

# Donald's

ORDER  
HERE

  
NOW WITH  
NUTRITIONAL  
DATA ON ALL  
PACKAGING!

560 CALORIES?  
30G OF FAT?  
1010 MG OF SODIUM?  
HOW AM I SUPPOSED  
TO STAY ON MY  
DIET??

JUST EAT THE  
WRAPPER...

ALBUQUERQUE JOURNAL **TRAVEL**  
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# **The obesity epidemic and what to do about it**



## **Child and adolescent obesity rates**

- **The percent of obese and overweight youth (ages 10-17) is at or above 30% in 30 states**
- **44.4% of youth in Mississippi are overweight or obese**
- **8 of 10 states with highest rates are in the south**
- **Florida's youth obese and overweight rate is 33.1%**

# What's in a McDonald's Hamburger bun?



**1960's:**

- flour
- water
- salt

# What's in a McDonald's Hamburger bun?



## Today:

- flour
- water
- salt
- high-fructose corn syrup
- soybean oil
- canola oil
- partially hydrogenated soybean oil



## **Cause #1: Agriculture policy**

- **Cost of farming soared in 1970's**
- **Cost of food increased significantly**
- **Ag Secretary under Nixon increased production of corn and soybean**
- **Instead of putting excess grain in a silo, farmers could sell abroad**
- **Stimulated new products and sales of convenience foods**



## **Cause #2: Technological advances in food**

- **Japanese scientists create HFCS – 6 times sweeter than cane sugar and made from corn**
- **Reduced cost of foods, extended shelf life of frozen foods and vending items**
- **Sugar now added to products that previously had none**
- **Palm Oil imported from Malaysia as a fat alternative**
- **Stable fat, products now lasted “forever”**
- **45% saturated fat vs. 38% for hog lard**



## The result:

- Coke and Pepsi switched from a 50-50 blend of sugar/corn syrup, to 100% HFCS
- Meat production soared cause the cost of soy and corn fell
- TV dinners and boxed foods were mass produced cheaply, thanks to HFCS
- Fast Food industry explodes

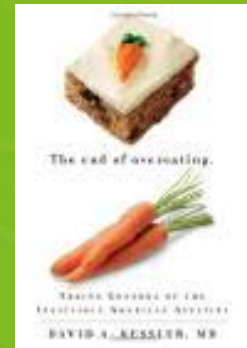






# The result: Restaurant business changes

- Salt, sugar and fat create increased “palatability” making you want to eat more
- Processing techniques remove nutrients and make food easier to chew, so you can eat more of it
- Hedonics is a process of increasing pleasurability of food
- Processing is the key to hedonics, along with layering (multiple ingredients, seasonings, chemical additives for visual appeal, taste, texture)
- Result: restaurant food is more assembled than cooked





## **Cause #3: Larger portions**

- **1960's movie theatre executive realized more profit in snack sales than ticket sales**
- **He increased sizes of popcorn and soda and people paid more**
- **This executive then went to McDonald's**
- **Created larger sizes of drinks and fries**
- **Created "combos" packaging burgers, fries and drinks**
- **Combos soon spread to other chains; upsizing began in other restaurants**



## **Cause #4: People ate out more**

**% of the food dollar spent on food outside the home:**

**1970: 25%**

**1985: 35%**

**1996: 40%**

**2007: 48%**



## **Cause #5: Sedentary lifestyles emerge**

- **A 1983 study reported American children lacking in science and math training – this emphasized academics over all else = standardized testing, less PE in schools**
- **Increased television viewing in the 1980's meant less physical activity for everyone in the household**
- **46% of parents feel their neighborhoods were unsafe and encouraged kids to “play inside”**
- **Video games emerged as another sedentary option**
- **Now computers, internet and social media compete**



## The result:

- 33% of America's calorie consumption is fast food
- On days when a meal is eaten outside the home, calorie consumption increases by up to 800 calories
- Our average weight has increased:
  - 1960, avg woman age 20-29 weighted 128; women ages 40-49 averaged 142 pounds
  - 2000 20-29 year olds averaged 157 pounds; 40-49 year olds averaged 169



## **Cause #6: School policies change**

- **1980's = huge cuts in funding to schools**
- **PE programs slashed, outsourcing of school lunches**
- **Food carts were born – located outside cafeteria and USDA restrictions**
- **By mid 1990's pouring contracts with soda companies funded athletic programs with strings attached**
- **Sodas soon replaced milk as the primary drink for many youth and branded signage filled hallways**



## Cause #7: Food marketing

- Beloved characters are TV shows AND food
- Fast food restaurants are a place to play
- Cereal is a source of toys
- Baby branding associated with foods
- Internet infiltrated with food messaging
- Food as entertainment (Food Network, Bravo) – chef shows aren't about cooking – they're about eating





# Effective Strategies



## Knowledge

Nutrition education in schools

Media messaging for youth and parents

## Skills Practice/Access

Mandate PE

Before/after school physical activity

Healthier snacks for after-school and summer camps

## Policy

Change USDA Ag policy

No competitive food sales in schools

Tougher USDA requirements for school lunch

Tougher guidelines for childcare centers

Enforce wellness plans

Snack taxes

Menu labels in restaurants

Regulate food mkt. to youth

## Other Ideas

Simple labeling system for vending, groceries

Limit proximity of fast food restaurants to schools

Make unhealthy foods, large portion sizes, socially unacceptable

## Knowledge

Nutrition education in schools

Media messaging for youth and parents

Great opportunities for after-school, summer camps

## Skills Practice/Access

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Before/after school physical activity

Healthier snacks for after-school and summer camps

## Policy

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## Radical Ideas

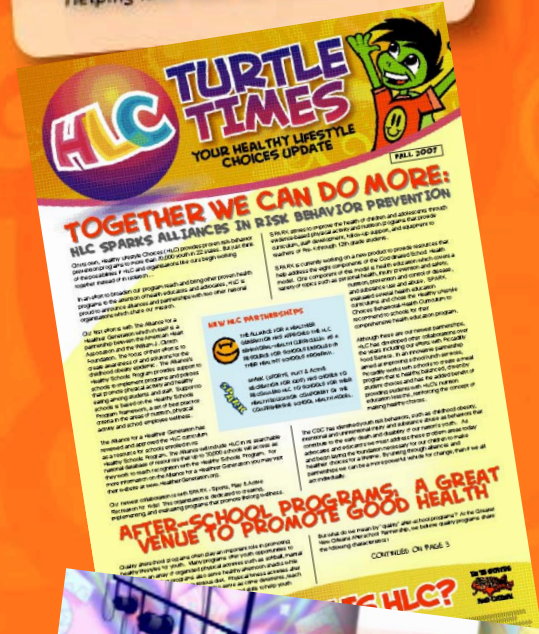
Simple labeling system for vending, groceries (warning labels on foods with no nutritional value)

Limit proximity of fast food restaurants to schools

Make unhealthy foods, large portion sizes, socially unacceptable



# Web Reinforcements



- Video games reinforcing core concepts
- Animated and live-action media messages for children and parents
- Free parenting guides
- Quarterly newsletters for program instructors
- Free teacher downloads

[www.hlconline.org](http://www.hlconline.org)





# Why nutrition/fitness ed is important:

- Up to 50% of youth calories are consumed at school
- Youth today eat, on average, 8% more calories than they did 30 years ago

**URGENT!**



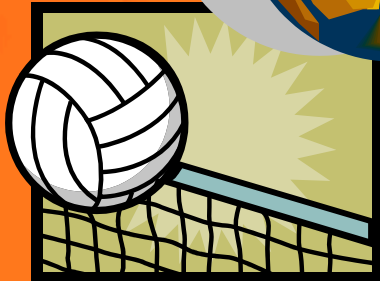
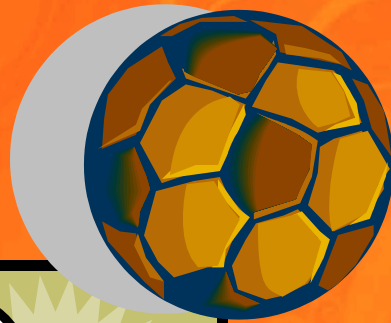
# Skills Practice



- Out-of-school time is a great place to integrate physical activity
- Role model healthy eating by offering healthy snacks (AHG)
  - Around 100 calories
  - Less than 35% of calories from fat
  - Less than 480 mg. sodium per serving
  - NYRR.org, Girls on the Run



# Free Fitness Resources



- [www.schoolwellnesskit.org](http://www.schoolwellnesskit.org)
- Fuel Up to Play 60
- Free kit with fitness ideas
- Sponsored by NFL and Dairy Council
- Other inexpensive physical activities: jumping rope, walking clubs, dance



# Healthy Snack Suggestions

- Bottled water
- Fresh fruit
- 100 calorie snack packs
- Animal Crackers
- Baked chips
- Raisins
- Nuts
- Pretzles
- Quaker Chewy Granola Bars
- Whole Grain Goldfish
- Fruit cups (in light syrup)
- Low-fat puddings or Jello
- Frozen yogurt



# Why physical activity is important after-school:



- 1/3 of elementary school youth do not have recess on a regular basis
- 1 in 4 children do not participate in any free-time physical activity