Preventing Obesity and Diabetes at the Population Level

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Eating in restaurants adds calories

Average caloric effects of food away from home*

*Todd and Mancino (2010). Eating out increases daily calorie intake

Cochrane Review: 72 studies on portion sizes

• When people are served more than they need, they eat more than they should
• Most people lack the capacity to limit intake
• Servers have more control over how much people eat than they do themselves
Product placement encourages sales

Increase in sales due to end aisle displays: 50%
Percentage of store sales from end aisle items: 30%

Junk food and sugary beverages:
• 10-40% aisles, special displays and end aisles
• 50-86% of perimeter walls
• 80-100% of cash registers

Alcohol consumption was controlled in the 19th century

**Annual per capita consumption of alcohol**

- Improved distillation technology
- Begin alcohol regulations/temperance movement
- Prohibition

**ACCEPTED ALCOHOL REGULATIONS**

- Standardized portions: 0.6 oz/drink, standard alcohol content
- Accessibility limits:
  - Alcohol outlet licensing and density limits
  - Restricted operating hours
  - Age limits
  - Alcohol taxes
  - No public drinking
- Impulse marketing curbs:
  - Prohibit alcohol specials (e.g., 2 for 1, “all you can drink”)
  - Control displays
  - Prohibit alcohol vending machines, drive-up window sales

Levine & Reinarman, 1991; Hall, 2010; LaVallee and Li, 2011
Reframe the obesity epidemic as the consequence of harmful food provider practices

Address food providers at point of purchase

- Serve appropriate portions, empower individuals to control their intake
- Prohibit automatic, default options that increase the risk of chronic diseases
- Limit impulse marketing, so poor choices are thoughtful and deliberate, rather than automatic