"Fed Up"

1 in 20 obese children in the past to now 1 in 5 obese children

more people will die from obesity than starvation

overtaking smoking as the leading cause of death in the US

entire industries created to help us lose weight (are the solutions really solutions or is it about making $)

"I don't want him obsessing about his weight his whole life...I want him to be able to focus on other things...on more important things"

mantra: eat less, exercise more (personal responsible message) (lack of willpower, lazy)

1953..Dr Jean Mayer...mice...lack of exercise leads to weight gain

1980-2000 fitness club members double...a decade later 2 out of 3 Americans are overweight/obese

Worldwide obesity...not just the US...

Infants are overweight...do they need to exercise more?

Mom points to the front of the labels (not the nutrition label on the back) (low fat, reduced fat)

energy balance = calories in (from food and drink) = calories out (exercise & metabolism)

1 20 ounce coke = 1 hour and 15 minutes of biking

1 cookie = 20 minutes of jogging

1 medium French fry = 1 hour & 12 minutes of swimming

Plus a calorie is not a calorie:

almonds...160 calories...fiber in almonds delays the absorption...so blood sugar rises slowly and for longer

soft drink...160 calories...no fiber....straight to liver...blood sugar rises....calories are converted for storage (fat)

Our food industry is at the heart of this problem...they make money off of selling us food...they fund research, they donate to professional society's (American Academy of Family Physicians partnered with Coca-Cola)...the motivation is money

sugar beverages include: sports drinks

It costs more to eat healthier, but you can eat well for less, but it is faster, easier & may taste better

Ends up costing our nation~cancer, heart disease, metabolic syndrome, diabetes, strokes, kidney failure

genetics are a factor, but have always been an issue...so what is difference worldwide past 30-40 years

Type 2 diabetes in adolescents 1980 = zero 2010 = 57, 638

use to be called adult onset diabetes...now called type 2 because so many kids have it

1977 McGovern Report: warns that obesity would soon be the #1 form of malnutrition in the US with associated rising medical costs to follow, dietary goals for Americans are formed, stating our diets are high in fatty meats, saturated fats, cholesterol, sugar

this unities the egg, sugar, dairy and beef industries (as sales of their products are in danger), together these industries reject McGovern Report and demand a rewrite...lobbies for these industries are able to have them revised AND a new industry angle was born...low fat...

"When you take the fat out of food it tastes nasty..." so they dumped in the sugar...

Sugar is a poison...a chronic, dose dependant hepato (liver) toxin

fructose (ose=sugar) can only be processed in the liver (when liver is taxed, pancreas helps out by producing the hormone insulin (energy storage hormone-sugar into fat), blocks your brain signal (CCK) that you are full (so you continue to feel hungry)

sugar isn't just in cookies and desserts...600,000 food items (80% of them have added sugar), many of the foods marketed as healthy are not (soda & juice, candy & yogurt, granola & cookies, candy & pasta sauce)

OSE = sugar

highly processed starches = sugar (white rice, white bread, white pasta)

fiber mitigates the damage (natural/brown rice, brown bread, brown pasta) (fruits)

American Heart Association daily allowance of added sugar = 6-9 tsp

Food addiction is a real thing...these foods act like drugs on our brain (we are coming back for more and more)

rats choosing sugar-water over cocaine (binging, craving and withdrawal when the sugar was taken away), 8 times more addictive then cocaine

start the addiction early...formulas (especially lactose-free formulas) super high in sugar

our environment is unhealthy...the unhealthy, processed foods & advertisements for them are everywhere...product placement (right by the checkout, toy stores, at eye level, cartoon characters, entertaining/playgrounds)

corn=fructose, Americans don't know about the sugar intake issue

2002 WHO TRS-916 = sugar is a major, if not the cause of METs

WHO sets global health standards... no more than 10% of a diet from sugar

huge pushback from industry...Tommy Thompson tells WHO we won't pay them

report is withheld and food labels do not provided RDA on labels today

HUGE amount of money involved

How the industry is willing to "help"...calories in & calories out, removing calories (14 calories/child), reformulating foods (does not change the sugar)

not discussing cooking, having time to cook & having equipment to cook

government policy...US Department of Agriculture/USDA...set up to help them to promote/market their products (not to help us eat healthier)...subsidy (money given to these industries) (government helping to create cheesy products)

HUGE conflict of interest...public health vs promoting US agriculture

School lunches-

1946 Truman signs the National School Lunch Act to deal with malnutrition in our country

1981 Regan cuts the Child Nutrition Budget, schools get rid of cooking equipment & switch to cheap/easy to prepare foods and make deals with the food industry (Coke & fast food)

2010 Obama signs Healthy Hungry Free Kids Act (new standards for the school lunches), food companies freak-out and pizza (tomato paste) and French fries are vegetables (contrary to public health), school lunch budget is increased, healthy options are not purchased when other options are present (can't give a choice/not mature enough to make that choice)

Huge opportunity to market their products, 2-3 year olds can recognize brands

Marketing to children is unfair

1977 Federal Trade Commission/FTC tries to regulate sugary foods, industries get together to block the regulations

Invention of cheaper corn syrup allows food makers to spend$ bigger sizes, lower prices, more advertisements (celebrity endorsements, cooperate ties) (product placements in TV shows/movies/video games)

2004 they try again...self-regulatory promises...that don't work... up 60% more advertising

In response...Big food/industry... they spark a larger public debate over the government in our lives (who is the government to tell us what to eat, what to serve in schools, etc), they are marketing to those with the least education/the least time to prepare foods

"We are placing private profits special interests ahead of public health"

We have been "taught" thin = healthy, thin does not equal healthy...Thin on the outside and fat on the inside (TOFI) or "skinny-fat" or Metabolically obese normal weight = same health consequence

fat is distributed in different places (belly fat is the most dangerous/lethal fat)

more than 50% of the US population will become sick because of this

health insurance companies are making money off of our illness

We can make a difference...tobacco...took from 1950 to 2000 (50 years) to make a difference, government and the media took them on and WON :) (warning labels, anti-smoking advertising, education, bans on smoking in public places, taxes added)

HOWEVER...they have moved on...other tobacco products, marijuana, fast food, beverages

The problem is getting worse not better...how does this affect our country (first responders, debt due to treatment of metabolic disease)

we need government actions, politicians need public support to take on the industry

food environment (eat more, faster/easier, tastes better, unhealthy foods are everywhere)

"first generation of American children expected to lead shorter lives than their parents did"

Call to Action~

we need to make it easier to feed ourselves healthier foods (get rid of sugar, avoid processed foods)

warning labels

fast foods banned in public schools

nutrition labels add the % of sugar

celebrities have to pitch healthy foods too

detox diet...get rid of all sugar...cook real foods (time to cook foods, equipment to cook foods)

Results ~ More productive citizens, Less money on health care costs, Lives saved