



## SPRING Seminar Series

May 5, 2010

*Hunger and Obesity Paradox: Advocacy Issues*

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- Key advocacy point: how to frame the issue?
  - Must be fair and accurate
  - 49.1 million people live in food insecure households, which increased with economic downturn
- Sesame Street works with WIC to address hunger and educate on bad snack foods, but that doesn't solve the obesity problem
- Obesity disparities by income may be weakening
- Mixed research on food insecurity and obesity
  - Evidence says food insecure women are more likely to be overweight
  - There are connections between hunger, food insecurity, and overweight and obesity
- Challenges associated with poverty
  - Limited resources and lack of access to healthy food
  - Fewer opportunities for physical activity
  - Metabolic changes promote fat storage
  - Parents may restrict own food intake to protect children from hunger
  - Chronic stress may lead to unhealthy eating behaviors and a change in hormones
  - Exposure to food marketing
  - Limited access to health care, which leads to lack of diagnosis and treatment
- Consequences:
  - Weight bias and discrimination in the work place
- President has committed to end hunger and obesity by 2015
- Recommendations:
  - Make sure people have enough money to buy good food
  - Strengthen nutrition standards

- Convenient access to reasonably-priced food
- Role of the Federal Nutrition Programs in Obesity Prevention: increase access to food programs helping obesity
- IOM very clear that you need to increase access to programs and connected them to reducing hunger and obesity
- **Obama Task Force on Childhood Obesity & Let's Move Campaign:**
  - Wrote letter:
    - Pleased focus is on ensuring access to healthy foods
    - Important to eliminate food desserts
    - Encourage stores to be SNAP and WIC stores
    - Pay attention to childcare to develop children's food habits
  - Let's Move Initiative should focus on preschools
- **Child Nutrition Reauthorization 2009 (did not pass)**
  - Organizations want to increase access and quality
  - Nutrition provisions with no funding created cheap bill
  - Competitive food is an issue of nutrition, access, and money
- **Child Nutrition Reauthorization 2010**
  - \$4.5 billion bill – coming from SNAP education and farmers money
  - Disagreements on funding mechanisms
- **WIC**
  - New WIC food package has fruits and vegetables, whole wheat bread, rice, tofu, and soy milk
  - Food package implementation: stores thought administratively difficult
    - Client choice at the store let customers move the market
    - Hard to mandate having fresh fruit when the food system is broken
  - The appropriations process: about cost neutrality
    - Additional \$2 for fruits and vegetables
    - Focus on getting the yogurt next year
    - WIC not an entitlement