Food Marketing – Creating More Demand for Healthy Foods

Greater Philadelphia Food System Stakeholder Committee Meeting

March 30, 2012
What’s the challenge?
Overweight and obesity by age group

Potential U.S. military recruits (17-24 year-olds) - 27%
Philadelphia children - 47%
Philadelphia adults - 64%

Too Fat to Fight, Mission: Readiness, 2010
PHMC Household Health Survey, 2008
Adult Obesity and Overweight in Philadelphia
Key determinants of obesity

- Poor Diet
  - Limited access to healthy foods in poor communities
  - Easy availability and aggressive marketing of unhealthy foods
  - Higher relative price of healthy foods

- Lack of Physical Activity
  - Auto-based planning
  - Disrepair and lack of safety in neighborhoods
  - Dramatic increase in indoor, screen-based activities
City of Philadelphia Life Expectancy

<table>
<thead>
<tr>
<th>Group</th>
<th>Life Expectancy (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic Females</td>
<td>82.86</td>
</tr>
<tr>
<td>Non-Hispanic Asian Females</td>
<td>90.99</td>
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<tr>
<td>Non-Hispanic Black Females</td>
<td>75.47</td>
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<tr>
<td>Non-Hispanic White Females</td>
<td>80.49</td>
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<tr>
<td>Hispanic Males</td>
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<tr>
<td>Non-Hispanic Asian Males</td>
<td>82.44</td>
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<tr>
<td>Non-Hispanic Black Males</td>
<td>65.61</td>
</tr>
<tr>
<td>Non-Hispanic White Males</td>
<td>73.33</td>
</tr>
</tbody>
</table>

Source: Philadelphia Department of Public Health. 2007 Vital Statistics

Draft: 5/8/2012
Why focus on food marketing?

Activity adapted from Kelly Brownell, Rudd Center for Food Policy and Obesity
I’m lovin’ it
I’d like to buy the world
Gimme a break....
Nobody bakes a cake as tasty as a _______
_____ are for kids
Childhood obesity. Don’t take it lightly.

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.
Health Impact Pyramid

Examples

- Community-based cessation classes
- Physician and medical staff training
- Brief intervention, cessation treatments
- Smoke-free laws, tobacco tax, restrictions on ads
- Poverty, education, housing, inequality

Changing the Context to make individuals’ default decisions healthy

Socioeconomic Factors

Long-lasting Protective Interventions

Clinical Interventions

Counseling & Education

Smallest Impact

Largest Impact

Frieden T, AJPH 2009