# Addressing the Environment to Reverse Obesity

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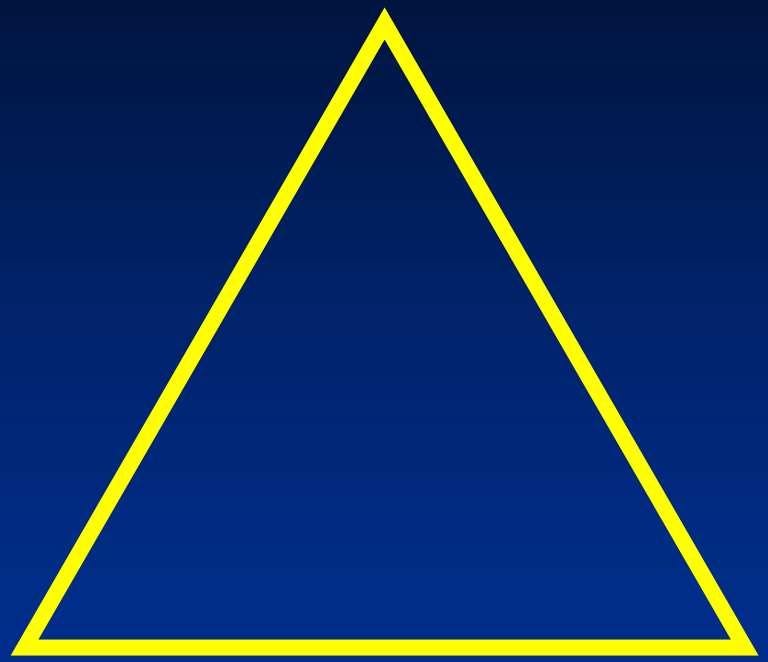
**Denver, CO**

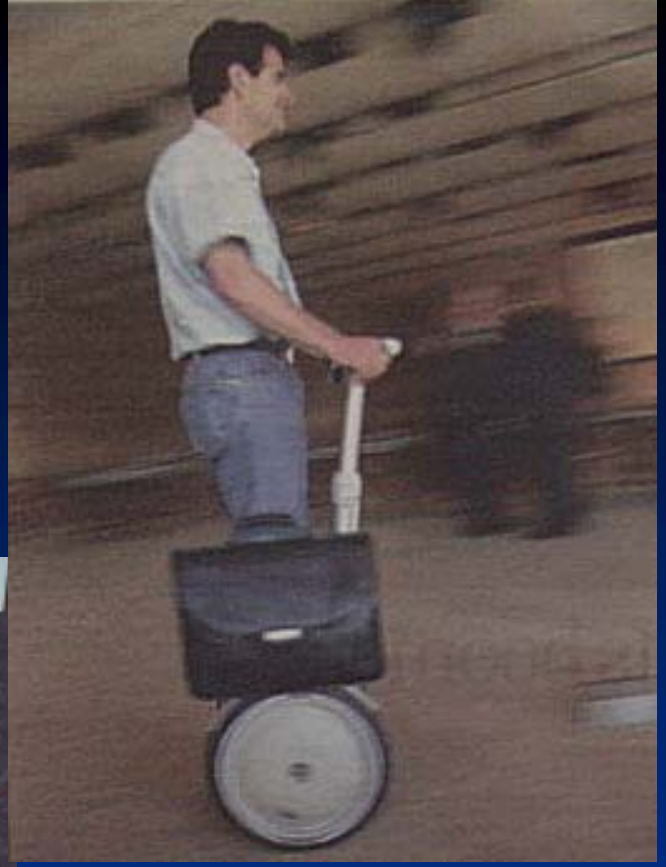
**Biology**



**Behavior** **Environment**

# Genetic Influences on Behavior

- Eat whenever food is available
- Rest when you do not have to be physically active



44¢
44¢

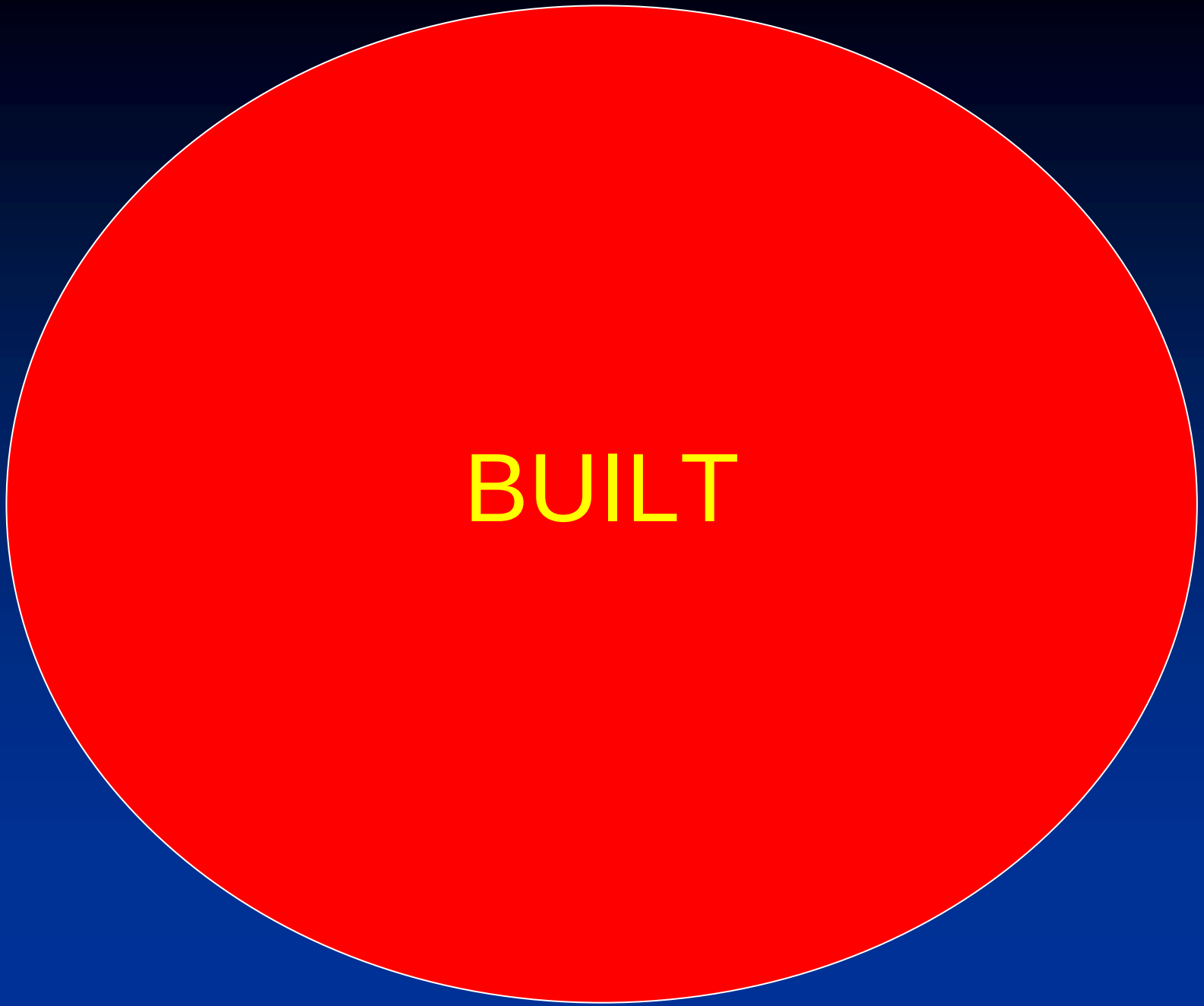
KINSEY'S PHARMACY
DRIVE · THRU
℞

# Obesity and the Environment

- No randomized controlled trials
- What environmental factors facilitate obesity?
    - - impact of change
    - - modifiability

**We Need to be able to Paint a Picture of a Future Environment that Supports Healthy Lifestyles and Healthy Weights**

**It isn’t yesterday’s environment**


BUILT

# The Built Environment Today

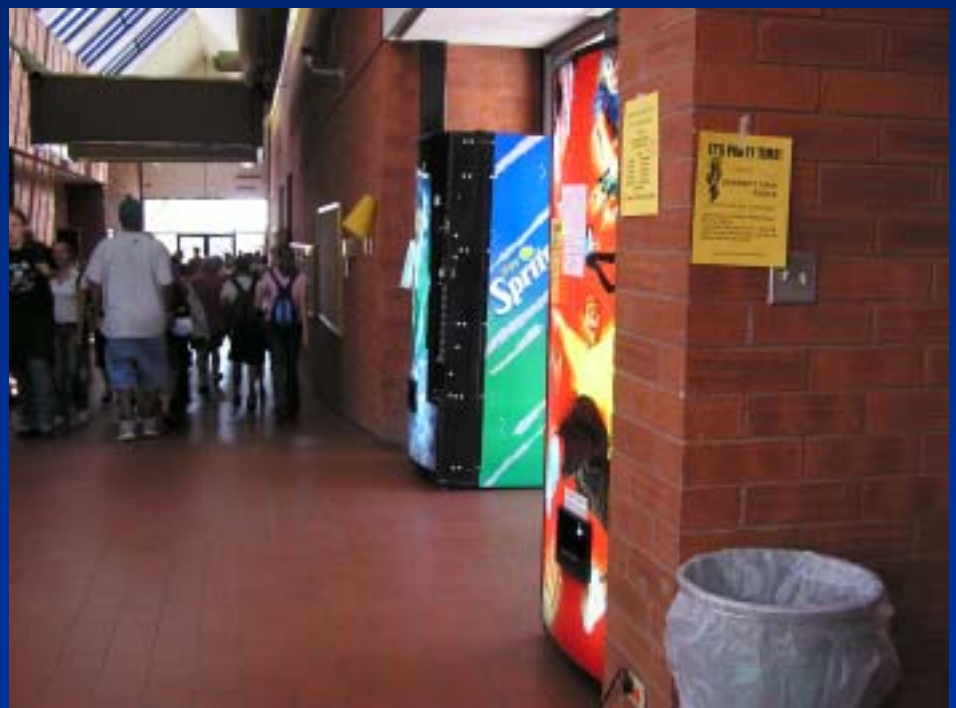
24 HOUR FITNESS

# The Commercial Environment Today

shoes aren't my
only obsession

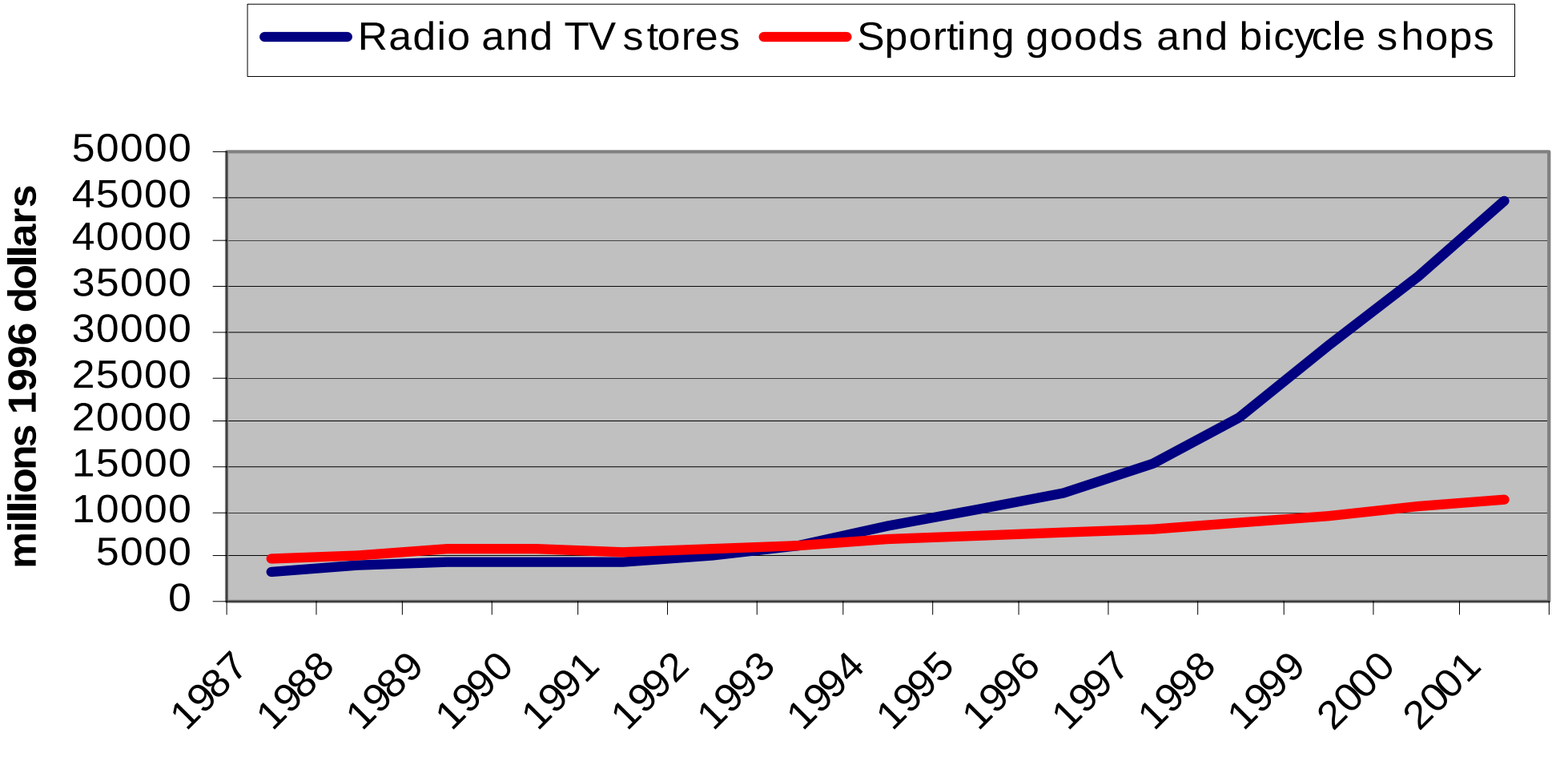
SOUR C
& ONIO
Shrek 2
You Could
WIN A TRIP
To Your Own Far, Far Away

Chocolate
Mud & Bu
New!
SpongeBob
SquarePants
2.29
3.49
2.99
CORN
CORN



HORIZONTAL
Get a $400 gift certificate
HORIZONTAL
HORIZONTAL
HORIZONTAL

# We are a nation of spectators, not players




Source: Bureau of Economic Activity, Gross Domestic Product By Industry.

# Whose fault is it anyway?

# The Policy Environment Today

Extra Value Meals
Medium meals include medium fries and medium soft drink:
LARGE
Coca-Cola
Actual Size
Large
add 40¢
to meal price
SUPER SIZE
Coca-Cola
Actual Size
Super Size
add 80¢
to meal price
1 Big Mac
2 2 Cheeseburgers

COUCH

NO
EXIT
Locked for
Security Purposes

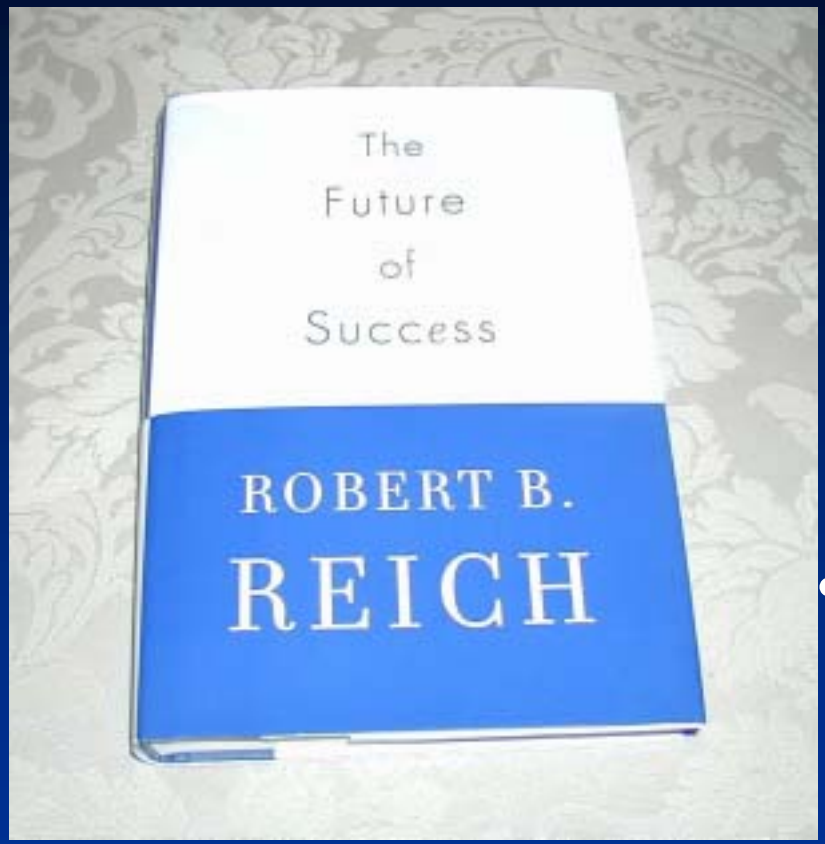
# Our Social Cultural Environment

# Social/Cultural Environment

6 months
same as
cash!
Available on purchase of 2 or more complete pairs.
Buy 6 Cards, Get One
FREE
Introducing...
No Payments
No Interest and
No Money Down!
for 90 Days*
with a $250 Minimum Purchase
on your Helzberg Diamonds Card.
–or– until January 2005**
with a $500 Minimum purchase
on your Helzberg Diamonds Card.
No Interest
Financing
for 12
MONTHS*
BOSE

# The Media

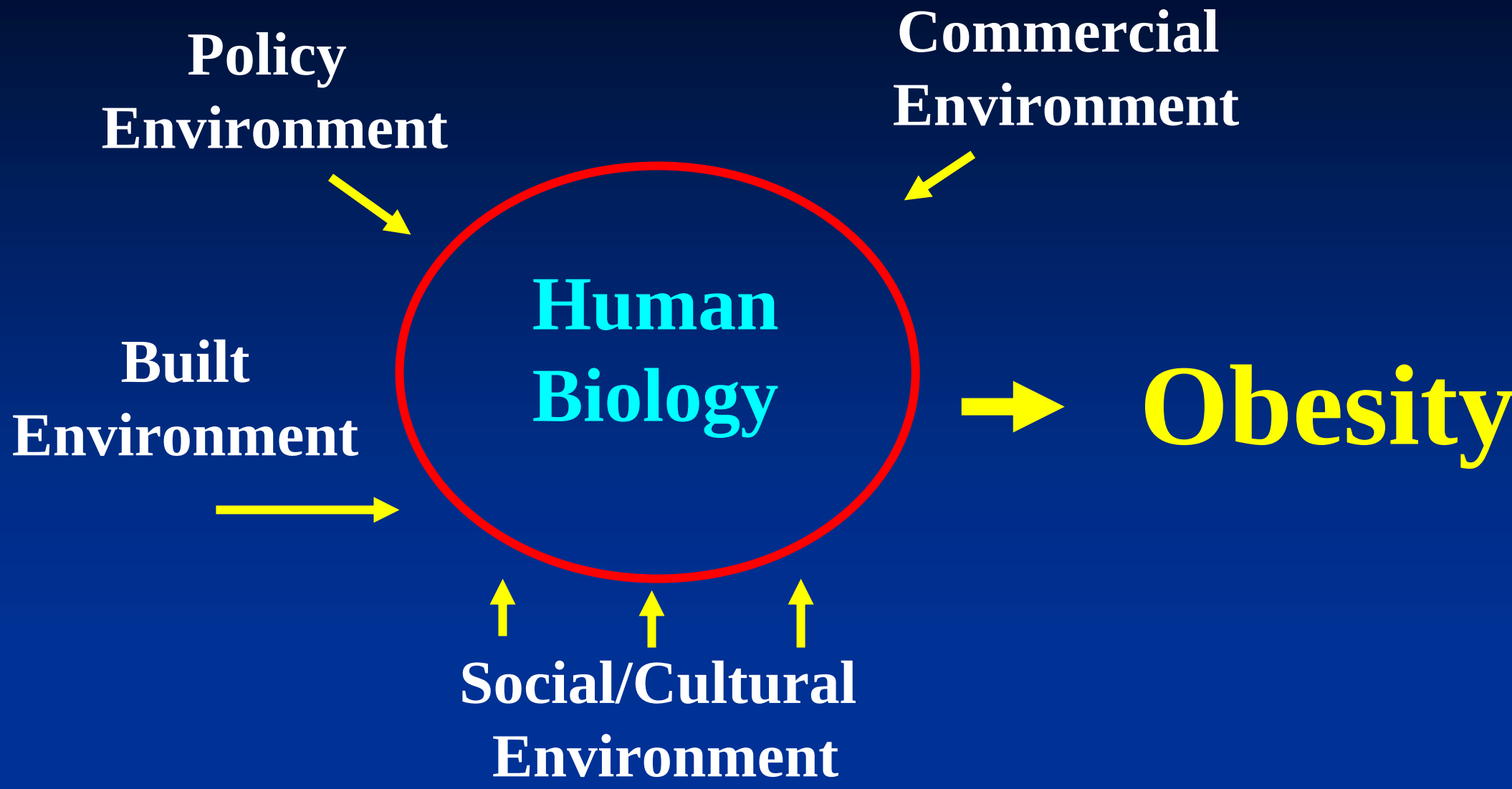
**Instant access to what everyone everywhere is doing**




- **"Judges, legislators, editorial writers, and average citizens alike typically form their opinions on the basis of what alternative best promotes economic growth or best advances the well-being of consumers by lowering prices and generating better products."**

- **"In short, the culprit isn't out *there*--…it's in *here*, in our own appetites, in what we want to buy, in the great deals we want to get."**

# The "Perfect Storm" for Obesity



# Fixing the Environment: What does success look like?

**Do we have compelling reasons and the will to change?**

# The Built Environment Tomorrow

MARKET

# The Environment Tomorrow

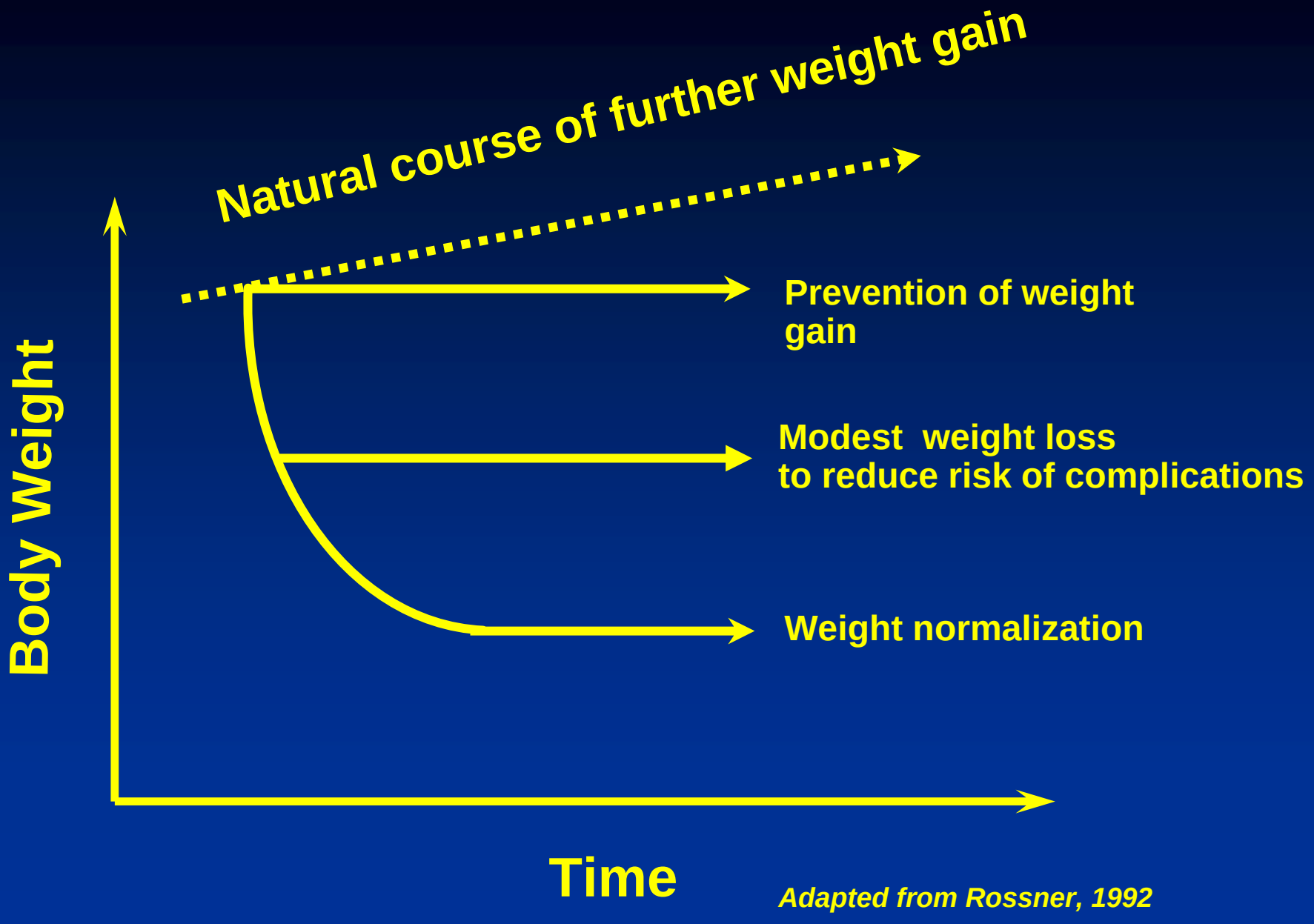
- Can the marketplace be changed to promote healthy eating and active living?
- Can we develop policies to make that easier?
- Do we have compelling reasons to develop the political will to change?

# How do we get from here to there?

…and what does “there” look like?

# Small Changes

America on the move™

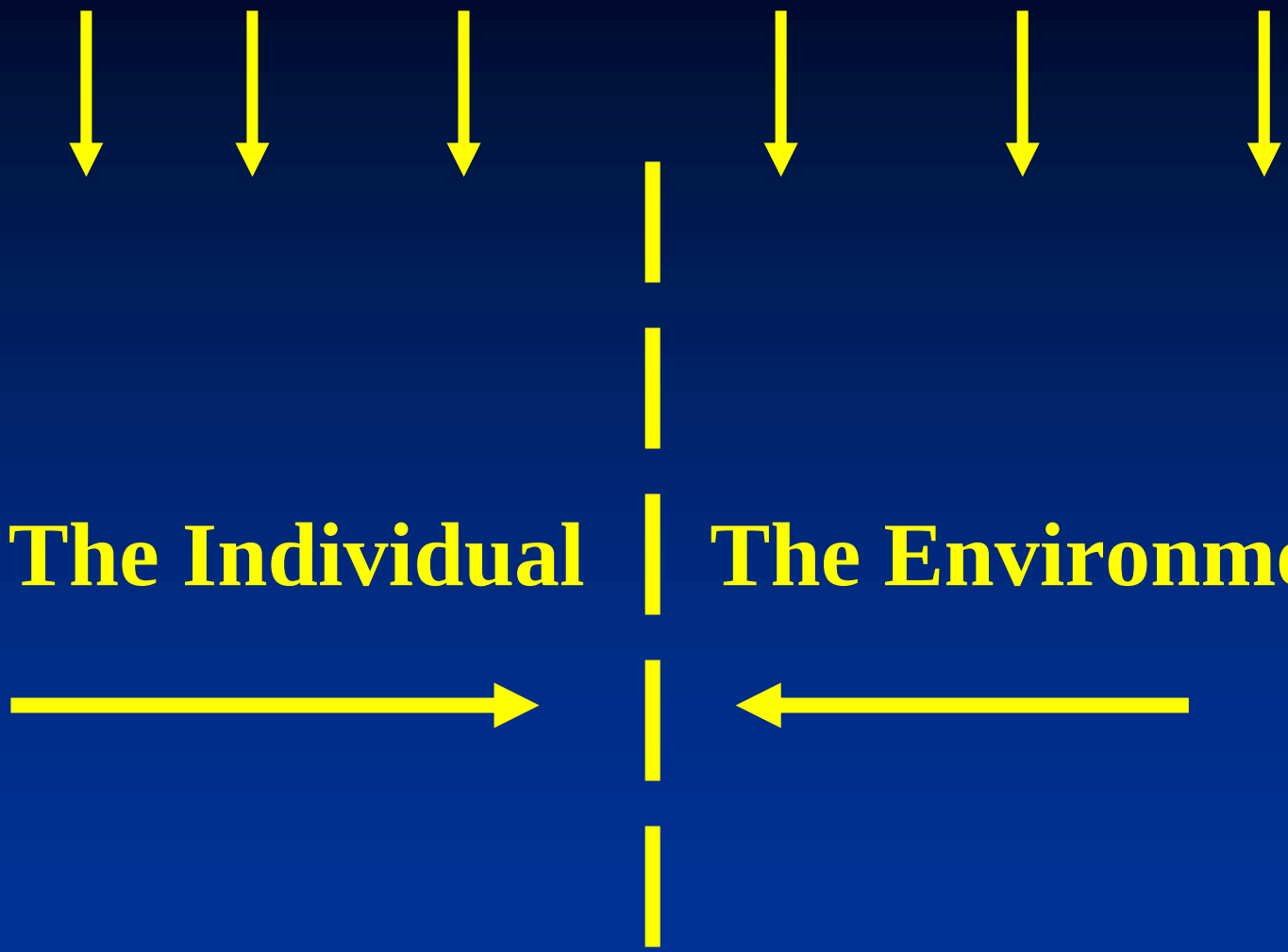



*Adapted from Rossner, 1992*

# America on the Move

- **Community Weight Goal – Stop Weight Gain**
- **Behavioral Goal - Make two small changes**
  - **Increase walking by 2000 steps/day (100 calories)**
  - **Choose one behavior each day to eliminate 100 calories**
  - **Continue to make more small changes by incrementally increasing step goal and improving diet quality**
- **Sustainability – environmental change**

# Social/Cultural Values



# The Built Environment

## Small Changes

# Commercial Environment

Shrek 2
You Could
WIN A TRIP
To Your Own Far, Far Away

"Real men eat salads!"

WALK-IN PATRONS
RECEIVE A
10% DISCOUNT
America move
WENDY'S OLD FASHIONED COMBOS
1 CLASSIC SINGLE
$3.49
2 CLASSIC DOUBLE
$4.69
3 CLASSIC TRIPLE
$5.19
4 BIG BACON CLASSIC
$4.29
5 ULTIMATE CHICKEN GRILL
NEW
$4.89
6 CHICKEN FILLET
NEW
$4.89
7 HOMESTYLE CHICKEN FILLET
NEW
$4.89
8 HOMESTYLE CHICKEN STRIPS
$4.59
Wendy's
Coca-Cola

COMBO DEALS
Include 22oz. soda and Wild Fries
Go Big Time
32oz. soda and large fries
Mighty Deluxe Burger
4800 Steps
3.79 4.33
Mighty Deluxe Cheeseburger
5000 Steps
3.99 4.53
Double Good Time Burger
5200 Steps
5.15 5.69
Big Daddy Bacon Cheeseburger
Forget it!
5.49 6.03
Guacamole Bacon Burger
5500 Steps
5.29 5.83
Oven-Roasted Chicken
4500 Steps
5.19 5.73
Crispy Chicken
5800 Steps
4.99 5.53
Chicken Dunkers
4600 Steps
5.29 5.83
follow your mouth

# Marketing Physical Activity

- Physical Inactivity Industry - movies, tvs, computers, automobiles
  - how can they promote physical activity?
  - e.g., rent 5 dvds and get a free pass to the park, or zoo, or other active pursuit
- Colorado State Parks - trails mapped in steps
- Need partnerships across sectors--inactivity and activity industries

# Policy Environment

# Healthier Worksites

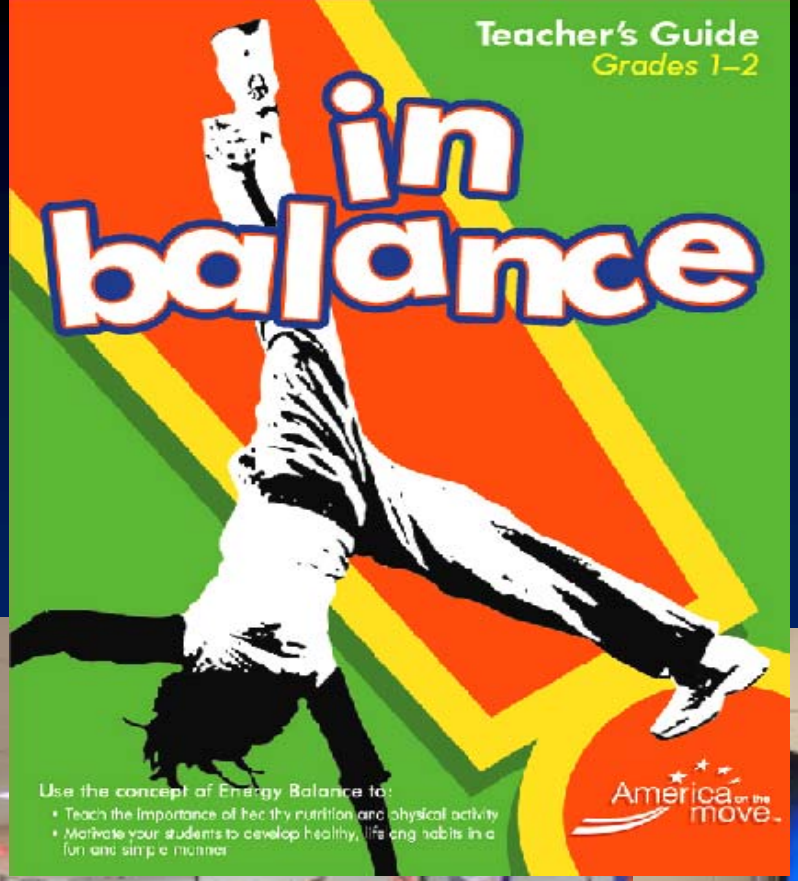
- Time to walk
- Place to walk
- Reason to walk
- Opportunities to make healthy eating choices
- Tips for reducing 100 kcal

## Worksite Bill of Rights

# Healthy Schools

- Getting to school
- Curriculum
- Food environment
- Physical activity environment

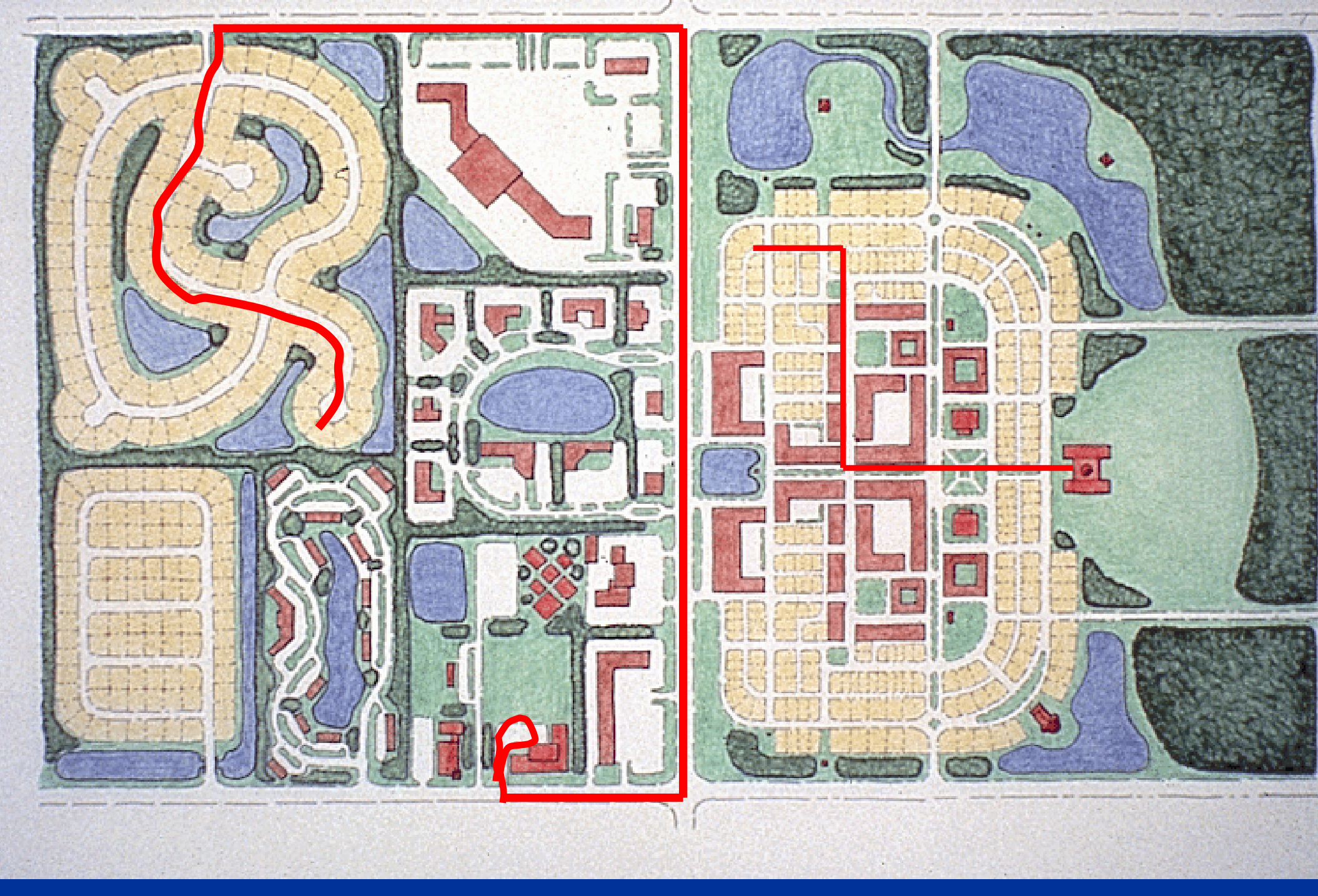
## Healthy Schools Act


Teacher's Guide
Grades 1–2
in balance
Use the concept of Energy Balance to:
• Teach the importance of healthy nutrition and physical activity
• Motivate your students to develop healthy, lifelong habits in a fun and simple manner
America on the move

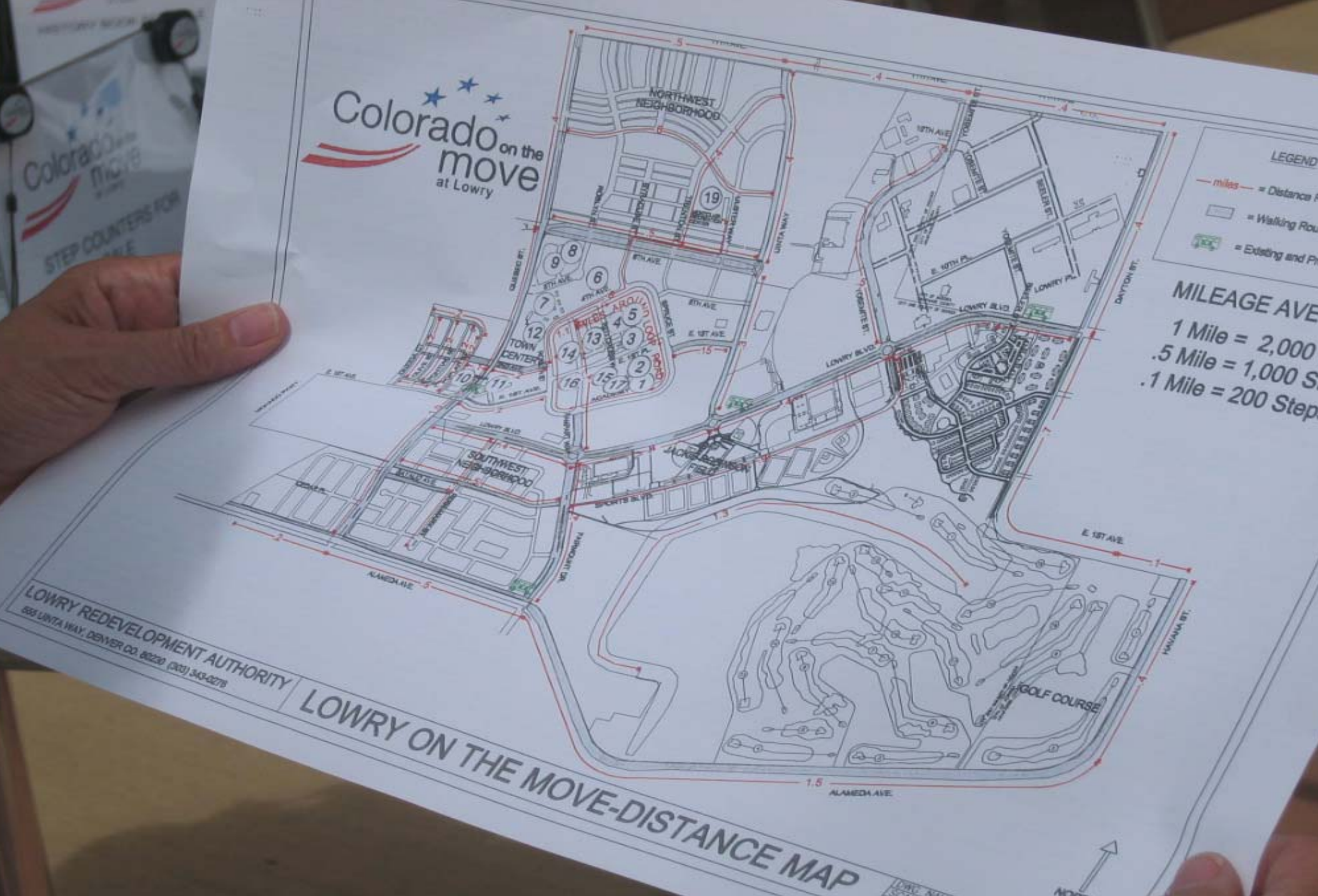
PURIFIED WATER
DASANI
Replenish The Source Within

- **Encourage Healthy Eating and Active Living in Communities**

**Community Health Protection Act**



ENTERING
America
move
community
NO
PASSING
ZONE


Colorado on the move at Lowry
NORTHWEST NEIGHBORHOOD
TOWN CENTER
SOUTHWEST NEIGHBORHOOD
JACKIE ROBINSON FIELD
GOLF COURSE
LOWRY BLVD.
E. 1ST AVE.
ALAMEDA AVE.
DAYTON ST.
HAVANA ST.
UINTA WAY
LEGEND
miles = Distance
= Walking Rou
= Existing and Pr
MILEAGE AVE
1 Mile = 2,000
.5 Mile = 1,000 S
.1 Mile = 200 Step
LOWRY REDEVELOPMENT AUTHORITY
555 UINTA WAY, DENVER CO. 80230 (303) 343-0278
LOWRY ON THE MOVE-DISTANCE MAP

# Social/Cultural Environment

# Can we Redefine “the Deal”

# Inherent Social/Cultural Values?

- Personal liberty
- Freedom of Choice
- Value “the deal”
- Free enterprise

# Is social/cultural change possible?

- Smoking - smoke-free environments
- Recycling - kids led the way

# Roles for Other Sectors

- Media
- Government
- Other businesses (hardware store, cleaners, etc)
- Community Organizations
- Foundations

**“We have changed our environment more quickly than we know how to change ourselves”**

**Walter Lippmann**

America on the move

# Americaonthemove.org

## How We Reach Consumers

America on the move™

Web Site

Affiliates

National Delivery Partners

Public/Private Partnerships

America on the Move Programs

The Consumer

POWERPACT
877.361.5700 • www.powerpact.com

# Conclusions

- Success is “fixing” the environment - will take time
- People have to want to change the environment
  - …and we have to give them a reason to want to do this
- We can begin now - key is Small Changes
  - Link individual behavior with environmental change

# Conclusions

- If we can’t imagine what the future looks like, we cannot get there from here
- Time of opportunity – but make connections
- It will take us all working together to create the future environment we want