“Health, Healthy Eating, Improved Relationship with Food”

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DVRPC
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“Let food be thy medicine and medicine be thy food.”

Hippocrates
What we Eat

• > 1/10 Americans meet US dietary guidelines for fruits/vegetables (9)
  • Most eat 3 servings
• Average caloric intake up 300 cals 1985-2000
• Almost 1/3 of average grocery bill: “other food at home”
• 12 tsp/day HFCS
Food & Health

Vegetables, Fruits & Grains

Linked to:
- Reduced risk of CV Disease & Diabetes
- Obesity

Meat

Linked to:
- Cancer
- CV Disease

Americans Eat more than USDA RDA
Plant-Based Diets vs. Diets with Animal Protein

Height of each world = Number of people that could be fed on a plant-based diet in 1990 and 2020
Height of each hamburger = Number of people that could be fed on a diet with 30% of calories from animal protein
Height of red line = actual world population to 2004, then estimated to 2050
Nutritional Quality

- Declines in key nutrients, many foods, since 1950
  - Methods to increase crop yield
  - Soil depletion
- Loss of vitamins over transport, storage time
- Corn/soy animal feeds reduce Omega 3 fatty acids

Pimentel & Pimentel 2003; Gilchrest 2007; Davis et al 2004; Mitchell et al 2007; Mader et al 2007
Note on Local Foods and Health

- No direct evidence of public health benefit from local food
- Nutrition benefit if motivated to eat more
- Food security – rising gas prices, peak oil, terror
- Possible benefit if fresher
- Food safety
- Strengthening local economy, social capital-indirect effects on health
US Medical costs obesity: $417 billion
Obesity Trends* Among U.S. Adults
BRFSS, 1985

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1986
(*BMI ≥ 30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1987

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1988

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1989
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Obesity Trends* Among U.S. Adults
BRFSS, 1990

(*BMI ≥ 30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1991

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1992

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1993
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1994
(*BMI ≥30, or ~ 30 lbs. overweight for 5’4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1995

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1996
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults

BRFSS, 1997

(*BMI ≥ 30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 1998
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Obesity Trends* Among U.S. Adults
BRFSS, 1999

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2000
(*BMI \geq 30, or \sim 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2001

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2002
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2003

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2004

(*BMI \geq 30, or \sim 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2005

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2006
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2007

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults
BRFSS, 2008
(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
What’s Changed?
Change in food prices, 1985–2000 (real dollars)

Food Science, Hyperpalatability

• “Biological system for maintaining energy balance goes awry”

• Key:
  • Sugar, fat, salt
  • Variety
  • Ready availability
  • Large size
  • Complexity / multisensory
  ✗ Engage cues associated with desire, e.g., deservingness

David Kessler, The End of Overeating, 2009
Promoting Health Through Delaware Valley Regional Food System Planning
Health Recommendations

Currently

- Education – esp youth – and marketing
- Change environment/menu of options
- Model good behaviors
- Monitor
- Networking – build community
- Access
- Availability
- Affordability
- Sustainability
Recommendation 1

- Address toxic food environment
  - Marketing
  - Zoning
  - Vending
  - Taxation
  - Procurement policy
  - Engagement in broader policy
"There is no connection between food and health. People are fed by the food industry, which pays no attention to health, and are healed by the health industry, which pays no attention to food."

Wendell Berry
**FIGURE 1** Model of the food production and nutrition system.

Recommendation 2

- Engage the health sector more in food system planning!
- Delaware Valley is a center for hospital and health industry
  - Nationally -- $12 billion food delivery budgets
  - Much of their resources go to treating diet-related disease
  - Has played leadership role in addressing other health threats
- They need to know what you know
- Credibility
Opportunities

- Locally
  - 4 hospital farmers’ markets, 2 CSAs
  - 3 hospitals took Balanced Menus challenge
  - Pilot: 4 hospitals dropped >1000 tons GHG, equiv of 102,454 gallons gas

- Opportunities:
  - Education/messaging
  - Sites for programs
  - Health tracking
  - Food purchasing power
  - Food waste
The Gateway allows researchers, journalists, advocates and educators to explore the links between agriculture and public health by searching several databases simultaneously, or by browsing a vetted collection of reports, journal articles and other resources. [more about How to use this site ...]

Highlighted Resources

......In Science, Policy and Advocacy

Produce industry looks to reassure consumers

Food-borne illness outbreaks associated with fresh or fresh-cut produce have led both government and industry to develop new guidelines to improve produce safety on the farm, according to a new report jointly authored by Food & Water Watch and the Institute for Agriculture and Trade Policy.

Politics in Heartland

The National Grange, the country’s oldest and largest organization of farmers, hosts the conference, which will be held Oct. 10 and 11 in Des Moines, Iowa, and will focus on issues such as water quality, rural broadband and the effect of regional climate change on agriculture and food prices.

CDC tracks fruit and vegetable consumption

The federal Centers for Disease Control and Prevention have issued their State Indicator Report on Fruits and Vegetables, 2009, which provides for the first time information on fruit and vegetable consumption and policy and environmental support within each U.S. state.

Report evaluates carbon calculators

A new report in the journal Ecological...
Sugar Sweetened Beverage Tax (Phila, Proposed)

- Sugar sweetened beverages associated with obesity (many studies)
  - No nutritional value
  - No fullness
  - Affect children’s taste preferences
  - SSB -> water 2x/week ➔ save >$40/person; lose 7lbs/person/year
  - Funds from tax support obesity prevention

www.phila.gov/health