

Preventing Obesity and Diabetes at the Population Level

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HEALTH

Eating in restaurants adds calories

Average caloric effects of food away from home*



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

Junk food and sugary beverages:

- 10-40% aisles, special displays and end aisles
- 50-86% of perimeter walls
- 80-100% of cash registers

Increase in sales
due to end
aisle displays:

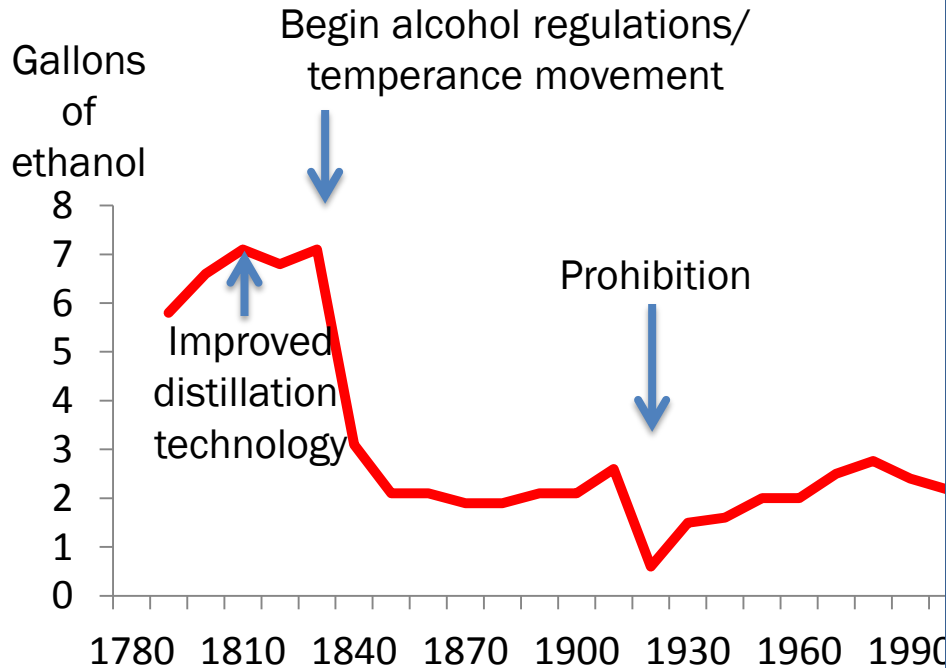
50%

Percentage of
store sales from
end aisle items:

30%

Alcohol consumption was controlled in the 19th century

Annual per capita consumption of alcohol



Levine & Reinerman, 1991; Ha

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

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