



public health
law & policy

Setting a National Agenda for Obesity Prevention, 2009-2016

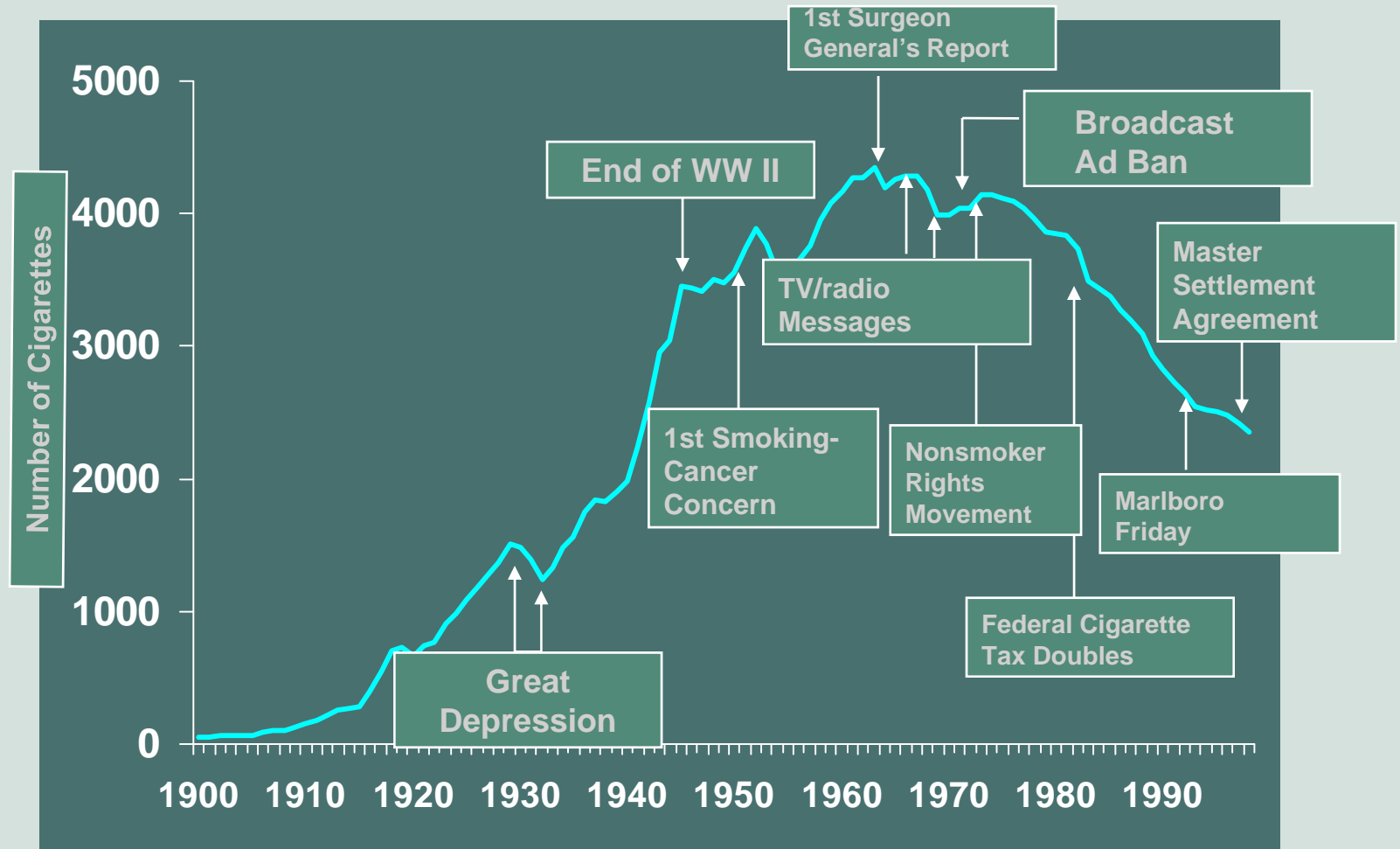
Public Health, Law, and Obesity

September 20, 2008

Marice Ashe, JD, MPH

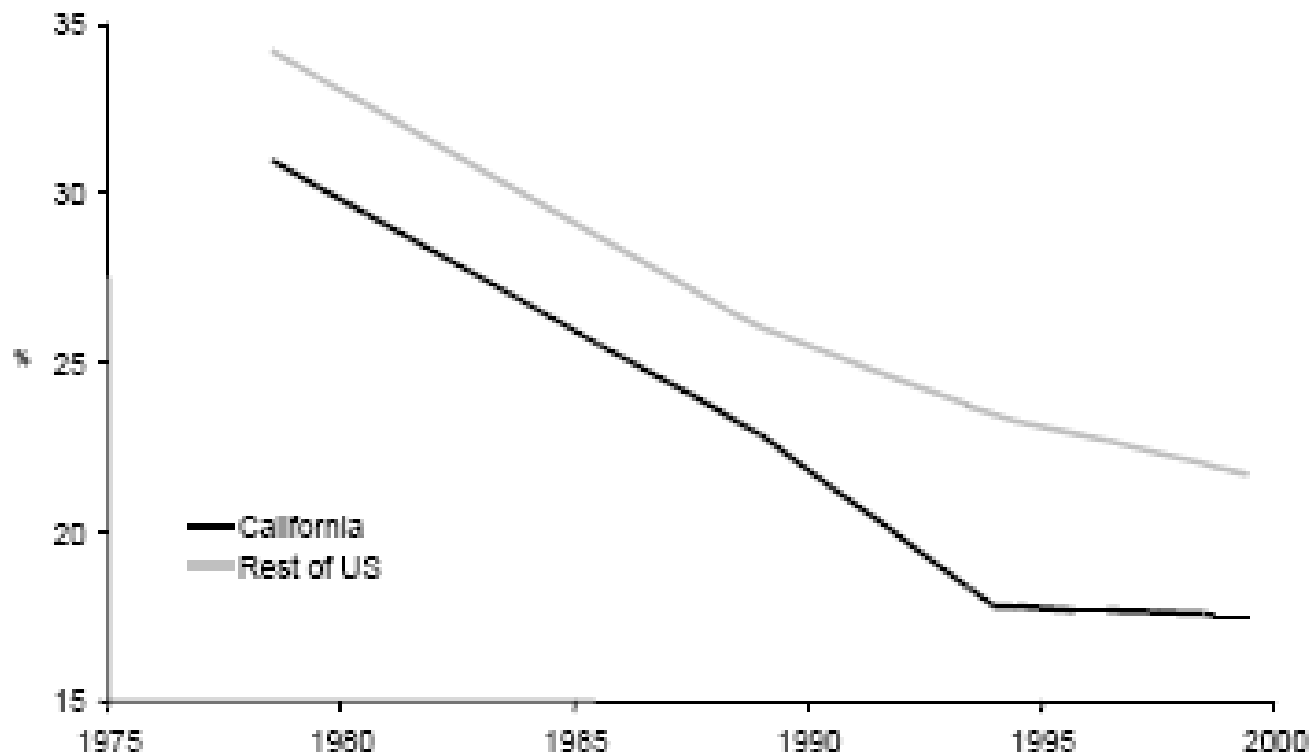
Director, Public Health Law & Policy

Adult Per Capita Cigarette Consumption and Smoking-and-Health Events 1900-1998



Source: USDA; 1986 Surgeon General's Report

Smoking Prevalence among Adults Aged 18 and Older, California vs. US



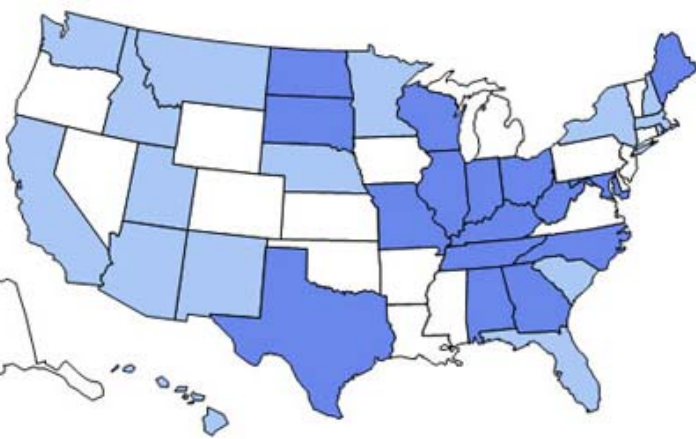
Source: NHIS, 1978, 1979, 1980, 1983, 1985, 1987, 1988, 1990, 1991, 1993, 1994, 1997, 1998; CPS 1992-1993, 1995-1996, 1998-1999

Figure 1.6

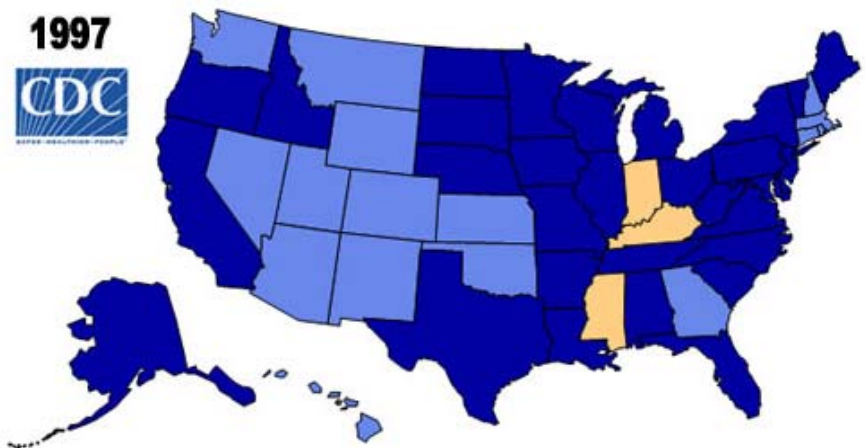
Results of Social Norm Change in Tobacco Control

- California Tobacco Control Program 1989 – 2004
 - \$86 billion were saved in personal health care expenditures (95% CI \$28b to \$151b)
 - 50-fold return on \$1.8b program investment
 - 3.6 billion fewer packs of cigarettes sold
 - \$9.2b loss to the tobacco industry of pre-tax cigarette sales (95% CI 1.5b to 5.9b)

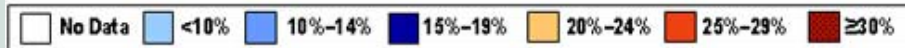
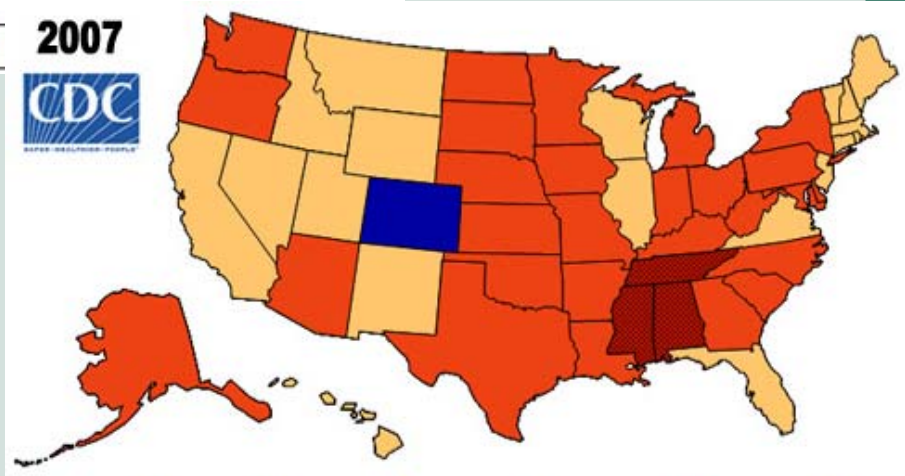
1987



1997



2007



F as in Fat:

HOW OBESITY
POLICIES ARE
FAILING IN AMERICA

2007



AUGUST 2007

PREVENTING EPIDEMICS.
PROTECTING PEOPLE.

White House Leadership: Policy & Procurement

Federal Register

Vol. 59, No. 32

Wednesday, February 16, 1994

Presidential Documents

Title 3—

Executive Order 12898 of February 11, 1994

The President

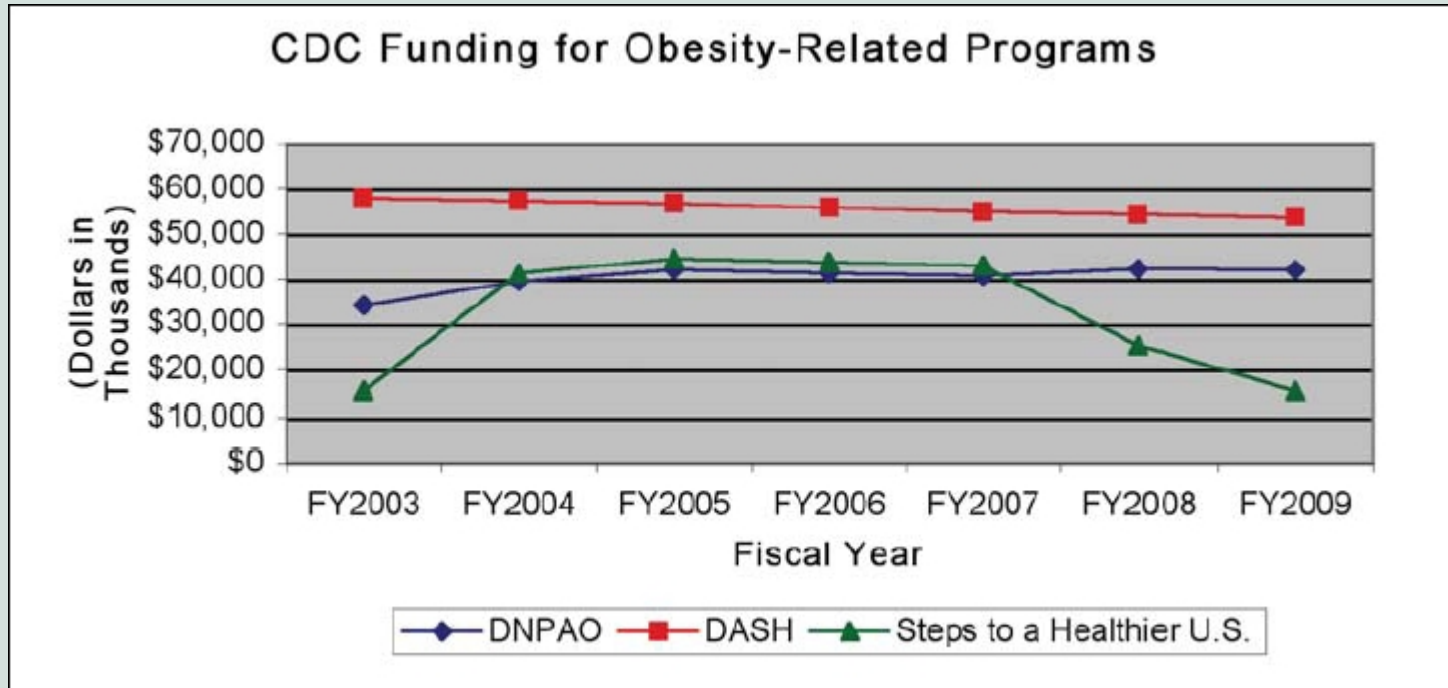
Federal Actions To Address Environmental Justice in Minority Populations and Low-Income Populations

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:

Section 1-1.*Implementation.*

1-101. Agency Responsibilities. To the greatest extent practicable and permitted by law, and consistent with the principles set forth in the report of the National Performance Review, each Federal agency shall make achieve

Provide Adequate Funding: Co-benefits & Synergy



Source:

<http://healthyamericans.org/reports/obesity2008/Obesity2008Report.pdf>

Leadership with Schools: Standards & Enforcement



Child Nutrition





Leadership with Businesses: Incentives & Procurement



Leadership with Food & Beverage Industries



TES

HOT & *Freshly* TOASTED
Subs From The Oven!

Cal		6" Sub or Wrap
399	Meatball Marinara	3.99
439	Italian B.M.T. <i>add</i>	4.49
449	Spicy Italian	3.99
449	Steak & Cheese <i>add</i>	4.99
539	Subway Melt <i>add</i>	4.99
	Chicken & Bacon Ranch	5.49

Hungrier? Make it a FOOTLONG! Only 1.75 More

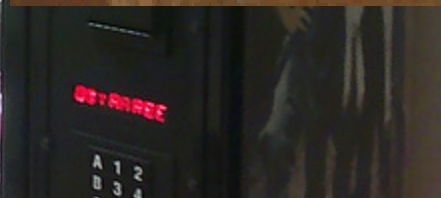
Cal 6" sub

DOUBLE **330** Turkey B

DOUBLE **420** Subway C

DOUBLE **480** Sweet Q Chicken T

DOUBLE refers to standard menu





A mind is a terrible thing to waste.



www.uncf.org UNITED NEGRO COLLEGE FUND



every egg's dream.



i'm lovin' it



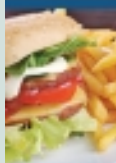


A large red billboard for McDonald's. In the center, a white thought bubble contains a close-up of an English muffin sandwich with a slice of melted yellow cheese. To the left of the thought bubble, a white egg is shown with a simple line drawing of a face and a heart, with several white circles of varying sizes trailing upwards and to the right, suggesting a thought process. The text "PLEASE HELP ME" is written in small letters above the egg, and "every egg's dream." is written in larger white letters below it. On the right side of the billboard, the golden arches logo is positioned above the slogan "i'm lovin' it" in white lowercase letters. At the bottom center of the billboard, the CBS eye logo and the letters "CBS" are visible in white on a blue background.





Marketing Food



Leadership in Agriculture

sow it – grow it – reap it – eat it



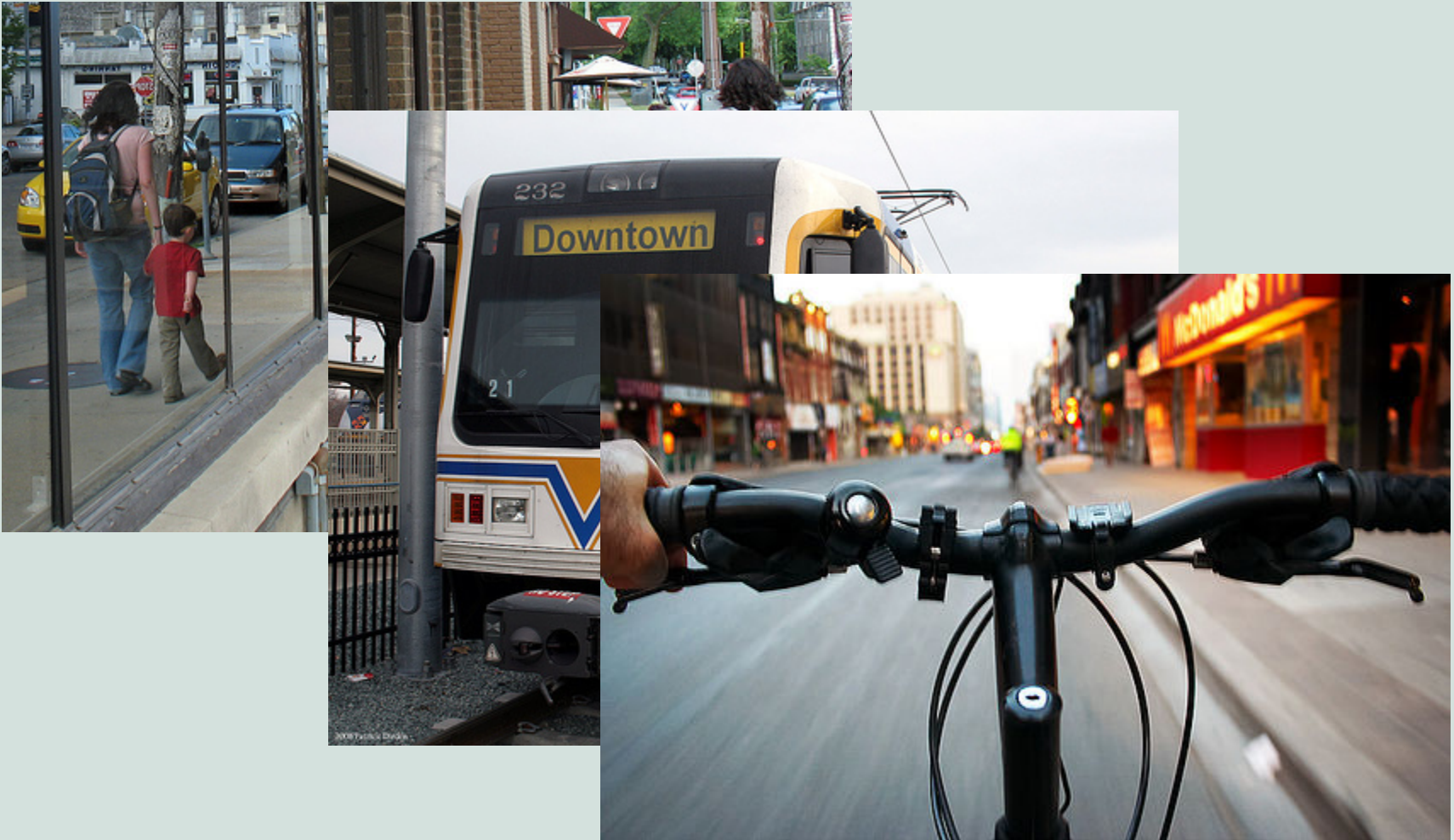
Keep Working on the Farm Bill: Subsidies and Other Incentives



Access to Healthy Foods



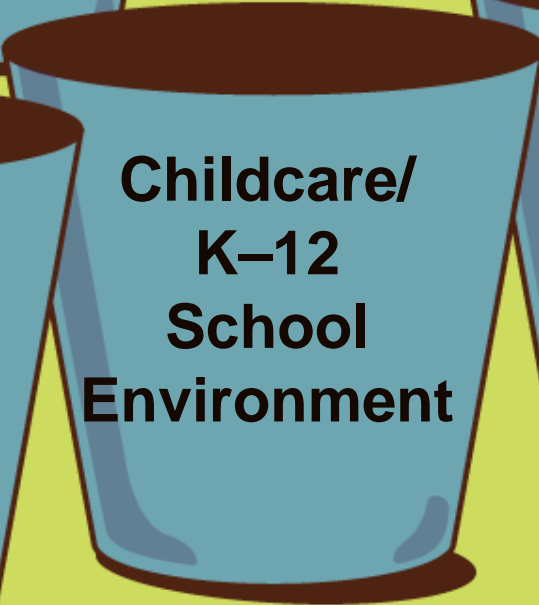
Leadership in Transportation





nplan

**NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY**



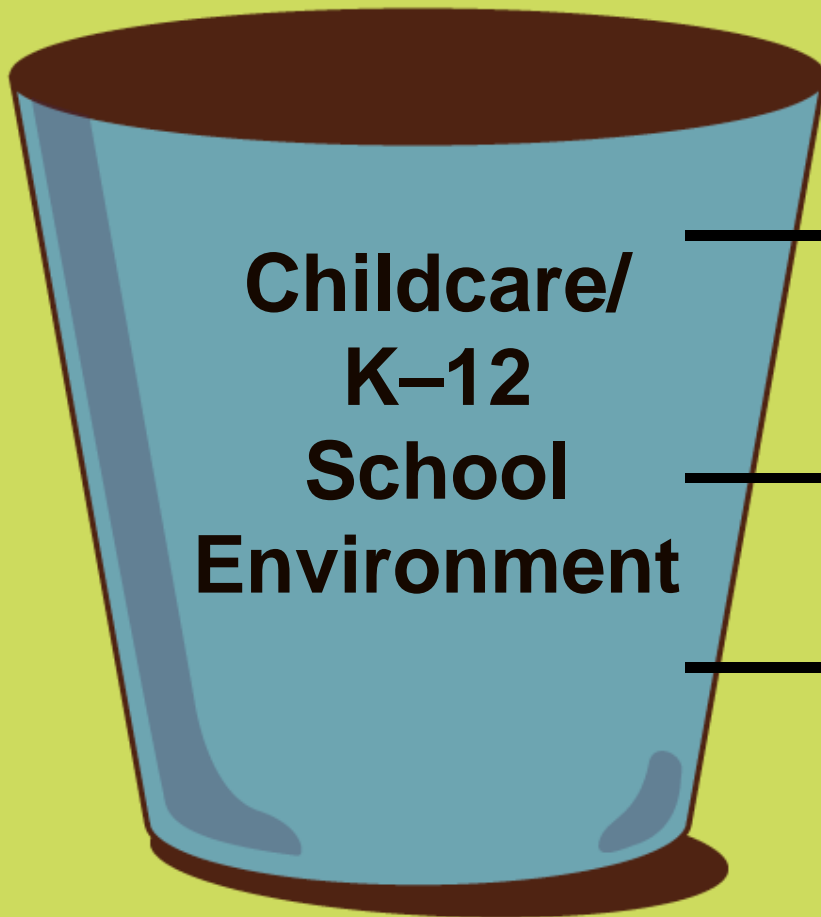


Marketing to Children

**Regulating business
conduct**

**Federal Trade Commission
regulations**

**Restricting advertising
in K-12 schools**



**Childcare/
K-12
School
Environment**

50-state survey of tort liability law relating to joint use agreements

Improved vending contracts for healthy food options

Spectrum of enforcement of schools policies



**Built
Environment**

**Implement pedestrian-
and bike-friendly zoning**

**Restrict fast food drive-
through restaurants**

**Require fresh food in
corner stores**



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Marice Ashe, JD, MPH
Director

Public Health Law & Policy

180 Grand Avenue, Suite 750
Oakland, CA 94612

510-302-3380

510-444-8253 (fax)

mashe@phlpnet.org