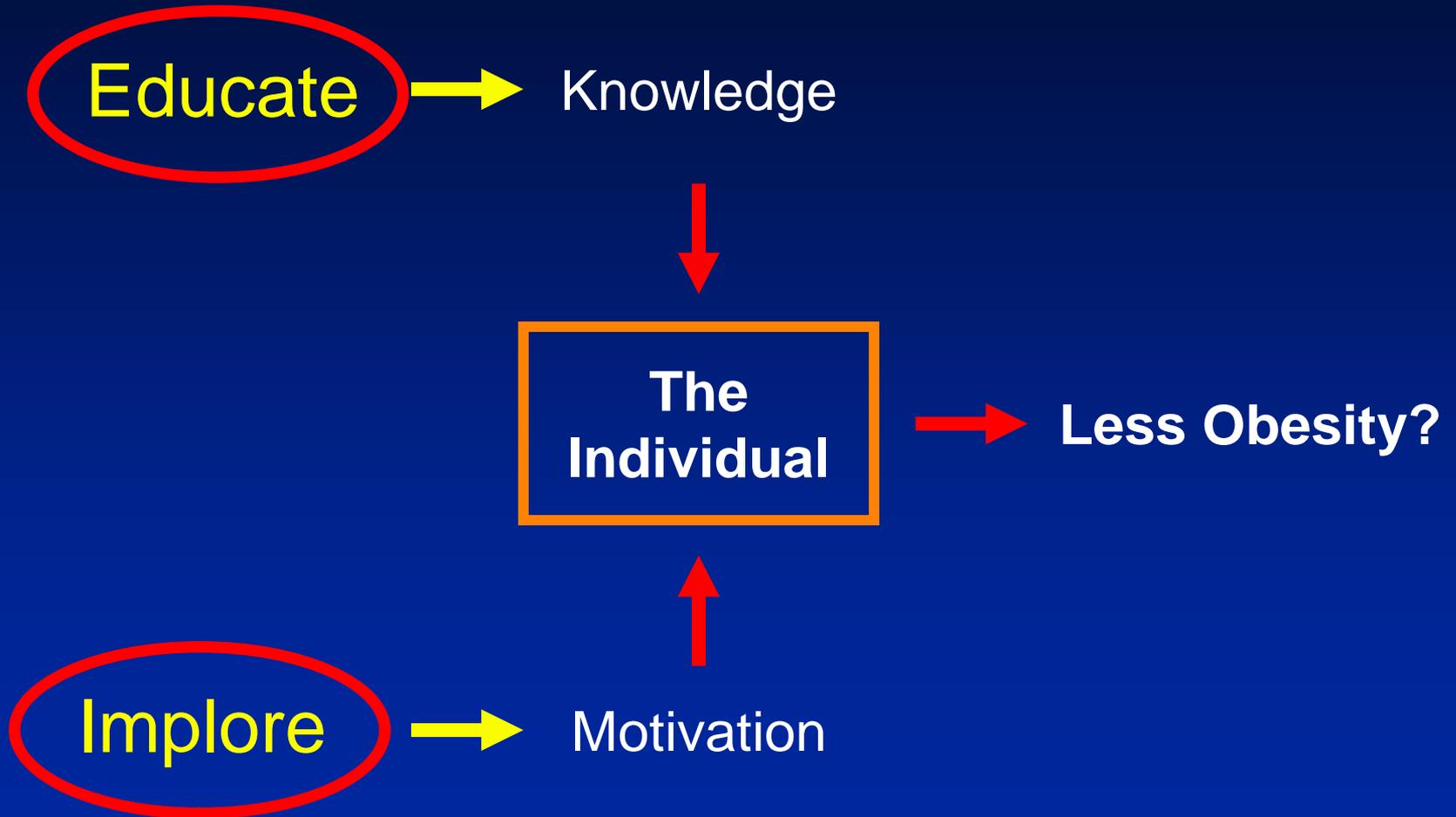
NHANES

% of US Children Getting Recommended Fruit & Vegetable Servings



Youth Risk
Behav Survey

What Are We Doing Now?



How Best to Make Change?

Educate → Knowledge

Medicate

Operate

Implore → Motivation



→ Less Obesity?

Legislation

Economics

**Optimal
Defaults**

**The
Individual**

Less Obesity?

Regulation

Environment

One Example – Pension Plans

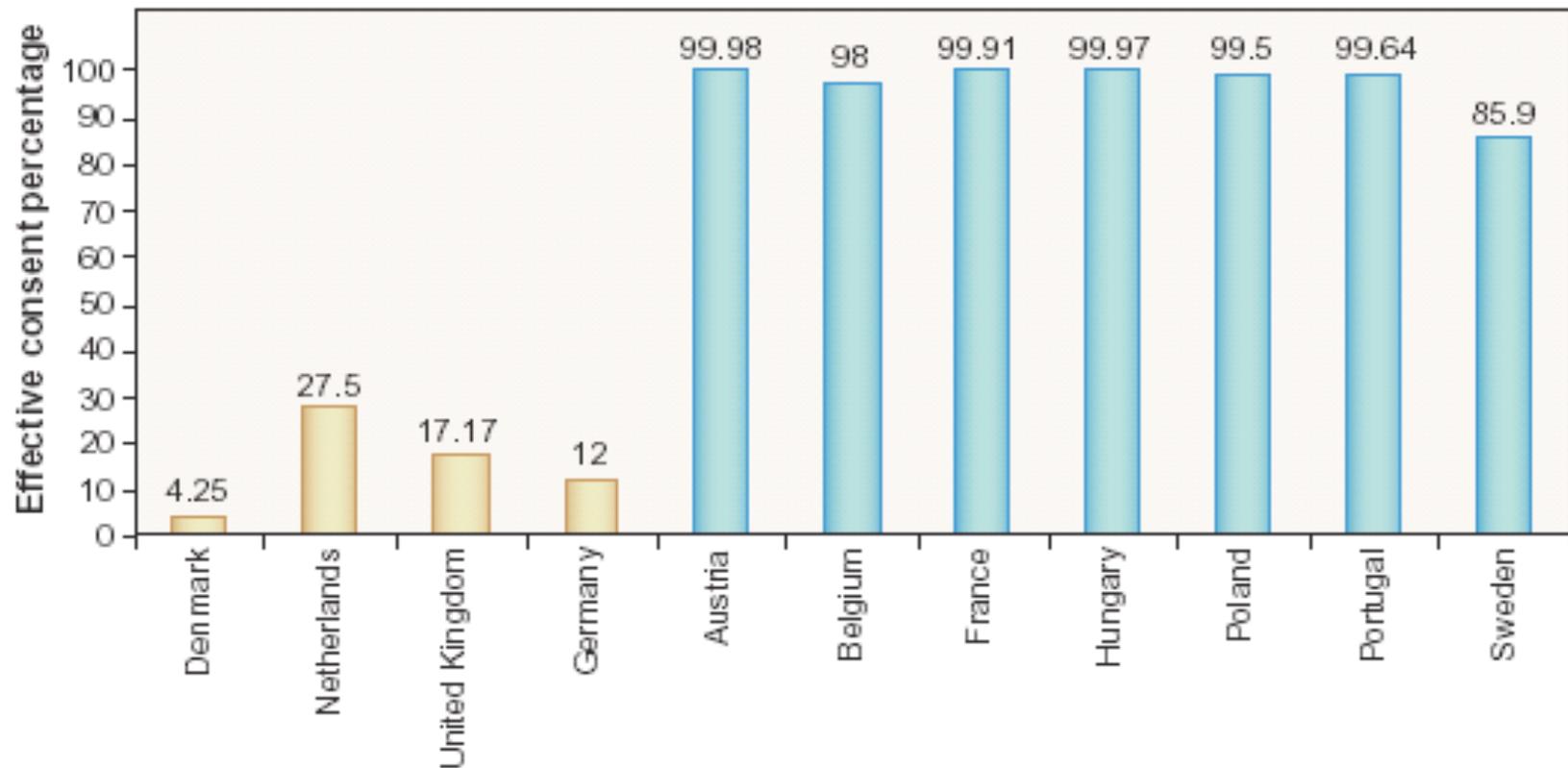
Employee must enroll

< 50%

Automatic enrollment

Near 100%

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?"

Optimal Legal Defaults



Michael Bloomberg
Mayor

Dr. Thomas Frieden
NYC Commissioner of Health



Public Policy Priorities

- Protect children
schools
marketing
- Consumers Right to Know
menu labeling
package information
- Change food economics
access
taxes



The NEW ENGLAND JOURNAL of MEDICINE

Perspective
APRIL 30, 2009

Ounces of Prevention — The Public Policy Case for Taxes on Sugared Beverages

Kelly D. Brownell, Ph.D., and Thomas R. Frieden, M.D., M.P.H.

Sugar, rum, and tobacco are commodities which are nowhere necessities of life, which are become objects of almost universal consumption, and which are therefore extremely proper subjects of taxation.

Adam Smith, *The Wealth of Nations*, 1776

creasing consumption increases risk for obesity and diabetes; the strongest effects are seen in studies with the best methods (e.g., longitudinal and interventional vs. correlational studies); and interventional studies show that re-

The NEW ENGLAND JOURNAL of MEDICINE

HEALTH POLICY REPORT

**The Public Health and Economic Benefits
of Taxing Sugar-Sweetened Beverages**

Kelly D. Brownell, Ph.D., Thomas Farley, M.D., M.P.H., Walter C. Willett, M.D., Dr.P.H.,
Barry M. Popkin, Ph.D., Frank J. Chaloupka, Ph.D., Joseph W. Thompson, M.D., M.P.H.,
and David S. Ludwig, M.D., Ph.D.

Examples of Calls For Reducing Added Sugars & SSBs

Centers for Disease Control

US Department of Agriculture

Institute of Medicine

American Academy of Pediatrics

American Medical Association

American Heart Association

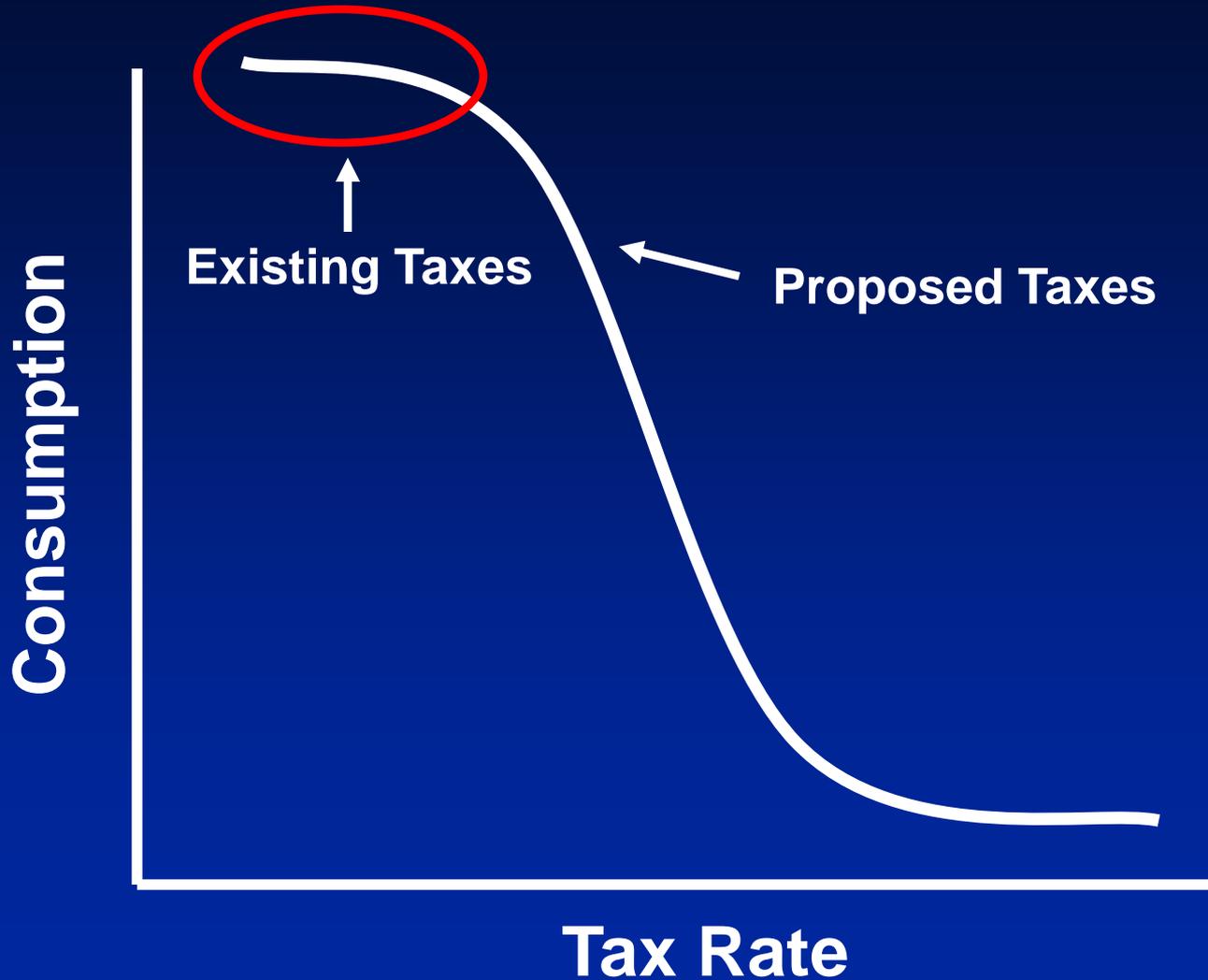
World Health Organization

Centers for Disease Control

A Primary Obesity/Diabetes Strategy

“Reduce intake of sugar-sweetened beverages”

Probable Tax Relationship

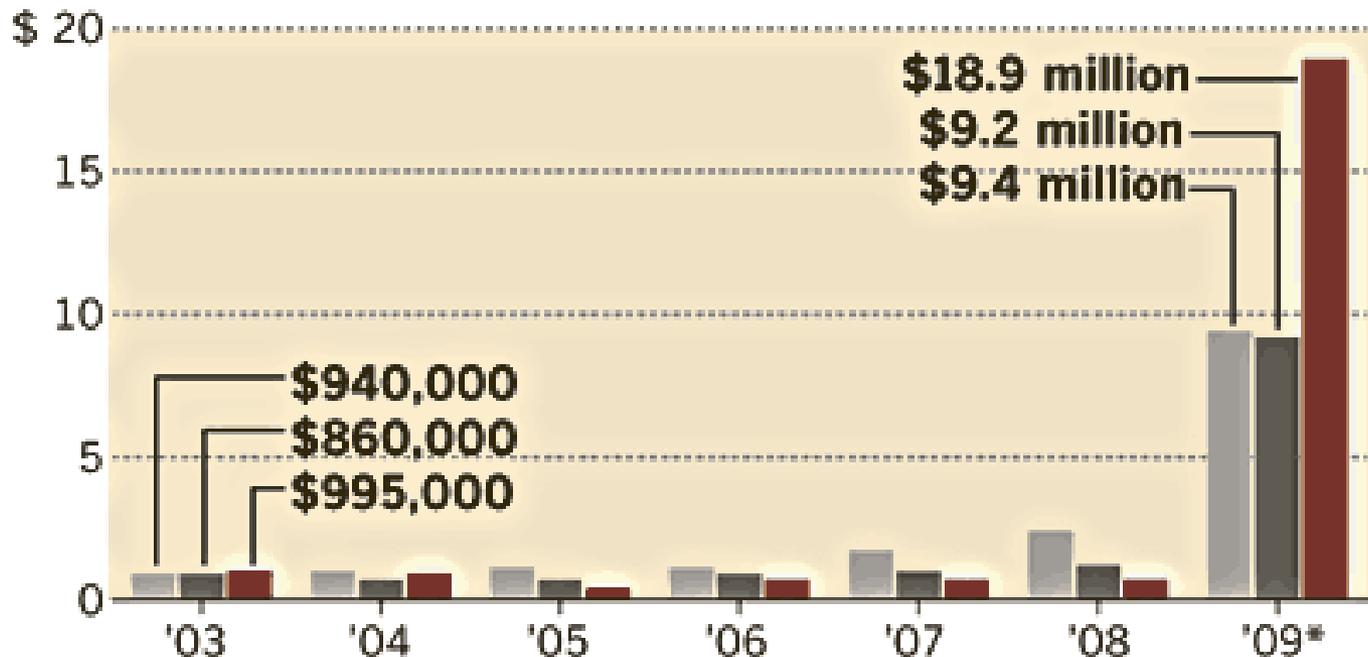


Beverage industry lobbying

As advocates pressed for a federal tax on sugared soft drinks last year, the beverage industry launched an intense lobbying effort against it. Annual amounts spent on lobbying by three major players:

■ Coca-Cola ■ PepsiCo ■ American Beverage Assn.

(Scale in millions)



*2009 data from Los Angeles Times/Tribune research

Source: Center for Responsive Politics. Graphics reporting by **KIM GEIGER**

Arguments Protecting The Status Quo

You're picking on us

Nanny state

Slippery slope

Arguments *Against* The Status Quo

Costs are enormous

50% of costs from public funds

Undermines national readiness

Human toll

Slippery slope



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