



**Food Marketing – Creating More Demand for  
Healthy Foods**

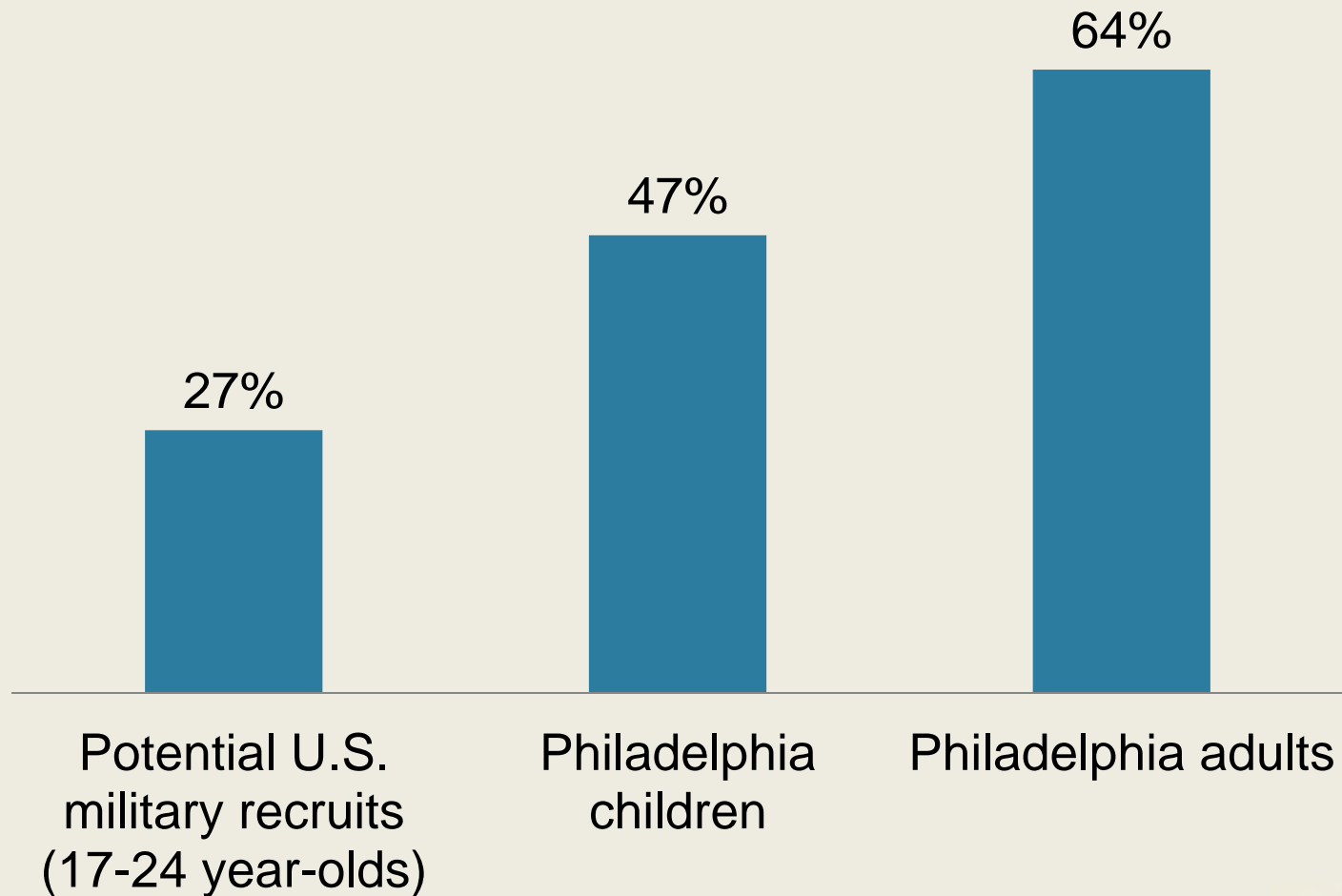
**Greater Philadelphia Food System  
Stakeholder Committee Meeting**

**March 30, 2012**



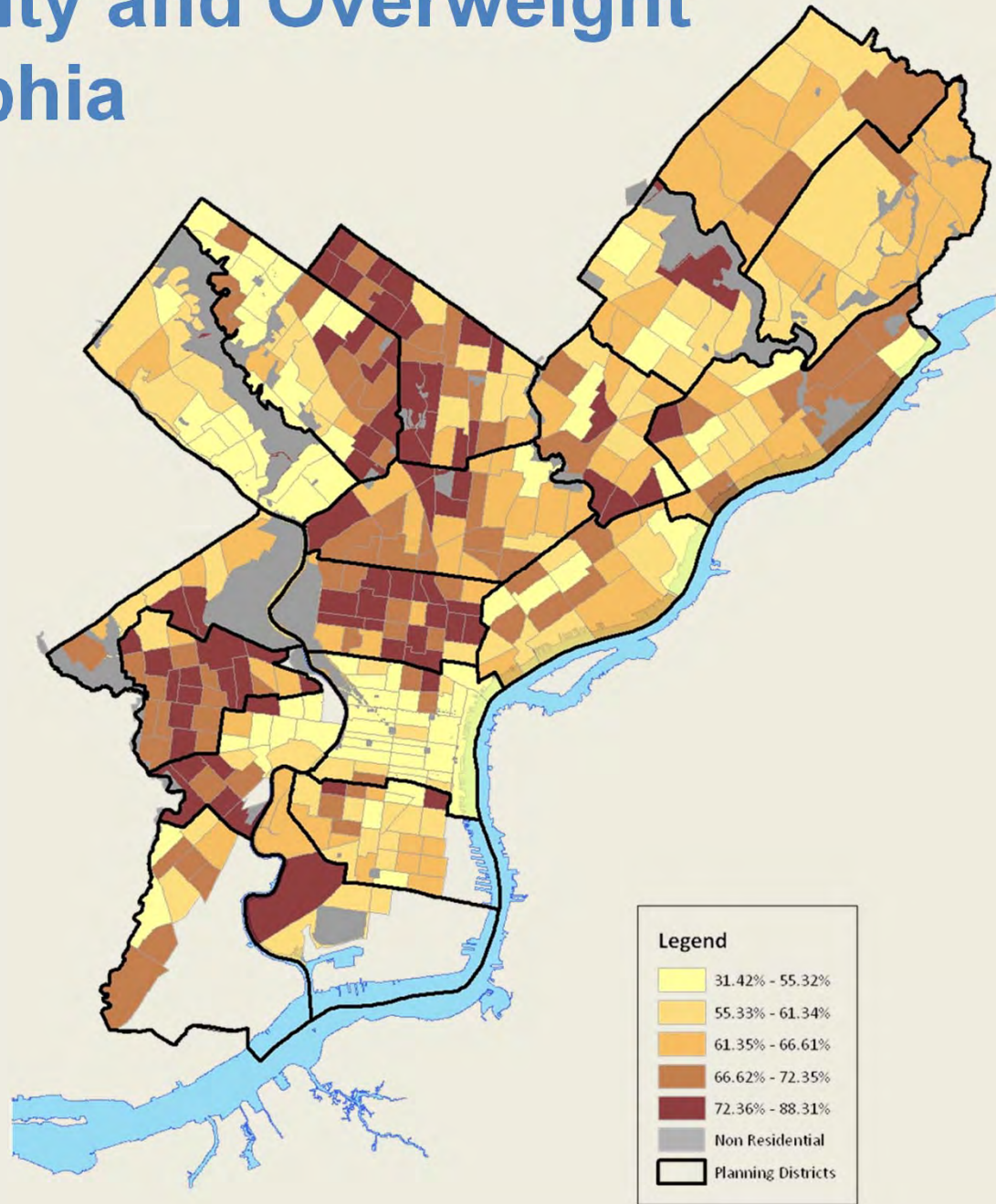
What's the challenge?

## Overweight and obesity by age group



*Too Fat to Fight*, Mission: Readiness, 2010  
PHMC Household Health Survey, 2008

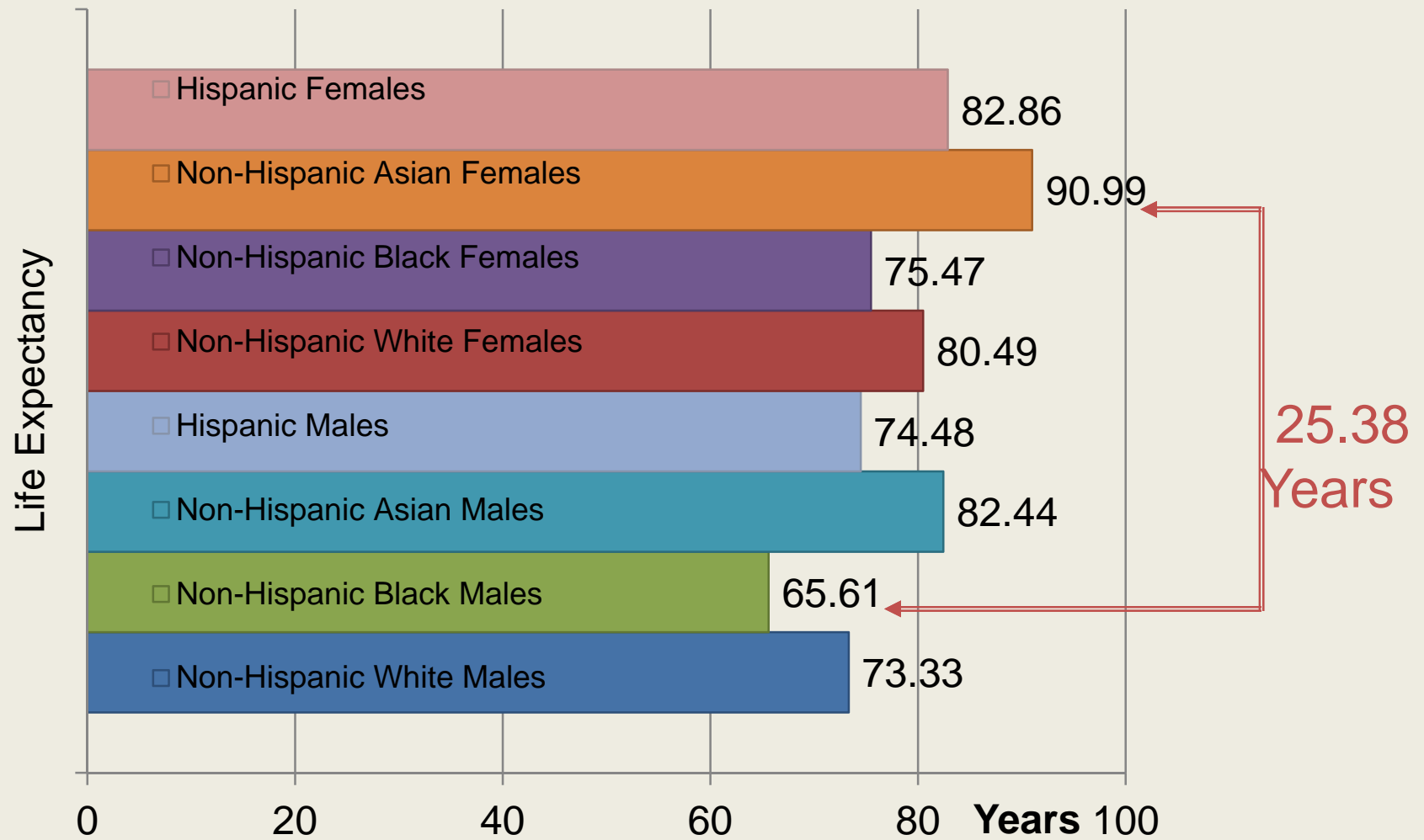
# Adult Obesity and Overweight in Philadelphia



# 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



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



**GET  
HEALTHY  
PHILLY**  
Healthy, Active & Smoke-Free



I'd like to buy the world \_\_\_\_\_



GET  
HEALTHY  
PHILLY  
Healthy, Active & Smoke-Free

Gimme a break....

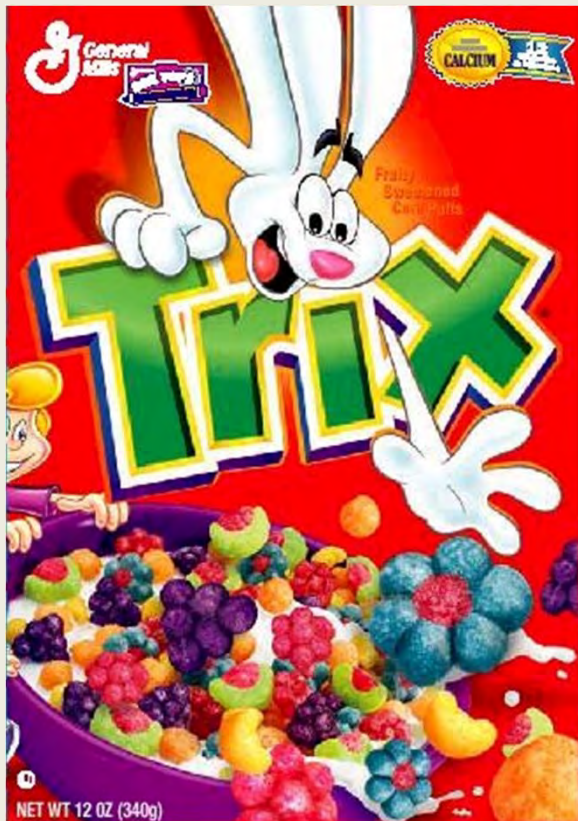


Nobody bakes a cake as tasty as  
a \_\_\_\_\_





\_\_\_\_\_ are for kids











# Health Impact Pyramid

