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
Pop Quiz

Melts in your mouth, not in your hands
They’re Grrrreat!
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
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

http://www.ph.ucla.edu/epi/snow/lifejohnsnow.html
Enter John Snow
(father of modern epidemiology)

- Anesthesiologist (1813-1858)

- 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

http://www.ph.ucla.edu/epi/snow/lifejohnsnow.html
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

Operate

Implore → Motivation

Better Health
How Best to Make Change?

Educate → Knowledge
Medicate
Operate
Implore → Motivation

The Individual

Less Obesity
The Individual

Optimal Defaults

Legislation
Economics
Regulation
Environment

Better Health
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

<table>
<thead>
<tr>
<th>Poor Foods</th>
<th>Healthy Foods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly accessible</td>
<td>Less accessible</td>
</tr>
<tr>
<td>Convenient</td>
<td>Less convenient</td>
</tr>
<tr>
<td>Good tasting</td>
<td>Worse tasting</td>
</tr>
<tr>
<td>Promoted heavily</td>
<td>Not promoted</td>
</tr>
<tr>
<td>Inexpensive</td>
<td>More expensive</td>
</tr>
</tbody>
</table>
## Funding Distortion

<table>
<thead>
<tr>
<th></th>
<th>Pyramid %</th>
<th>USDA Funding %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meat, poultry, fish, eggs</td>
<td>14%</td>
<td>52%</td>
</tr>
<tr>
<td>Fruits, vegetables</td>
<td>33%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Annual NCI budget for 5-a-day nutrition education

$ 3 million peak

McDonald’s “we love to see you smile” campaign

$ 500 million
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

- Soft Drinks: 20%
- Sugar & Sweets: 46%
- Fruits & Vegetables: 117%

Putnam et al.  
*Food Rev, 2002*
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

Power

Impact

High

Low

Positive

Negative
The Reality

Power

High

Low

Impact

Positive

Negative
Legislative Opportunities

Near Term
- School nutrition
- Menu labeling
- Trans fat

Longer Term
- Change food economics
- Harness agriculture policy
- Regulate marketing to children
<table>
<thead>
<tr>
<th>Trend</th>
<th>2001</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favor taxing foods</td>
<td>33%</td>
<td>40%</td>
<td>54%</td>
</tr>
<tr>
<td>Favor restricting children’s food advertising</td>
<td>57%</td>
<td>56%</td>
<td>73%</td>
</tr>
<tr>
<td>Favor soft drink/snack food bans in schools</td>
<td>47%</td>
<td>59%</td>
<td>69%</td>
</tr>
<tr>
<td>Favor required calorie labeling in restaurants</td>
<td>74%</td>
<td>80%</td>
<td></td>
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</tbody>
</table>