Roadmap for Curbing Childhood Obesity

Source: Urban Design Lab Team
Roadmap for Curbing Childhood Obesity

**GOAL**
- Curb Childhood Obesity
  - Change social norms to encourage healthy living.
  - Reduce barriers to healthy living that stem from economic insecurity.

**PRIORITIES**
- Increase opportunities to consume healthful foods.
- Reduce opportunities to consume unhealthful foods.
- Increase opportunities for physical activity.

**LEADERSHIP DOMAINS**
- Agriculture / Food Systems
- Health
- Design / Training
- Transportation
- Environment / Climate Change
- Energy
- Media
- School / Education

**ACTION STRATEGIES**

**SCALE**
- National
  - Food Labeling Reform
  - Prevention Points
  - Healthy Living Premiums
  - Making Markets
  - Carbon Food Trust
- State
  - State Food Index
  - Local Food Supply Networks
- Local
  - Food Off the Farm
  - Community Wiki
  - Land Lease Partnerships
  - ActivCity
  - CityGame

**ASSESSMENT**

Source: Urban Design Lab Team
Prices of selected foods, 1970-2005

Source: Gelbach, Klick, and Stratman. 2007. “Cheap Donuts and Expensive Broccoli: The Effect of Relative Prices on Obesity.”

Graphic: Urban Design Lab Team
New Processes: Visioning

Total annual expenditures in U.S. on food away from home

Graphic: Urban Design Lab Team
T.V. viewing activity in U.S. households

Graphic: Urban Design Lab Team
New Processes: Visioning

Oil and food prices in real terms

Graphic: Urban Design Lab Team
New Processes: Visioning

Observed summer soil moisture change, 20th century
(relative to 1961 – 1990 average)

Source: U.S. Global Change Research Program
Graphic: Urban Design Lab Team
New Processes: Visioning

Childhood obesity prevalence: projections, 2006 - 2015

Graphic: Urban Design Lab Team
Projected annual treatment costs of underweight, overweight, and obese adults, relative to healthy weight adults

Graphic: Urban Design Lab Team
“If obesity continues rising at its current rate in the United States, by 2020 about one in five health care dollars spent on people ages 50-69 could be consumed by obesity-related medical problems - up about 50 percent from 2000.”

New Processes: Visioning (example 1: scenarios A, B)

Fuel prices will continue to rise, increasing the costs of fertilizer, food production, food storage, and transportation.

Scenario A

"The food crisis will make obesity and attendant diabetes even more rampant. Fruits, vegetables and fish are becoming luxury goods completely out of reach of many people. Consumption of cheap food will only grow. Obesity is the toxic consequence of a failing economy."

- University of Washington epidemiologist Adam Drewnowski, quoted in The Philadelphia Enquirer, “High food costs may boost obesity among poor in U.S.”

Scenario B

Rising energy costs will lead to the development of an alternative, less energy-intensive food system based on local production and supply networks, which will increase the consumption of produce and whole foods. This will have a positive impact on childhood obesity rates.

Potential Outcomes

Projection/Trend

Graphic: Urban Design Lab Team
New Processes: Visioning (example 1: scenario A)
New Processes: Visioning (example 1: scenario B)
New Processes: Visioning (example 1: scenario B)

Conventional Food System
Regional Food System: Stage I
Regional Food System: Stage II

New Processes: Visioning (example 1: scenario B)
New Processes: Visioning (example 2: scenarios A, B)

Fuel prices and cultural shifts are contributing to increasing population migration from rural and suburban areas into the cities.

Projection / Trend

Scenario A

Increasing urban density will strain city infrastructure and budgets, resulting in increased economic and food access disparities and decreased open space access, contributing to increasing childhood obesity rates.

Scenario B

Increasing urban migration will lead to increased focus on and investment in urban areas, resulting in improved access to healthful food and physical activity opportunities through the adoption of healthy community design principles. This will result in decreasing childhood obesity rates.

Potential Outcomes

Graphic: Urban Design Lab Team
New Processes: Visioning (example 2: scenario B)

Healthy Community Design

Graphic: Urban Design Lab Team