

Shape Up America!



www.shapeup.org

Leveraging Health for Effective Pedestrian Advocacy

Barbara J. Moore, Ph.D.

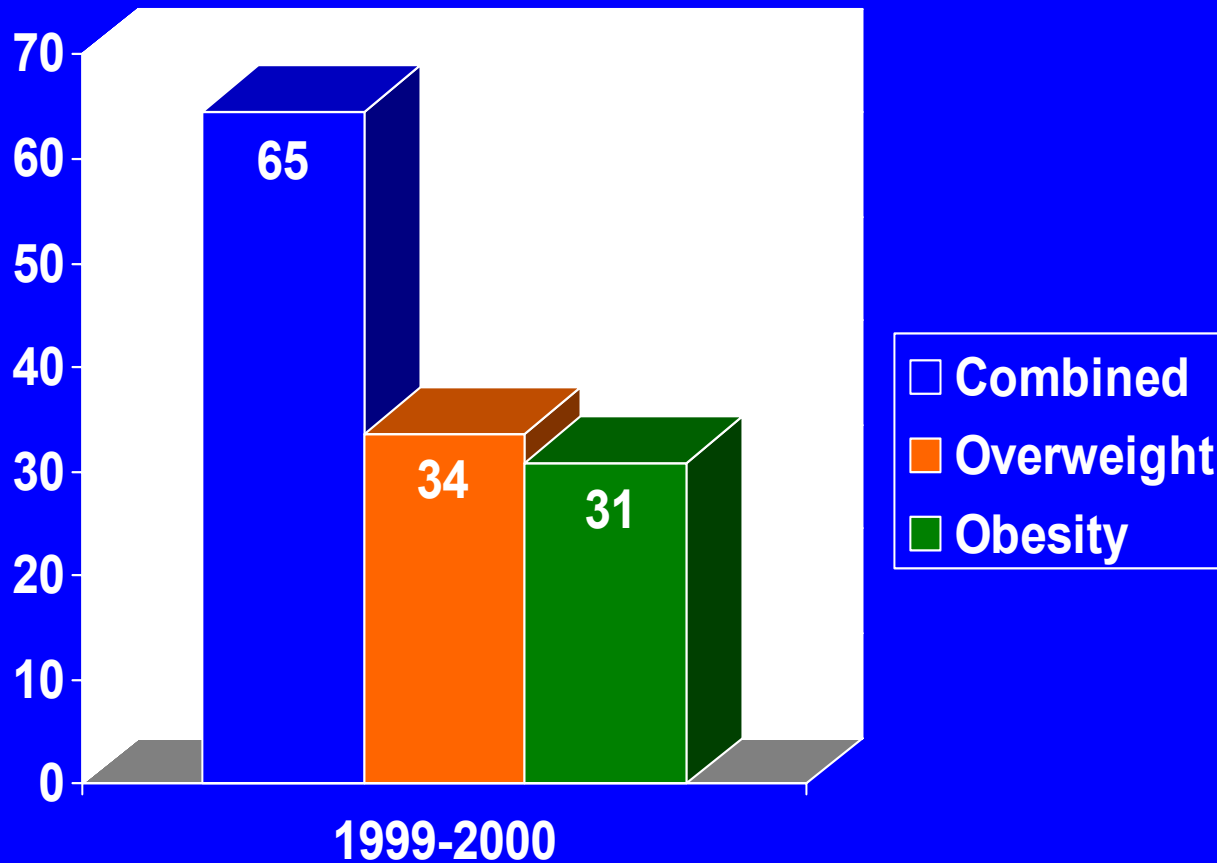
Shape Up America!

www.shapeup.org

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Overweight & Obesity

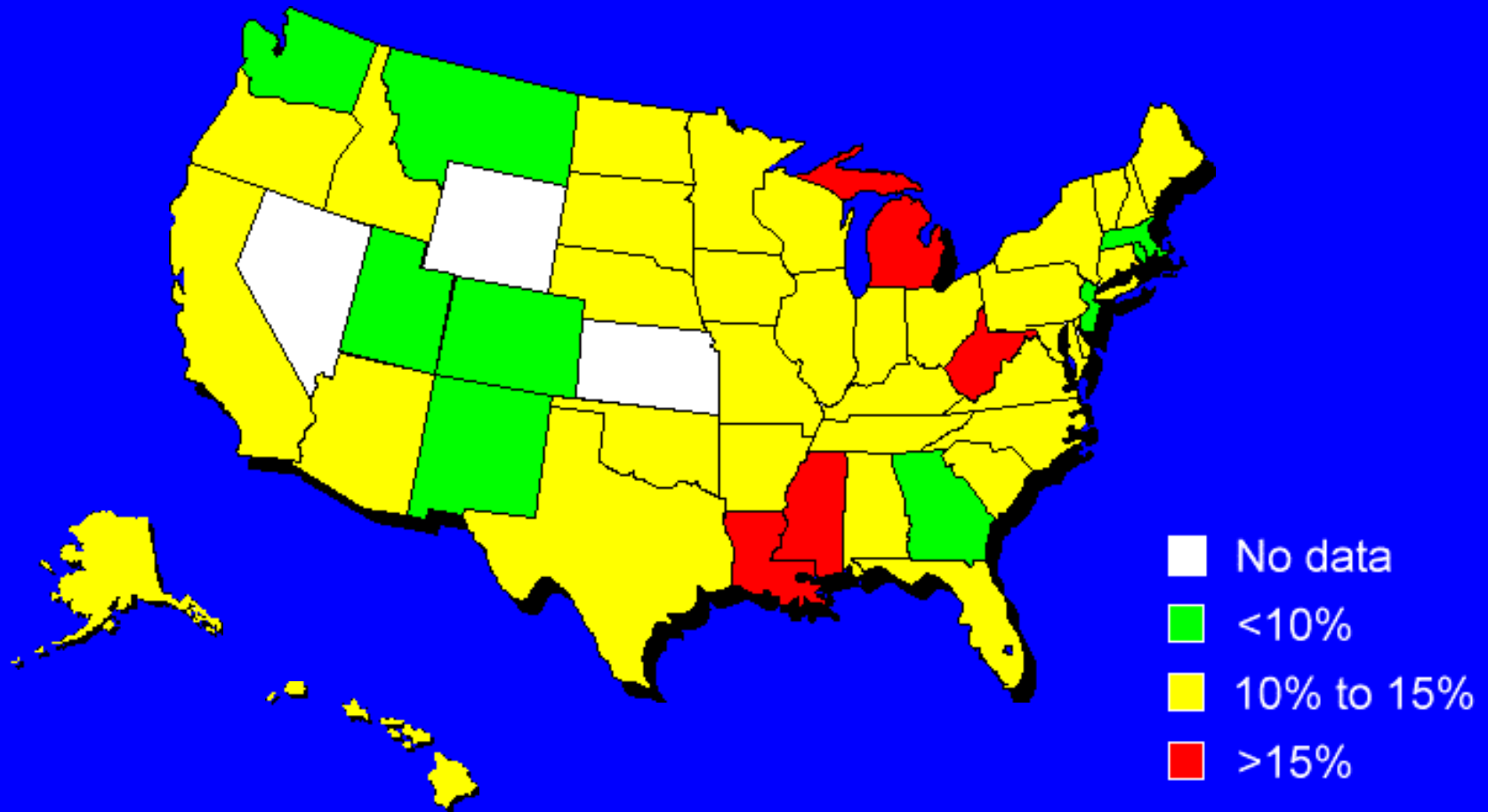
% of Adult Population
(Health, United States, 2002 - NCHS)



BMI

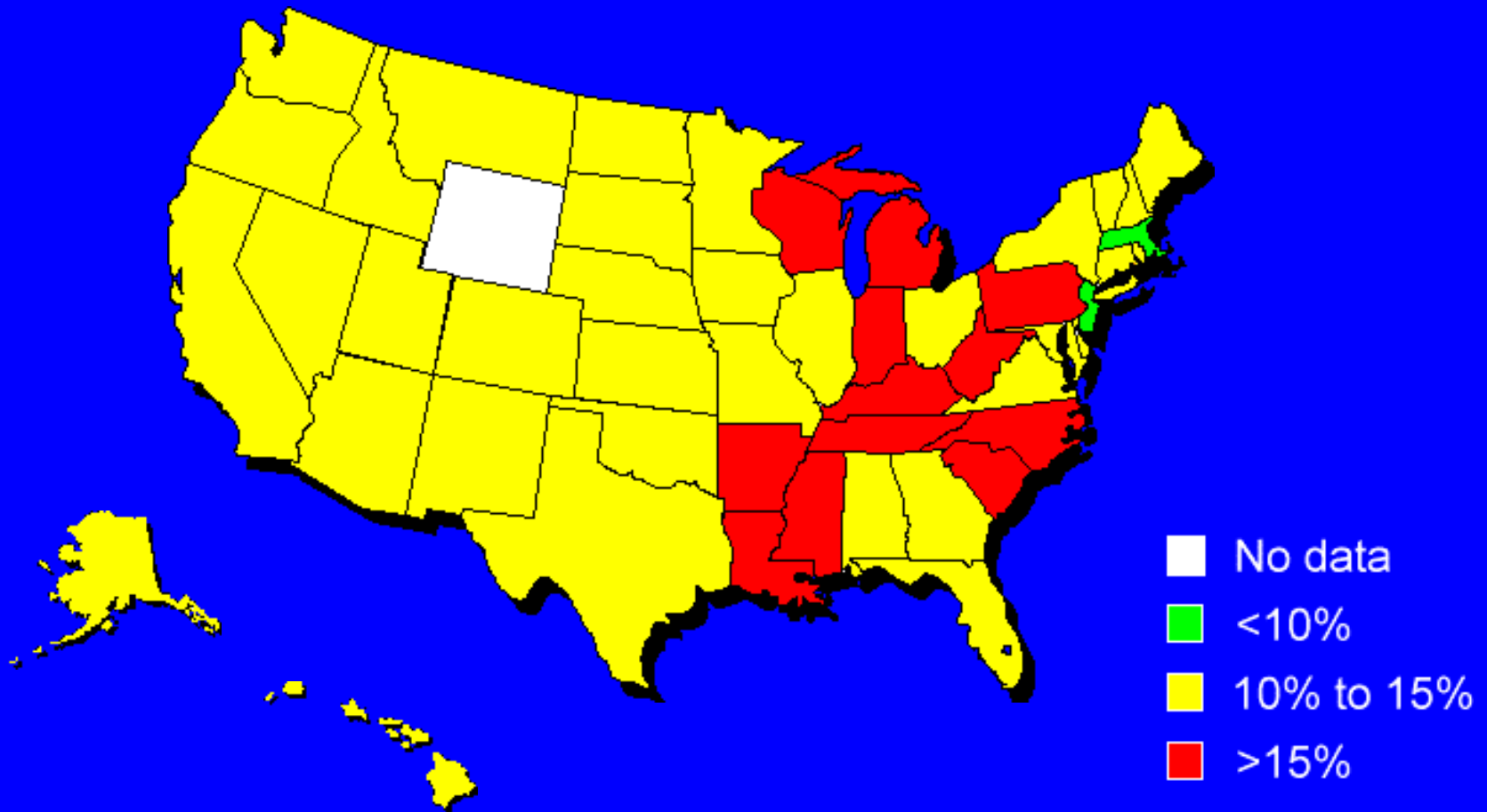
- BMI is “Body Mass Index”
- $BMI = \text{weight (kg)}/\text{height (m)}^2$
- $BMI = [\text{weight (lbs)}/\text{height (in)}^2] \times 703$
- Overweight → BMI 25.0 – 29.9
- Obesity → BMI 30.0 or higher

The Rise of Obesity in the U.S. (1991)



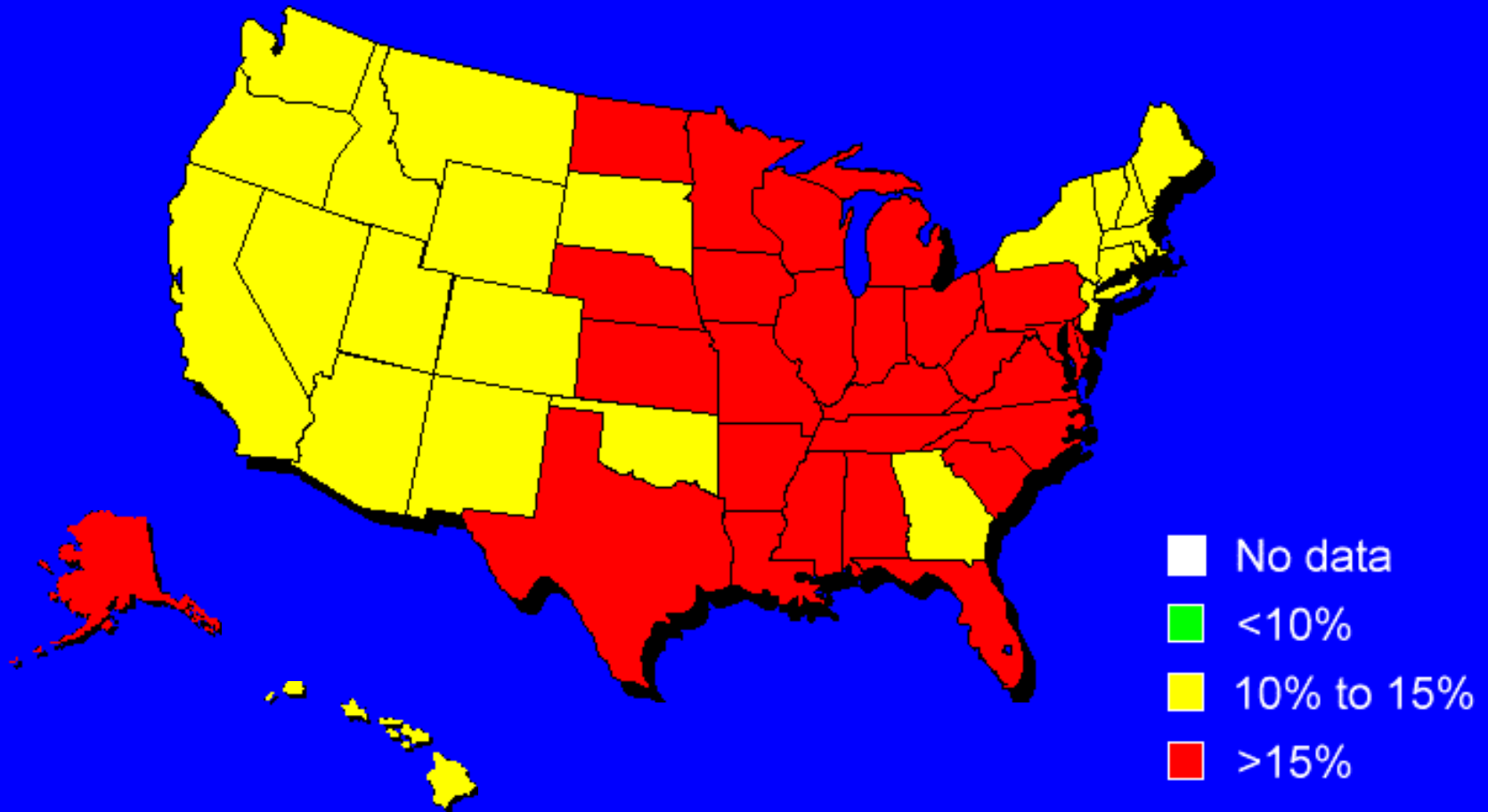
Modified from Mokdad AH, et al. *JAMA* 1999;282:1519-1522

The Rise of Obesity in the U.S. (1993)



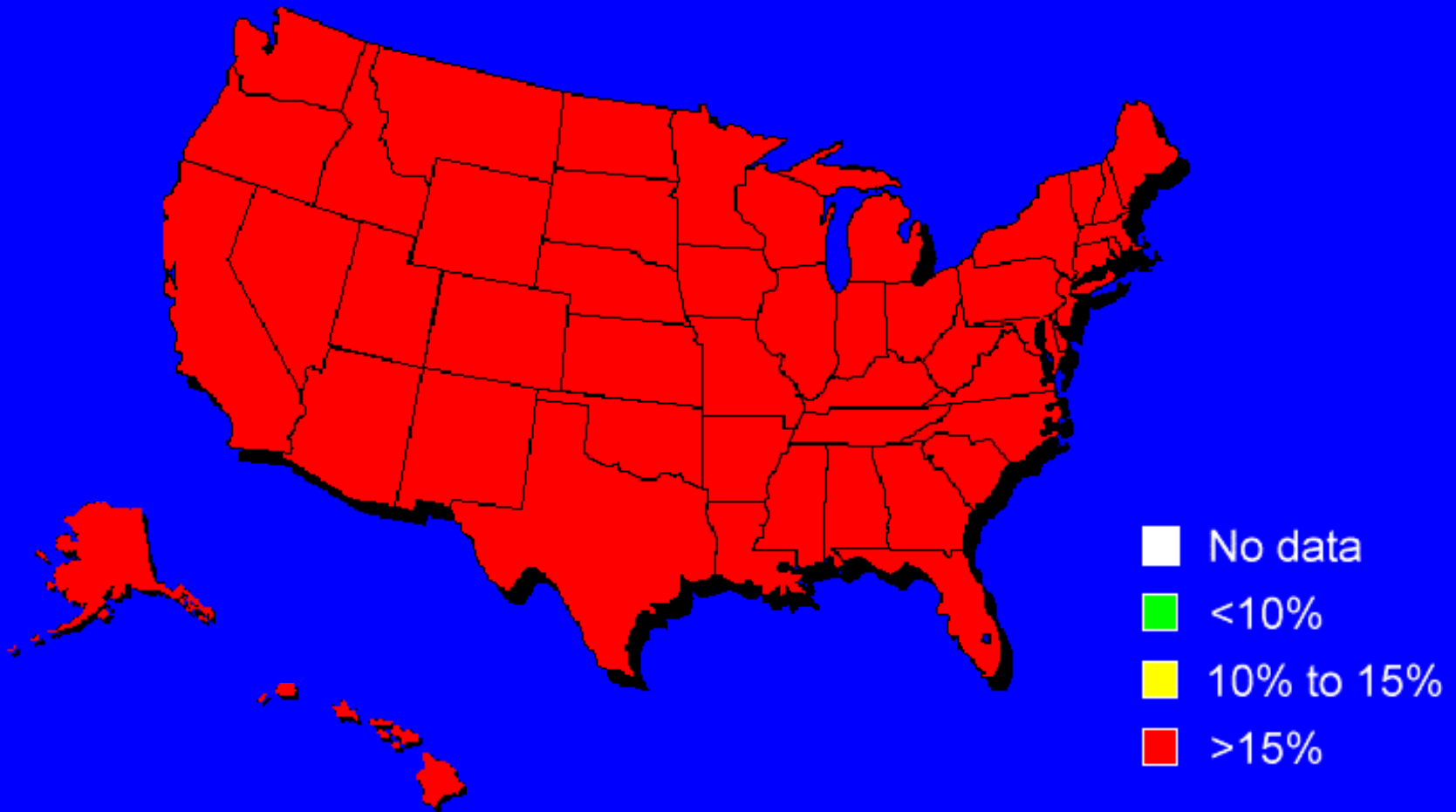
Modified from Mokdad AH, et al. *JAMA* 1999;282:1519-1522

The Rise of Obesity in the U.S. (1995)



Modified from Mokdad AH, et al. *JAMA* 1999;282:1519-1522

The Rise of Obesity in the U.S. (2000)

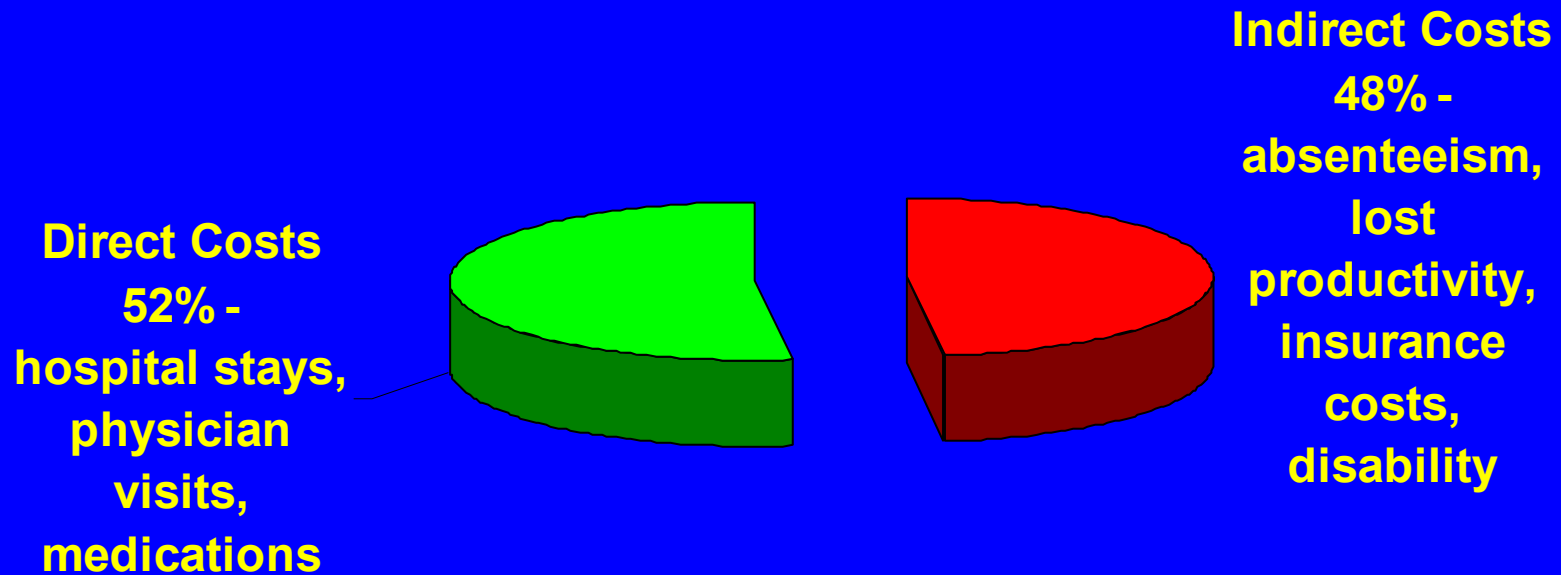


Modified from Mokdad AH, et al. *JAMA* 1999;282:1519-1522

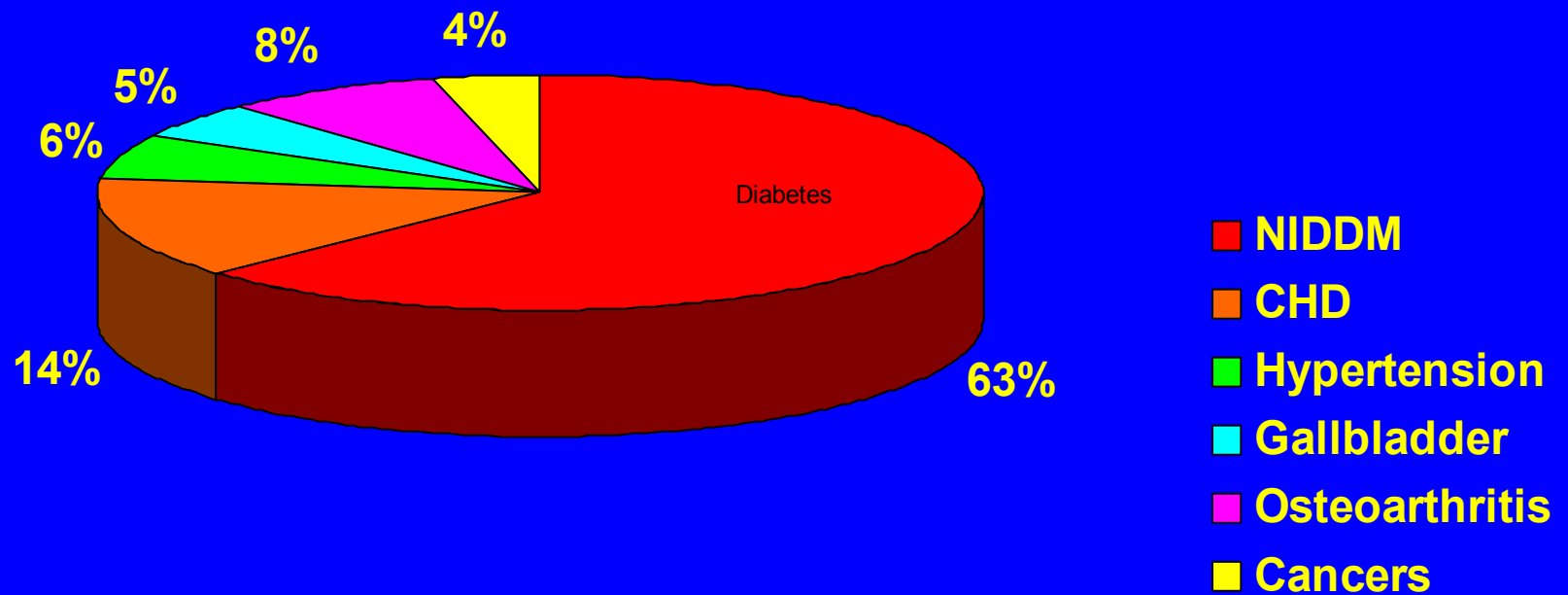
Economic Costs of Obesity in the U.S.

\$117 billion

(in 2000 Dollars)



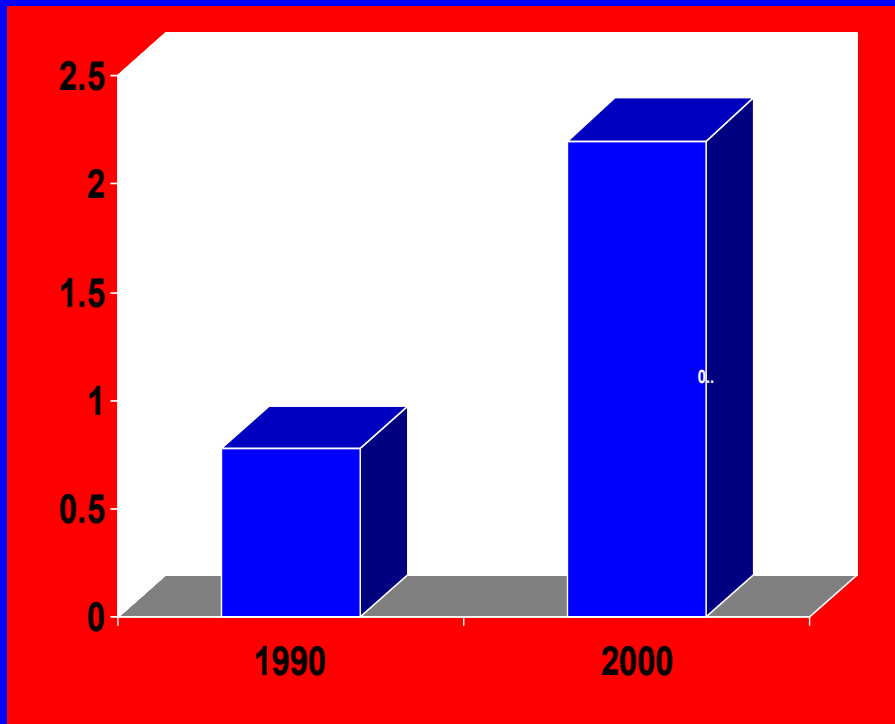
Direct Costs of Obesity by Disease



Morbid Obesity

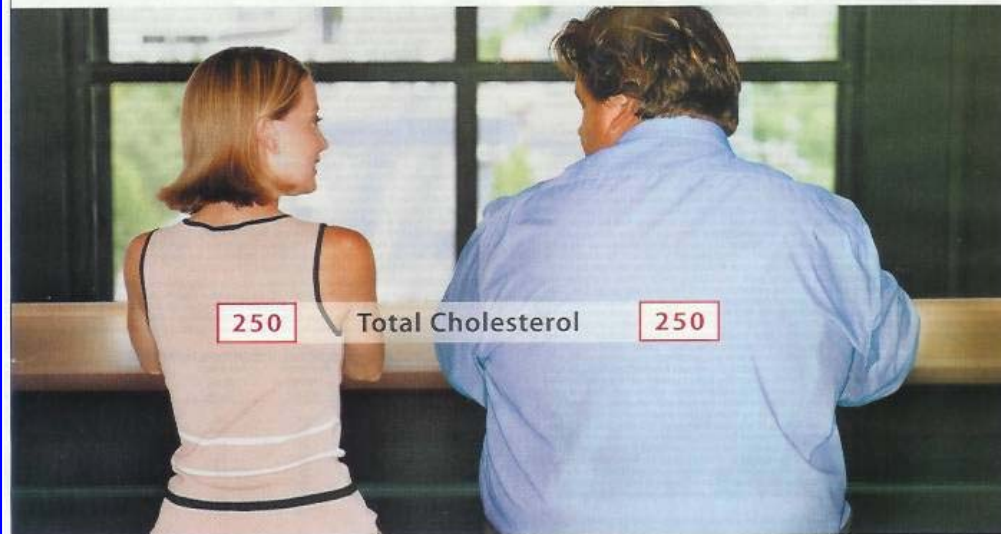
% of Adult Population

(Health, United States, 2002 - NCHS)



- Morbid obesity is growing fast – approaching 10 million adults
- Surgical procedures cost \$10K - \$40K
- Lifetime follow-up is required (\$\$)

High cholesterol comes in all shapes and sizes.



Here's a tip. You can be active, thin, young or old. The truth is that high cholesterol may have as much to do with your family genes as food. So, even a strict diet may not be enough to lower it. The good news is that adding LIPITOR can help. It can lower your total cholesterol 29% to 45%*. And it can also lower your bad cholesterol 39% to 60%*. (*The average effect depends on the dose.) More than 18 million Americans have talked to their doctor about LIPITOR. Maybe you should too. Learn more. Find out if the #1 prescribed cholesterol medicine is right for you. Call us at 1-888-LIPITOR. Find us on the web at www.lipitor.com.

 **LIPITOR.**
atorvastatin calcium
tablets
FOR CHOLESTEROL*

Important information:

LIPITOR® (atorvastatin calcium) is a prescription drug used with diet to lower cholesterol. LIPITOR is not for everyone, including those with liver disease or possible liver problems, women who are nursing, pregnant, or may become pregnant. LIPITOR has not been shown to prevent heart disease or heart attacks.

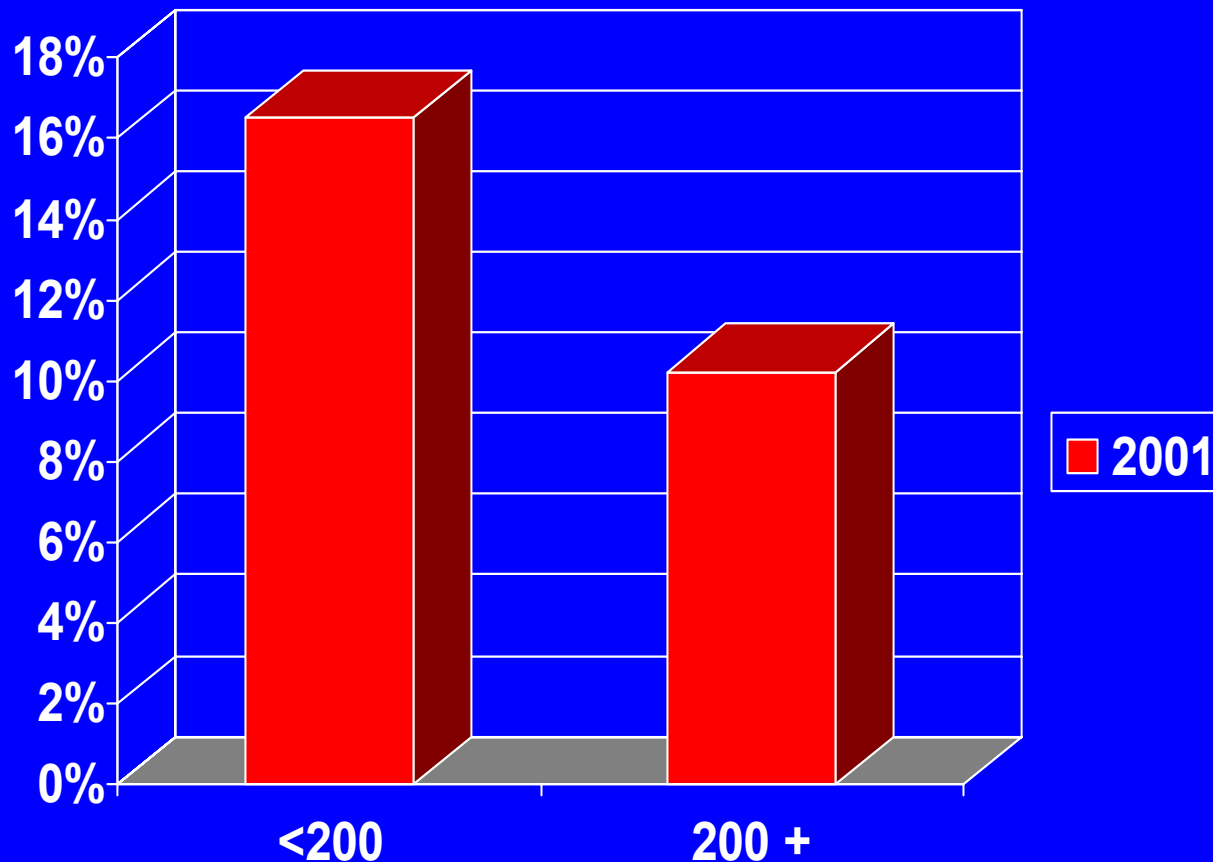
If you take LIPITOR, tell your doctor about any unusual muscle pain or weakness. This could be a sign of serious side effects. It is important to tell your doctor about any medications you are currently taking to avoid possible serious drug interactions. Your doctor may do simple blood tests to monitor liver function before and during drug treatment. The most commonly reported side effects are gas, constipation, stomach pain and indigestion. They are usually mild and tend to go away.

Please see additional important information on next page.

Diabetes Drives Up Costs

- Obesity Drives Up Diabetes (Type 2)
- Obesity Drives Up Cholesterol
- Obesity Drives Up Heart Disease
- Obesity Drives Up Stroke
- Obesity Drives Up Certain Cancers
- The List Goes On....

% Increase in Costs of Health Insurance to Employers – By Size of Workforce (Kaiser Family Foundation, 2002)

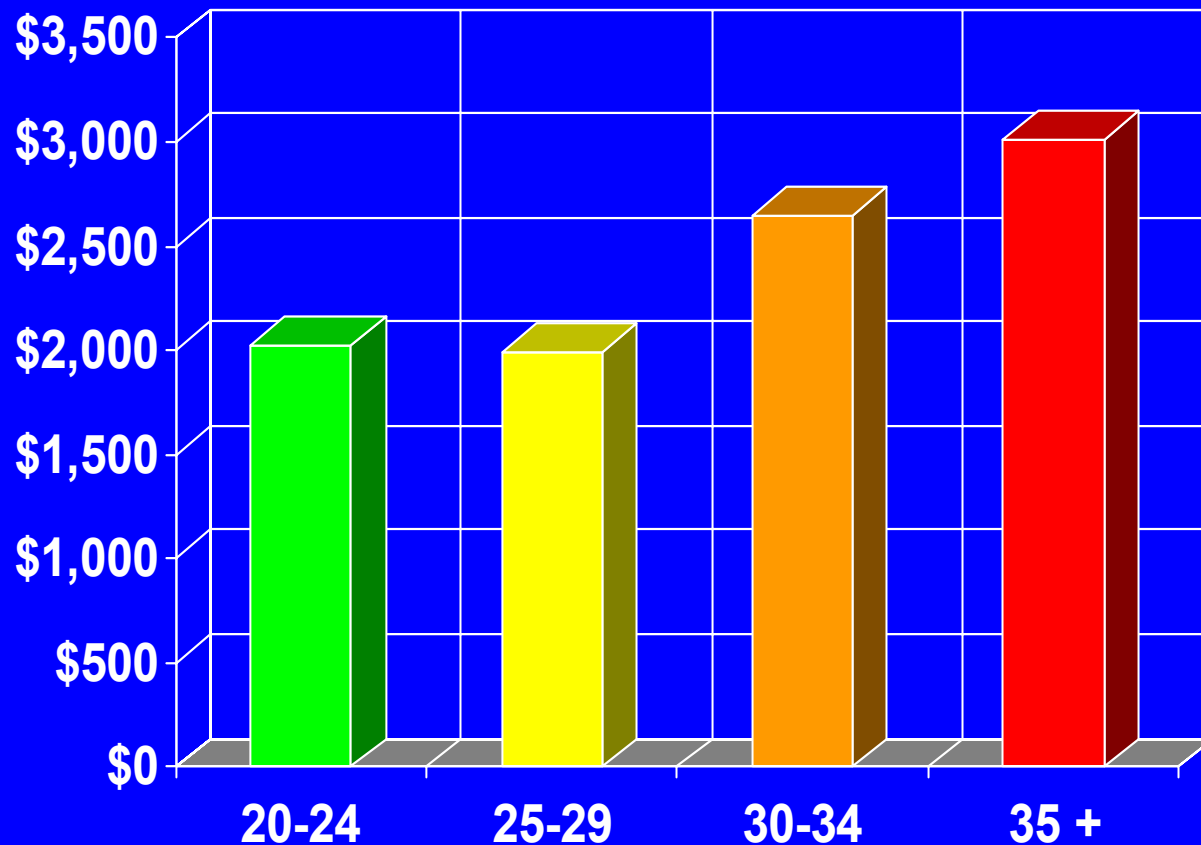


Kaiser Permanente (n >10,000)

Health Services Utilization

Mean annual cost per person by BMI

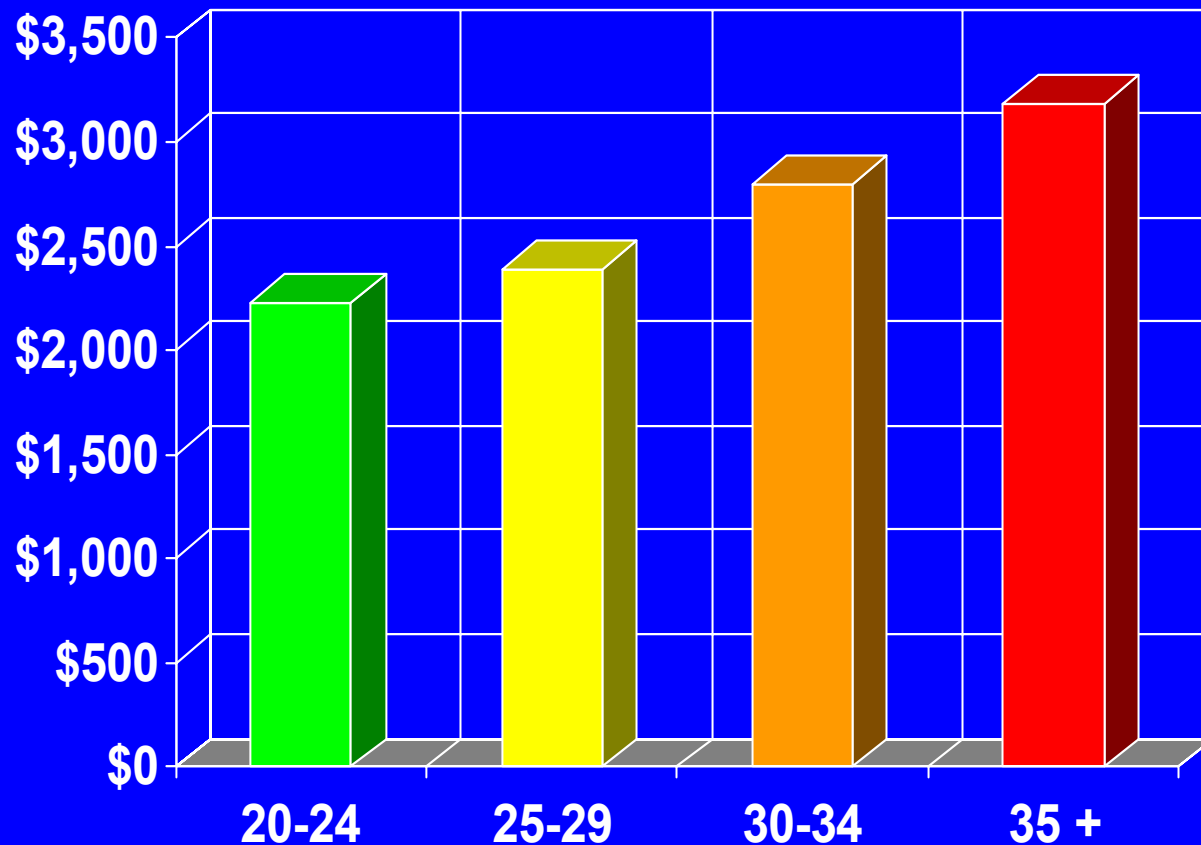
(Quesenberry, Arch Intern Med, 1998 158:466-472)



General Motors Study 1996-97

177,000 Indemnity/PPO participants

(Wang et al., Health Mgmt Res. Center, U. Michigan, Ann Arbor)

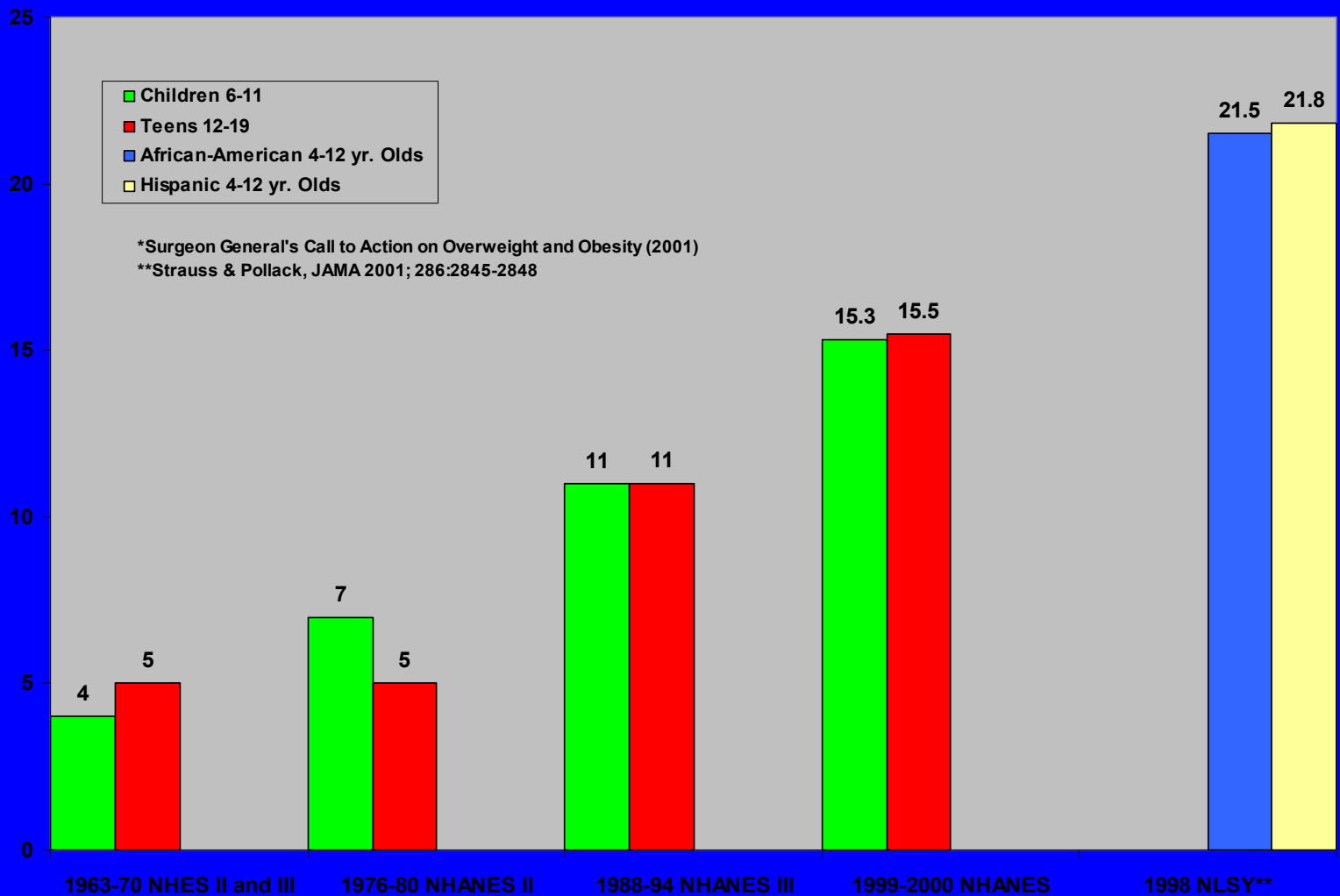




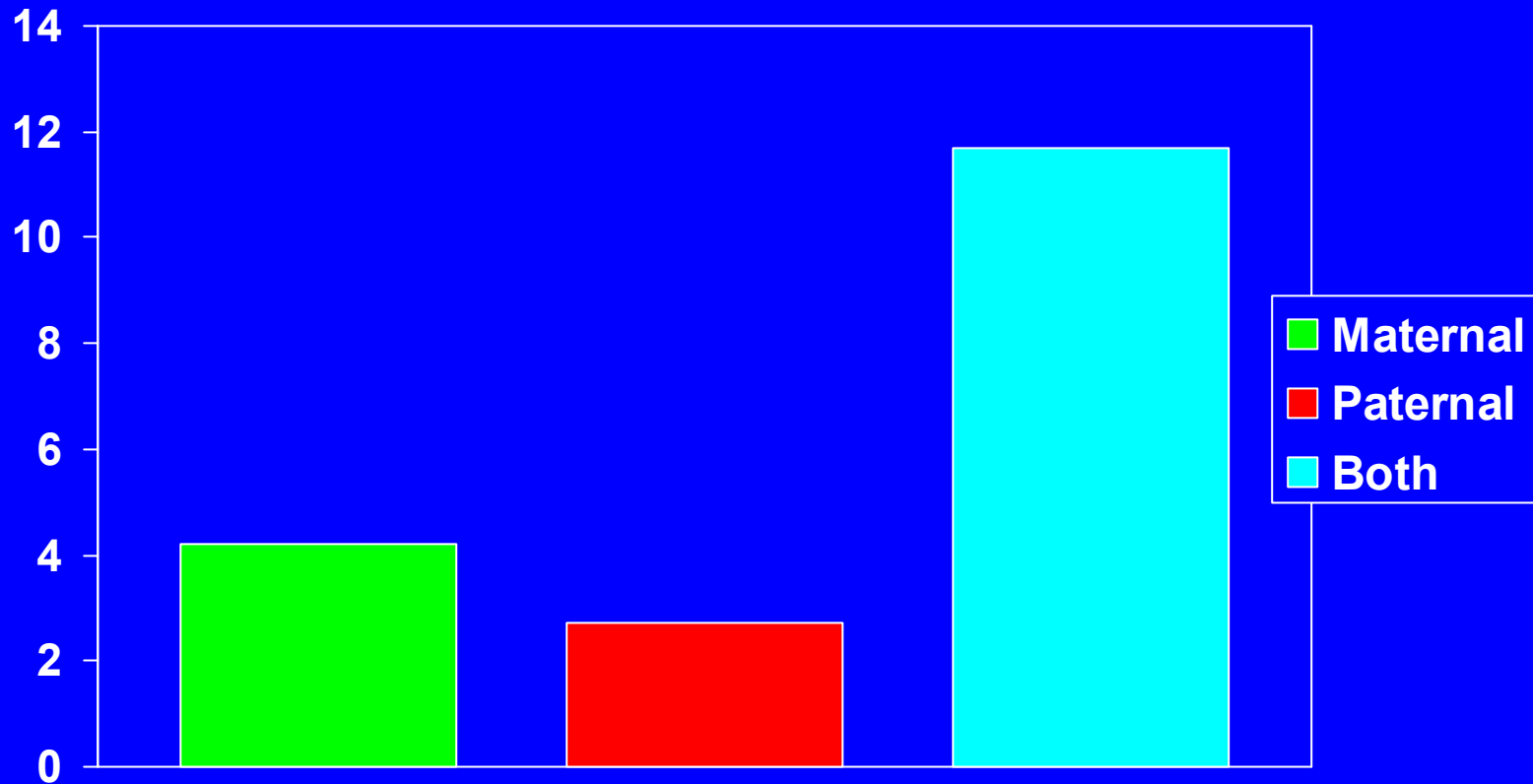
Wendy's

**BEAT DIABETES
BUY 5 JR FROSTYS
FOR \$1**

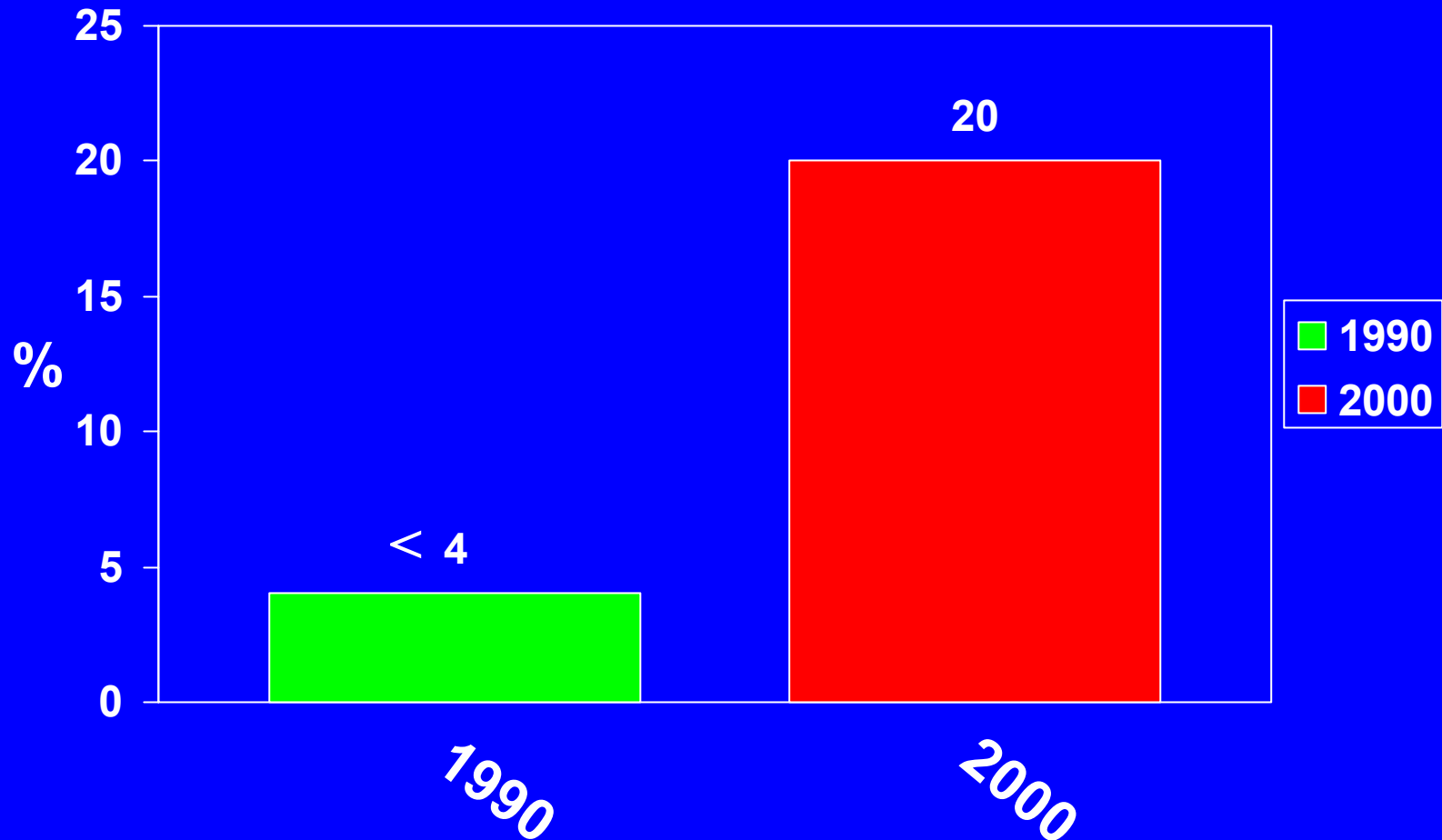
Prevalence of Overweight* Among US Children and Adolescents



Risk of Childhood Obesity Increases if One or Both Parents Obese



Pediatric Diabetes -- Growing % of Cases is now Type 2



SUMMARY

- **Obesity Costs -- \$117 Billion/year**
- **Obesity is driving up disease rates, health care costs and insurance rates**
- **Childhood obesity → “adult” disease**
- **Parents -- The primary influencers of children’s behavior**

Energy Balance

Calories In = Calories Out

**CHESTER
FRIED**



Chicken To Go

**787 3997 MEXICAN FOOD
TACOS AS BIG
AS YOUR HEAD
ALL U CAN EAT \$9.00
ENTIRE MENU INCL SODA**

Community Action

- Decreased Reliance on the car
- Increased Walking and Biking
- Sidewalks and Bike Paths
- Neighborhood Safety
- Zoning (sidewalks, green space)
- Planning
- Leadership

Conclusion

- Obesity is a health issue at all ages
- Obesity is driving up health care costs
- Our children are getting fat and suffering from so-called “adult” diseases
- Promoting walking and biking is promoting health and helping to avert disease

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