

Obesity Prevention and Reduction in Michigan: Community and Systemic Strategies

Michael W. Hamm

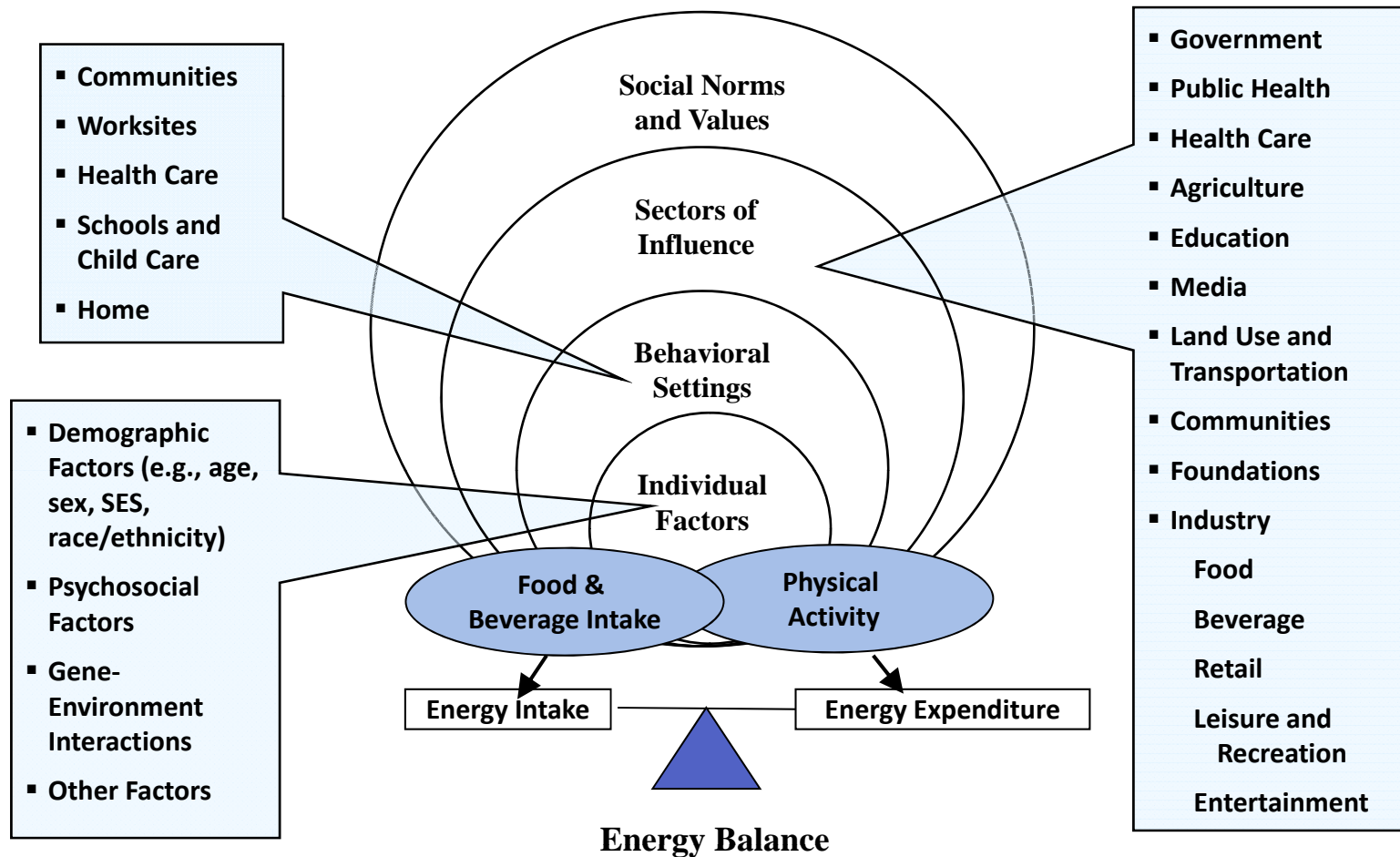
C.S. Mott Professor of Sustainable Agriculture

Michigan State University





Social-ecological model





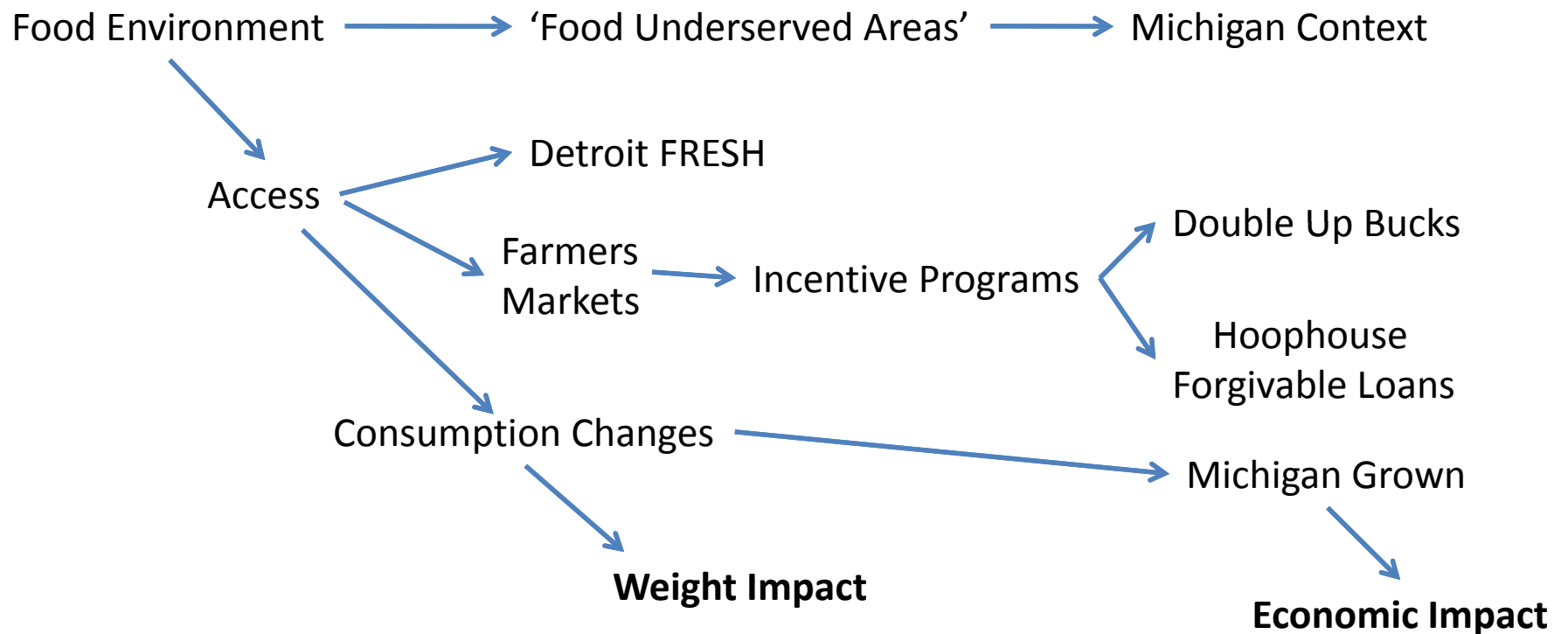
Four Basic Notions in Reducing Obesity

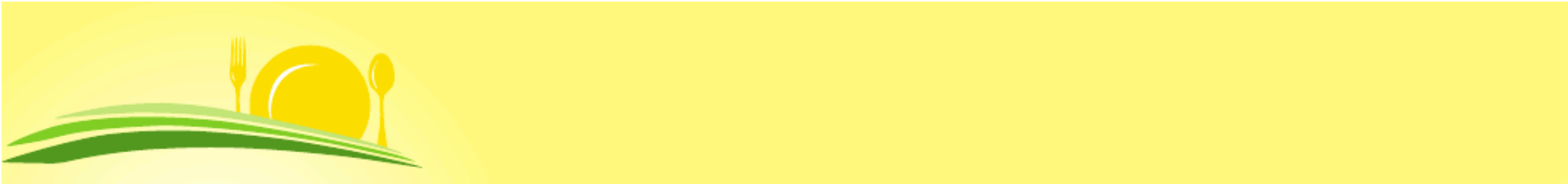
- ✓ There is no magic bullet
- ✓ There is no zero cost 'solution'
- ✓ Need massive changes in the food and physical environment
- ✓ Need a combination of incentives and disincentives



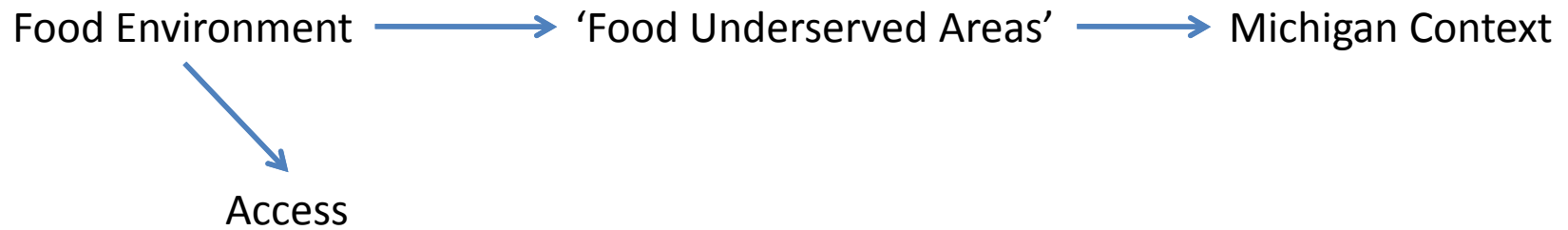
Carry One Thread Through Michigan

Increase fruit and vegetable intake within a context of healthy weight development/maintenance



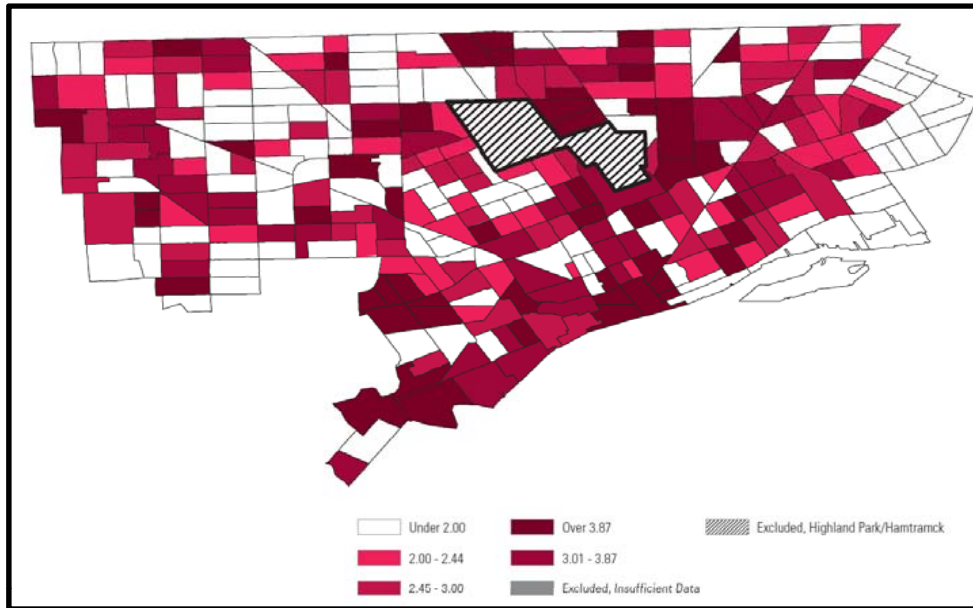


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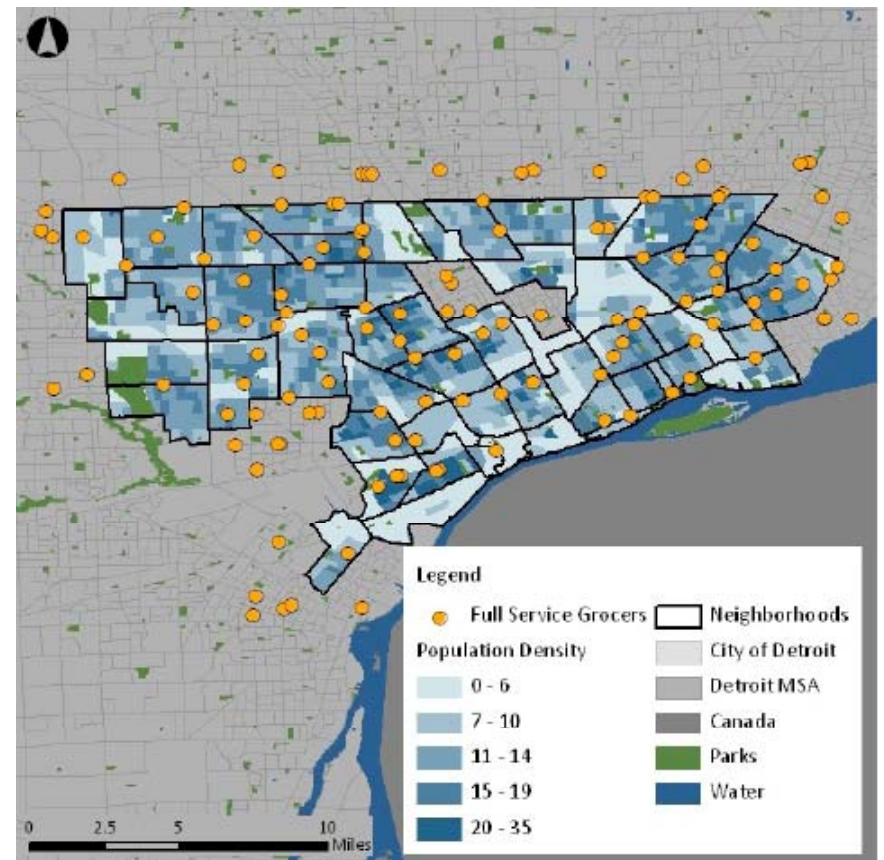
Food Underserved/Malserved Areas

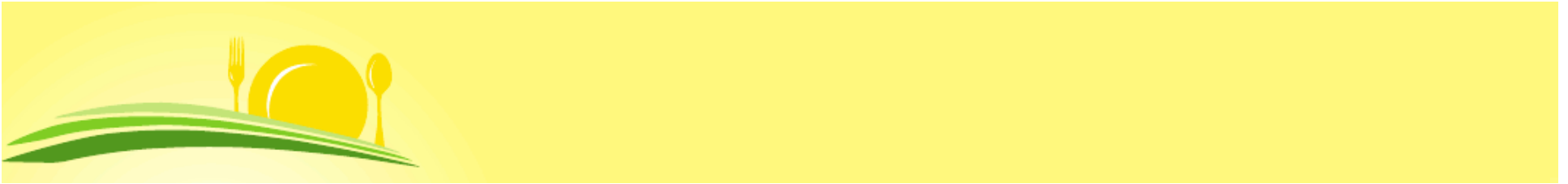


Detroit Food Balance Scores

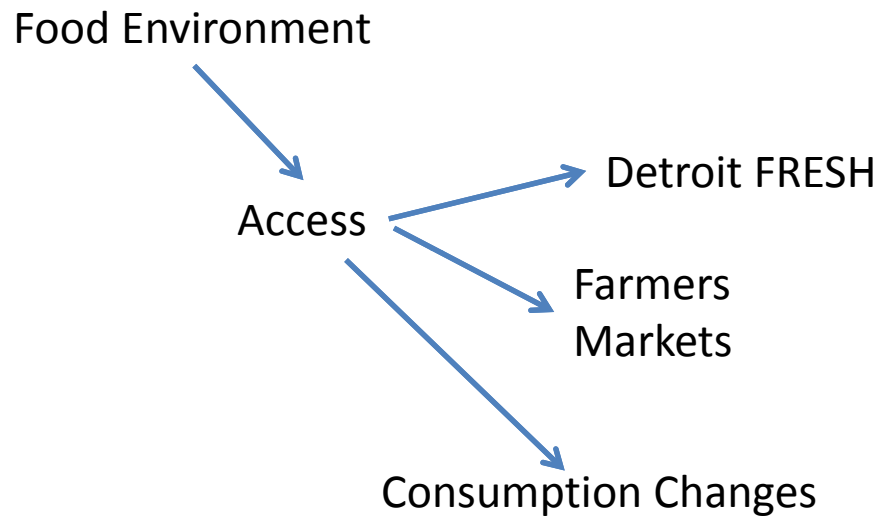
Comparing access to grocery stores and “fringe food” outlets

Detroit full service grocery stores:
2.7 per 10,000





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Grocery Store Access

- Looked at relationship of supermarket in census tract and fruit/vegetable intake
- Ave servings F/V per day – 4 to 4.5
- Percent meeting recommendations – 8.2 to 14.8%
- For Whites –
 - 11% increase in F/V intake with at least one supermarket
- For Blacks –
 - Increase F/V intake with one supermarket in census tract
 - 32% increase for each additional
 - Fat consumption recommendations more likely to be met
- Little effect of education, income



FRESH
**FRUITS +
 VEGETABLES**
SOLD HERE

THIS STORE IS A MEMBER OF:

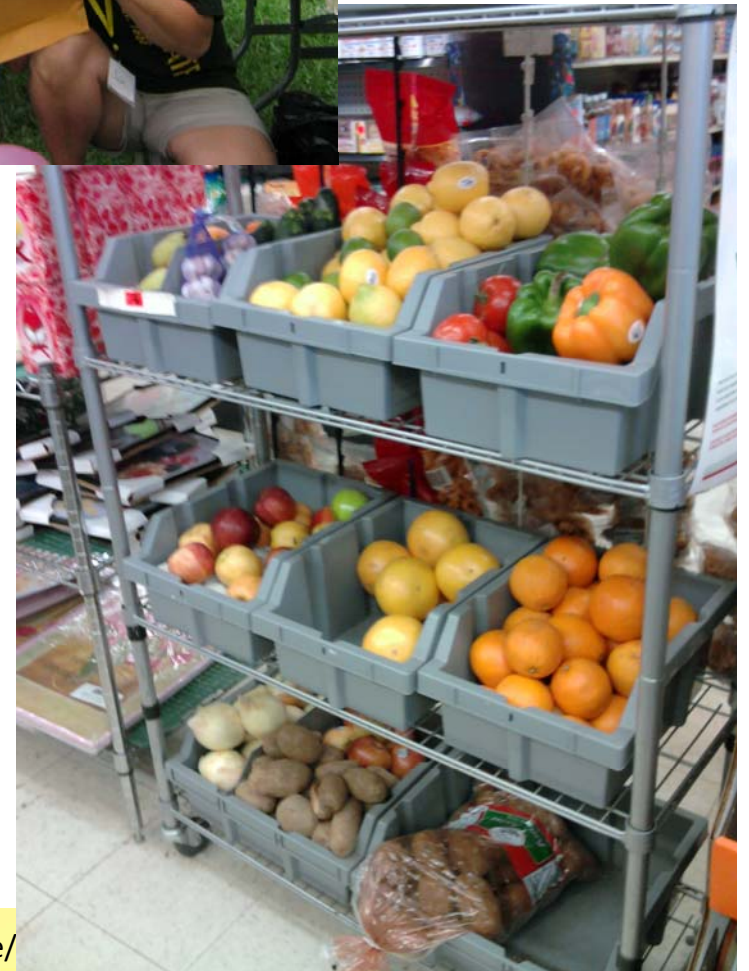
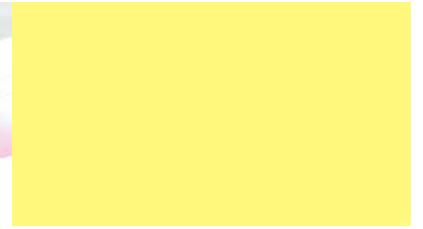


This store has on stock, on a regular basis, fresh fruits and vegetables. Please let the manager know if you would like to purchase particular fruits and vegetables from the store.

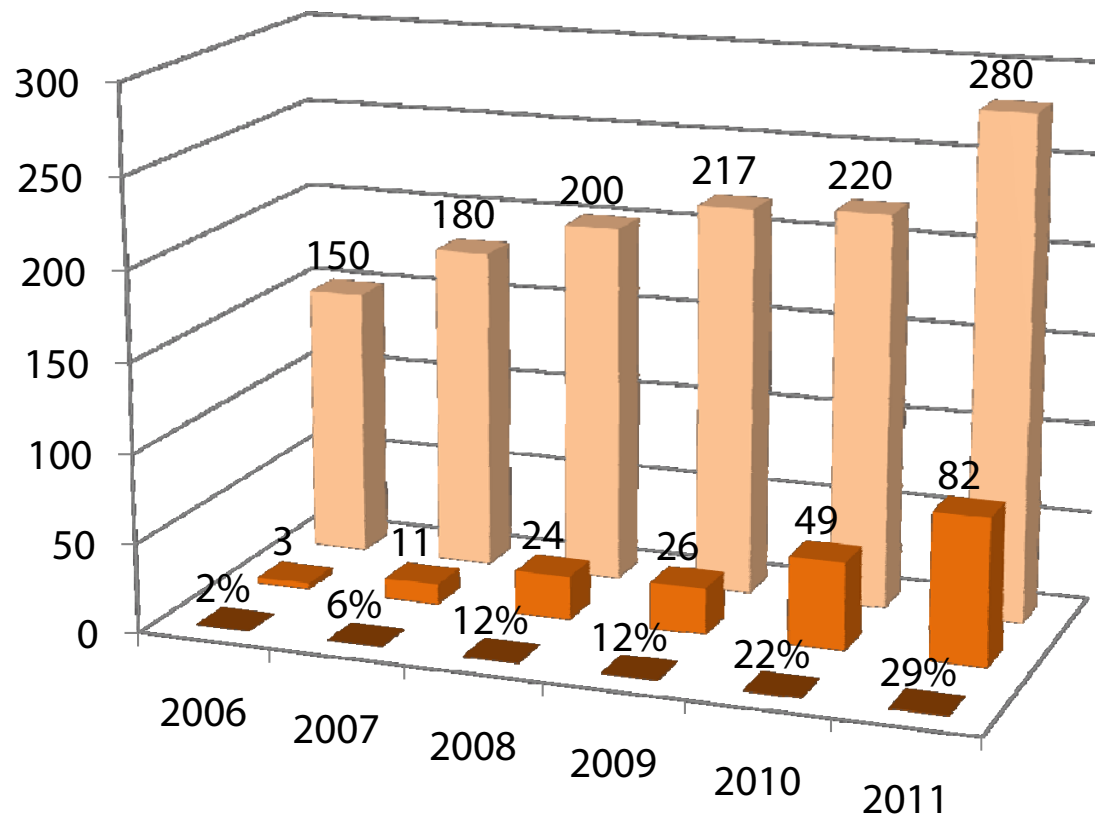
FOR MORE INFORMATION, BROWSE:
WWW.CLAS.WAYNE.EDU/DETROITFRESH

CONTACT KAMI POTHUKUCHI,
 DIRECTOR, SEED WAYNE: 313-577-4296

Detroit FRESH, the Healthy Corner Store Project, is led by SEED Wayne in partnership with Capuchin Soup Kitchen, Eastern Market Corporation, and MOSES, to increase access to fresh fruits and vegetables in Detroit's neighborhoods. Detroit FRESH is made possible by generous support from the Erb Family Foundation.

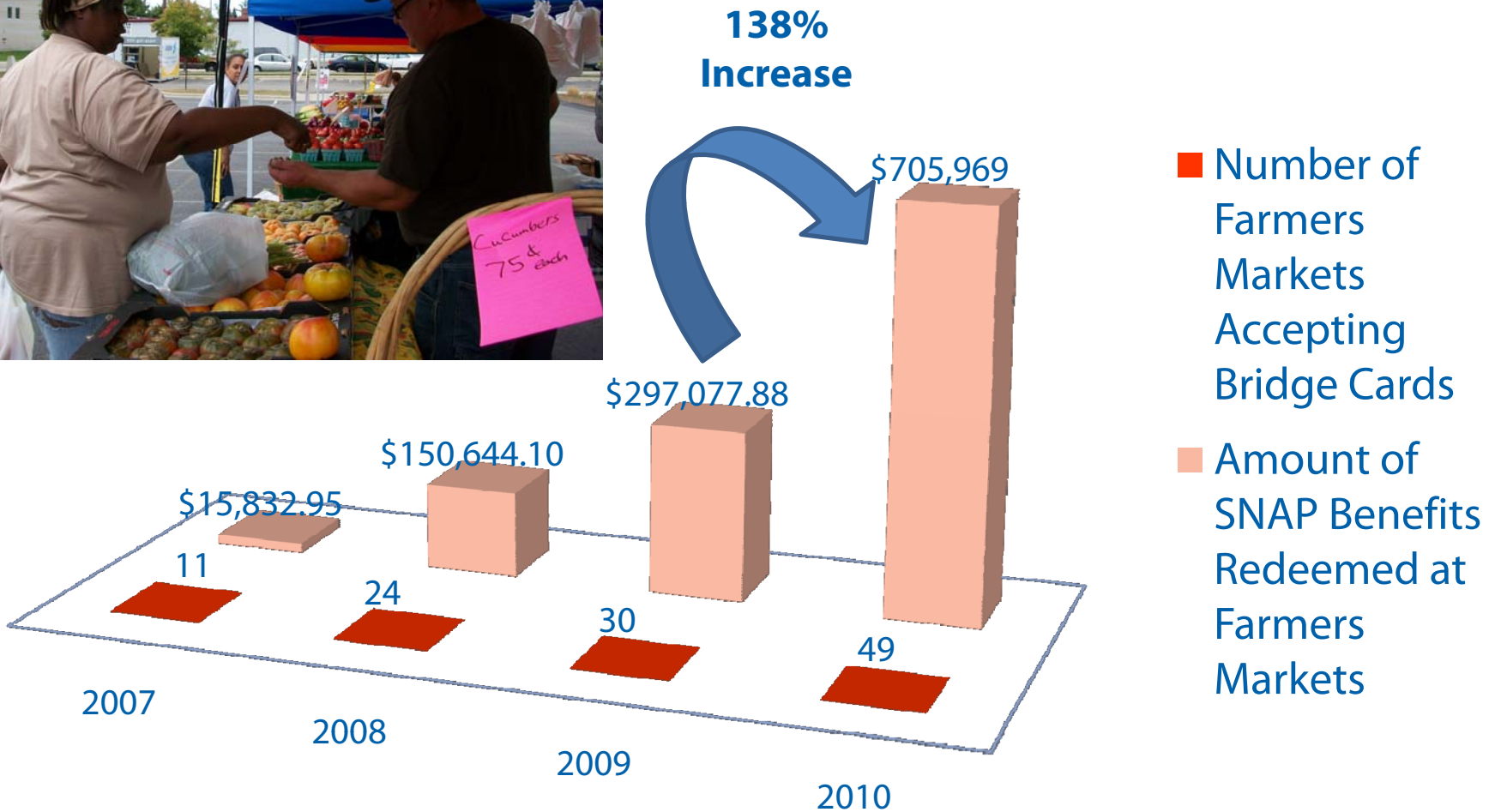


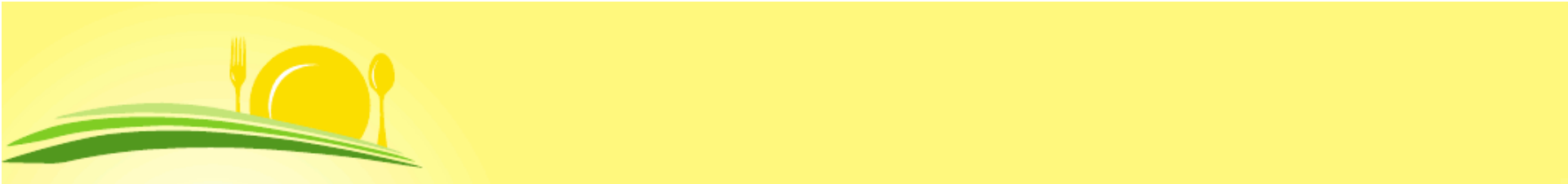
Michigan Farmers Markets Accepting Bridge Cards



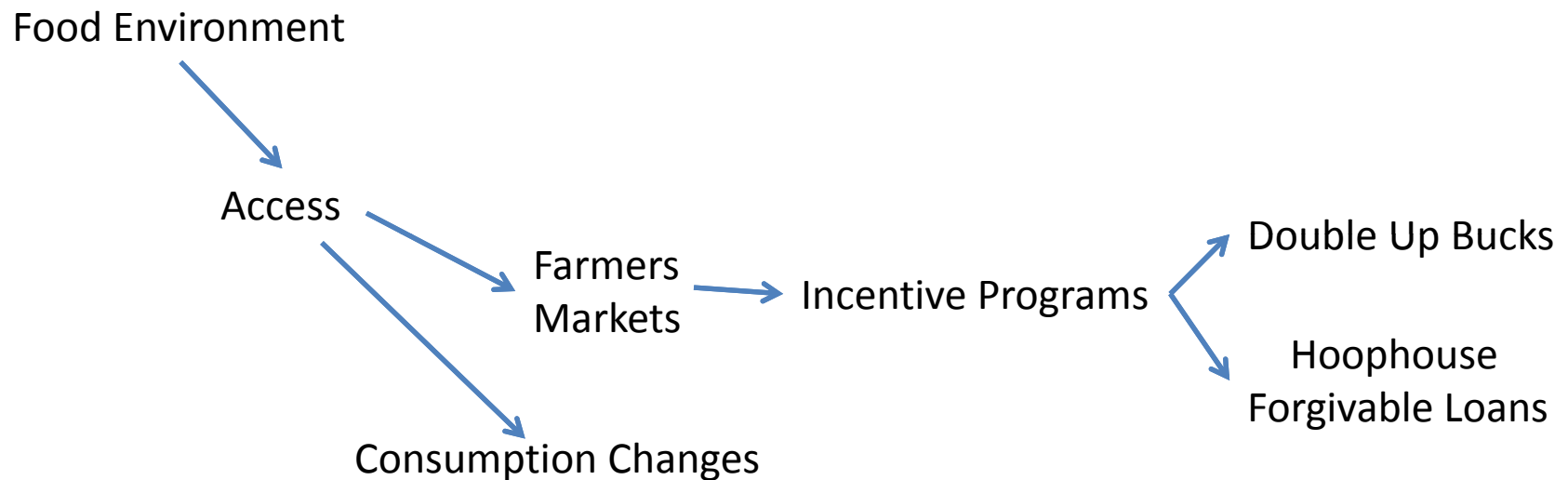
- Percent of Farmers Markets Accepting Bridge Cards
- Number of Farmers Markets Accepting Bridge Cards
- Number of Farmers Markets

SNAP Benefits Redeemed at Michigan Farmers Markets



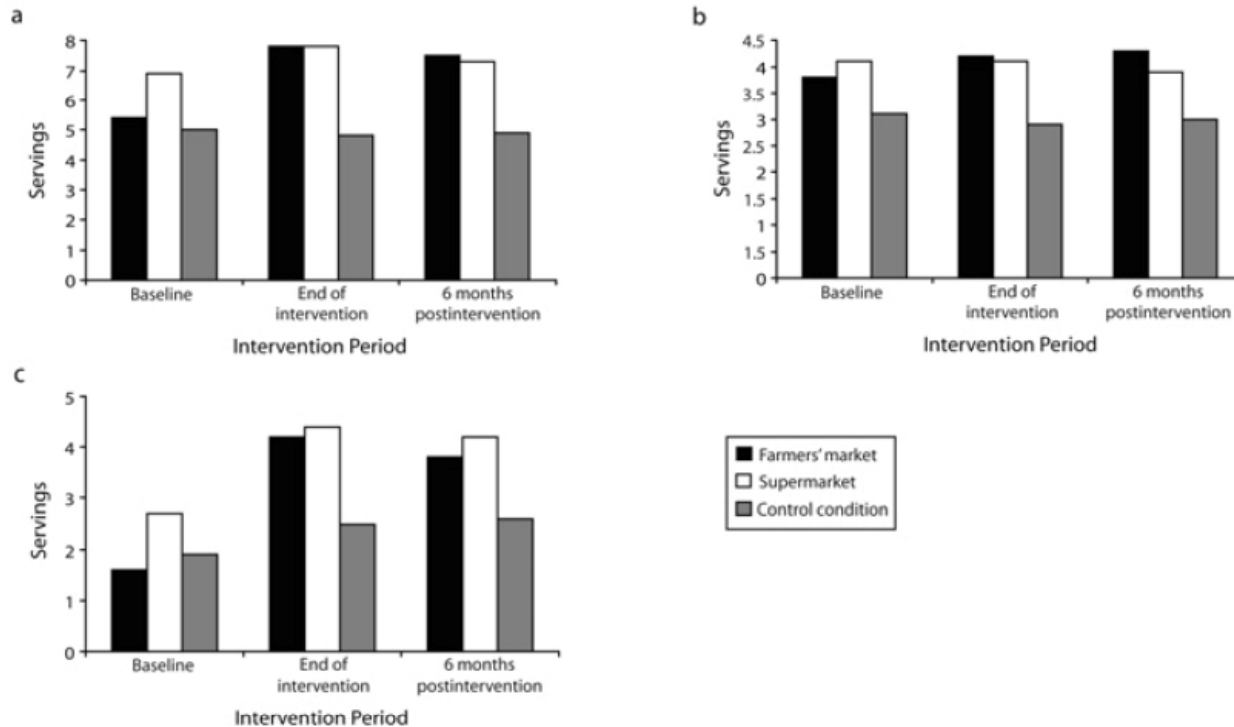


Increase fruit and vegetable intake within a context of healthy weight development/maintenance



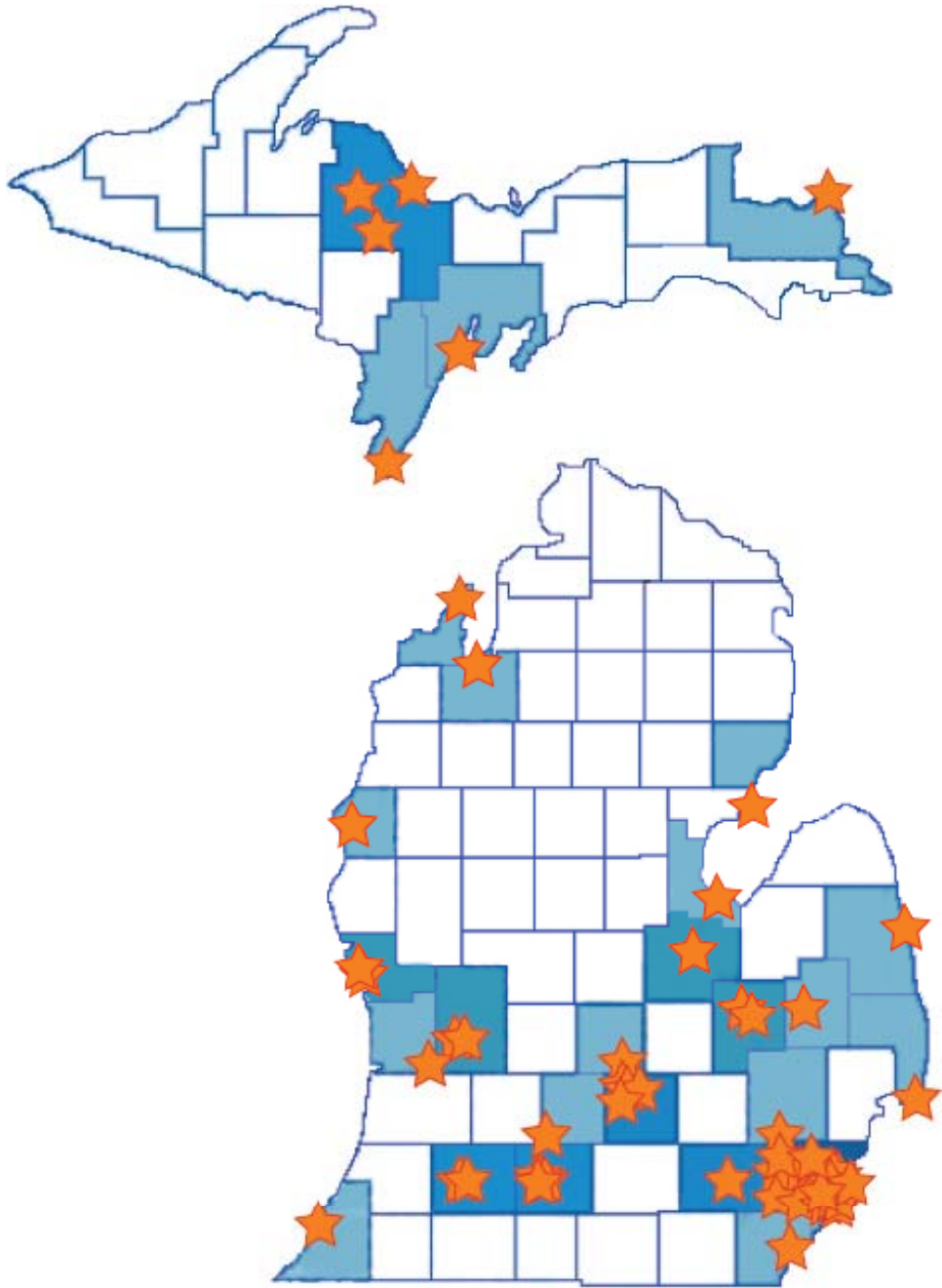


Produce Incentives



- \$10 per week/6 months
- Farmers Market and supermarket intervention
- Largely Hispanic population in Los Angeles

FIGURE 1—Average consumption at baseline, end of intervention, and 6 months after intervention, by treatment group, of (a) fruits and vegetables together, (b) fruits alone, and (c) vegetables alone: Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Los Angeles, Calif, 2001.



>40 with Double Up Bucks Program



Hoophouse Forgivable Loans



We Are Seasonally Challenged - Michigan Produce



EXTENDED SEASON

FIELD FRESH

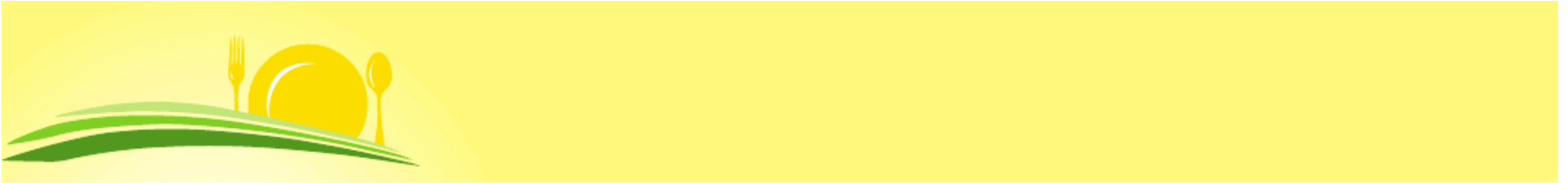
STORAGE

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
					BEANS						
BEETS					BEETS					BEETS	
CABBAGE		CABBAGE		CABBAGE		CABBAGE		CABBAGE		CABBAGE	
CARROTS				CARROTS				CARROTS			
ONIONS					ONIONS					ONIONS	
POTATOES							POTATOES			POTATOES	
RADISHES			RADISHES							RADISHES	
SALAD GREENS				SALAD GREENS				SALAD GREENS		SALAD GREENS	
SQUASH					SQUASH			SQUASH		SQUASH	
TOMATOES					TOMATOES			TOMATOES		TOMATOES	
APPLES						APPLES			APPLES		
MELON						MELON			MELON		
STRAW BERRIES					STRAW BERRIES						

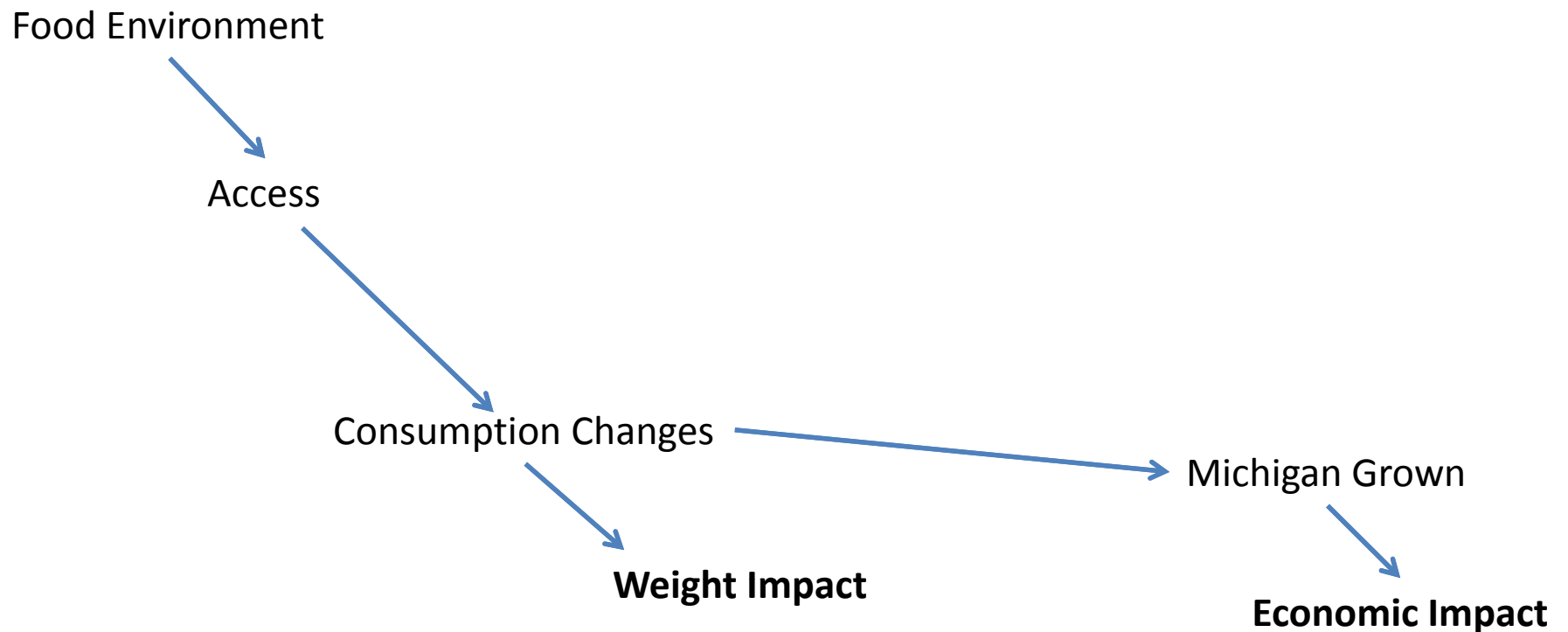


Forgivable Loan Program

- Partnership of C.S. Mott Group at MSU and Michigan Farmers Market Association
- Four farmers markets in 2011:
 - Northwest Detroit
 - Lapeer
 - Ypsilanti
 - Saginaw
- Loans for hoophouse construction; payback in produce to limited resource community members of 5 years; in part plan to work through Head Start



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Economic Impact Example

WHAT IF... Michigan's residents bridged the "Public Health Gap"?

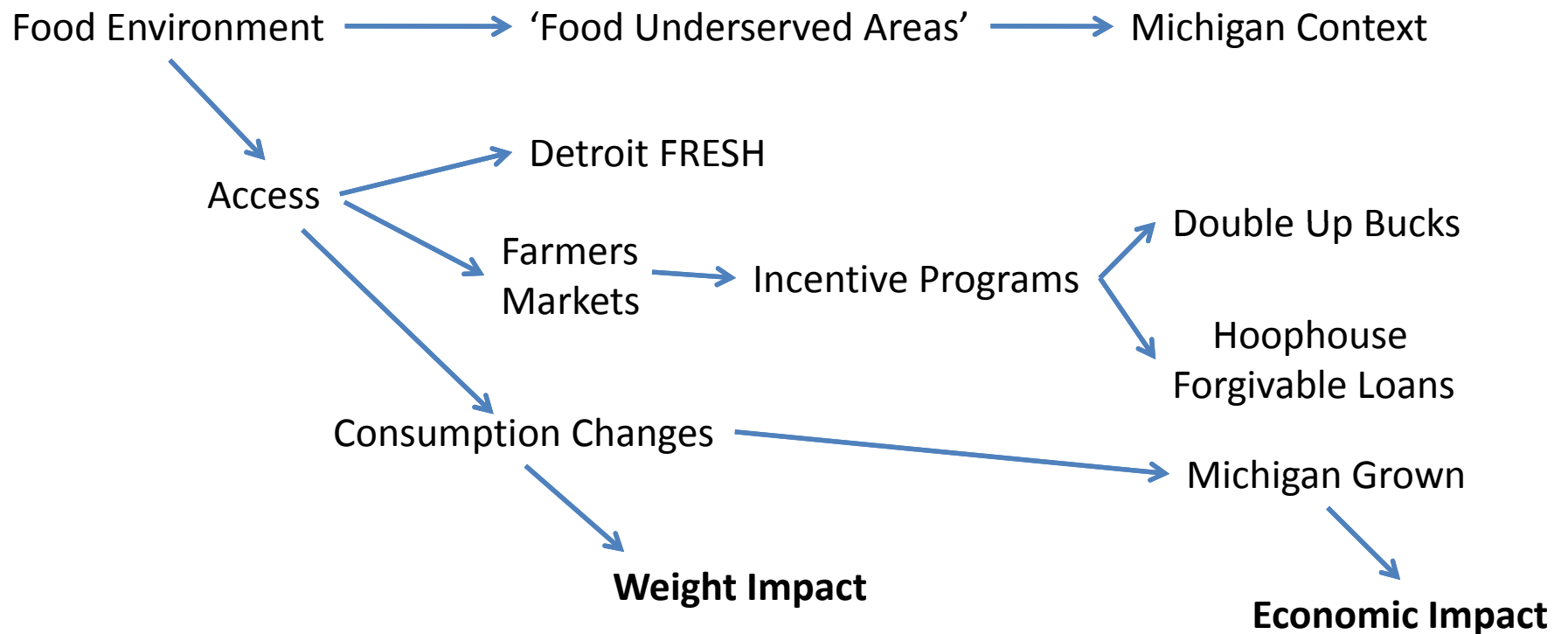
- Shift from current consumption to public health recommendations
- Eating more of what people currently eat
- Get it from MI when available fresh with typical technology
- Need approximately 37,000 more acres of production

**\$211 Million increased net income;
1,800 off-farm jobs**



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Michigan Government

Is There a Role for Government?

Enable the Best in people
Mitigate the Worst in people



Four Basic Principles of Moving Forward

- ✓ There is no magic bullet
- ✓ There is no zero cost solution
- ✓ Need massive changes in the food and physical environment
- ✓ Need a combination of incentives and disincentives



Systems Modeling of Top Cost-Saving Strategies

- Unhealthy food and beverage tax (10%)
- Reduction of advertising of junk food and beverages to children
- School-based education programs to reduce television viewing
- Multi-faceted school-based program including nutrition and physical activity
- School-based education program to reduce sugar-sweetened drink consumption

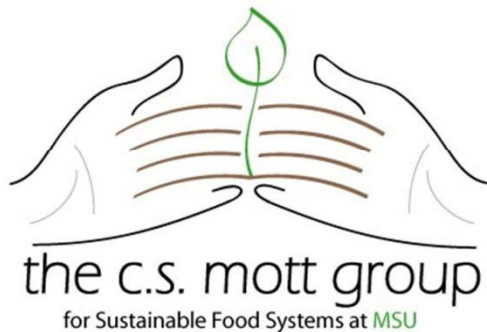


Role of Person Responsibility

- Expectations that environments are conducive to the 'best choices' being the easiest choices
 - Easy defaults
- Expectation that people then make the best choices most of the time
 - E.g. of 401K plans
 - E.g. of purchase of healthy options in vending machines



The End



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www.michiganfood.org



Michigan Good Food

CHARTER

