

Using Our Work to Create Social and Policy Change

Kelly D. Brownell
Duke University

What Does a School of Public Policy Do?









Creating More Good In the World

An Opportunity and a Challenge

The Frustration

Academic work = small audiences

Poor links of research & policy



Typical Attribution

Policy makers are antagonistic

They don't care

They care but are uninformed

We do not get the word out

Anti-science spin

What to Do?

Linking Our Work To Public Policy

**How We Addressed
A Fundamental Problem**

**How Good Are
We, Really,
At Creating
Change?**

Slow Movement in a Fast World

Slow



Poorly communicated



Unresponsive



Programmatic only



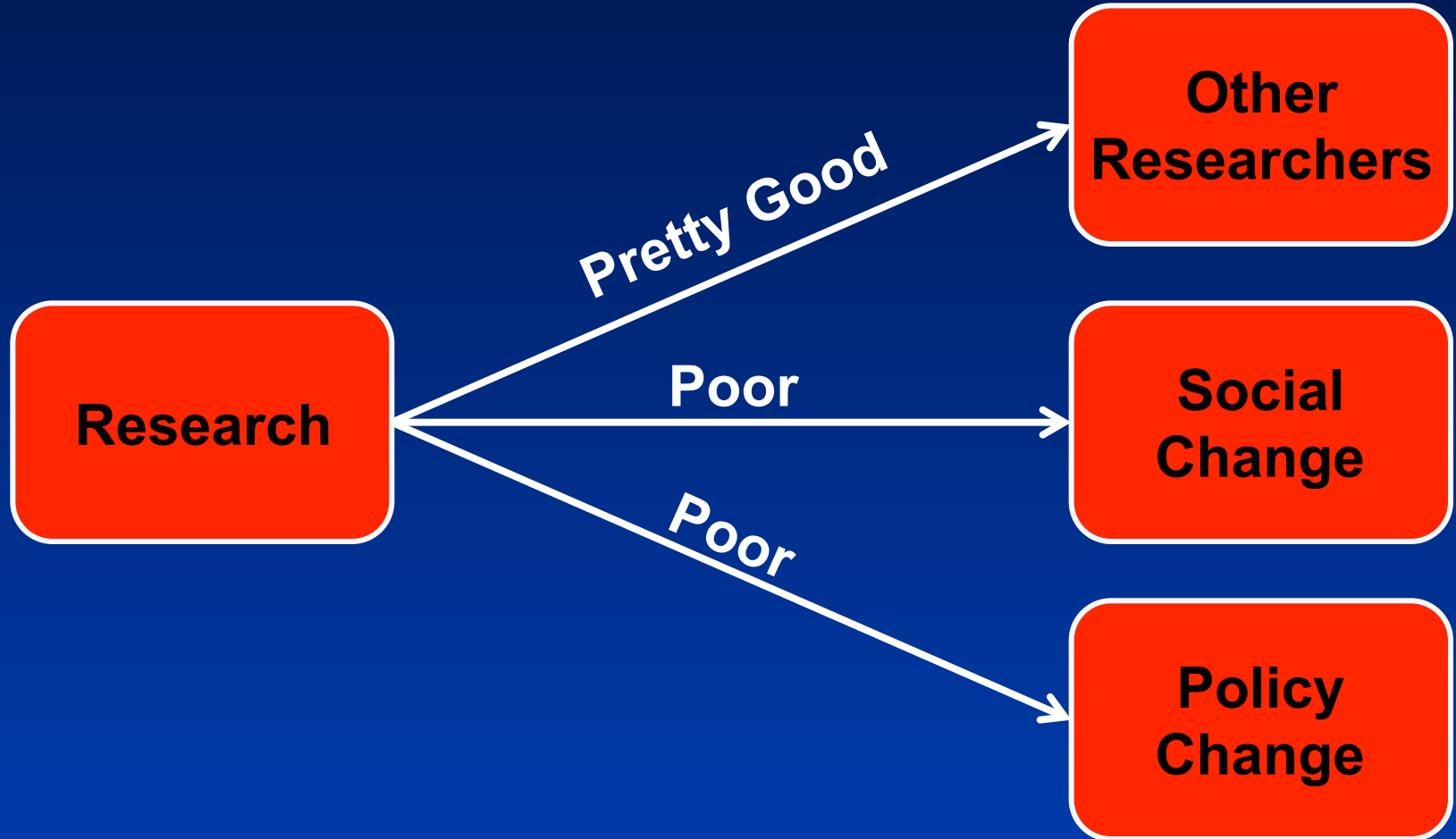
Conflicted

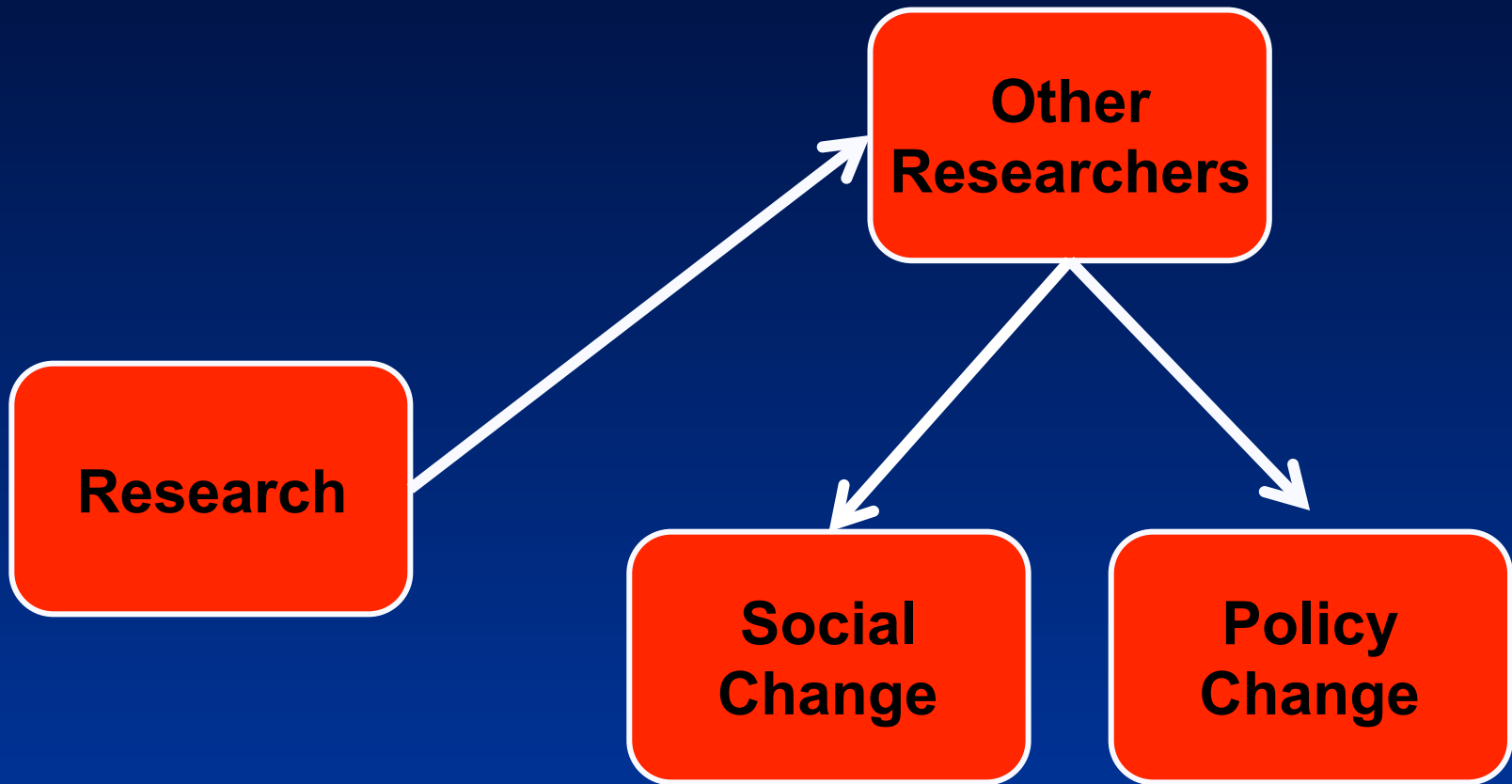


Indecipherable jargon

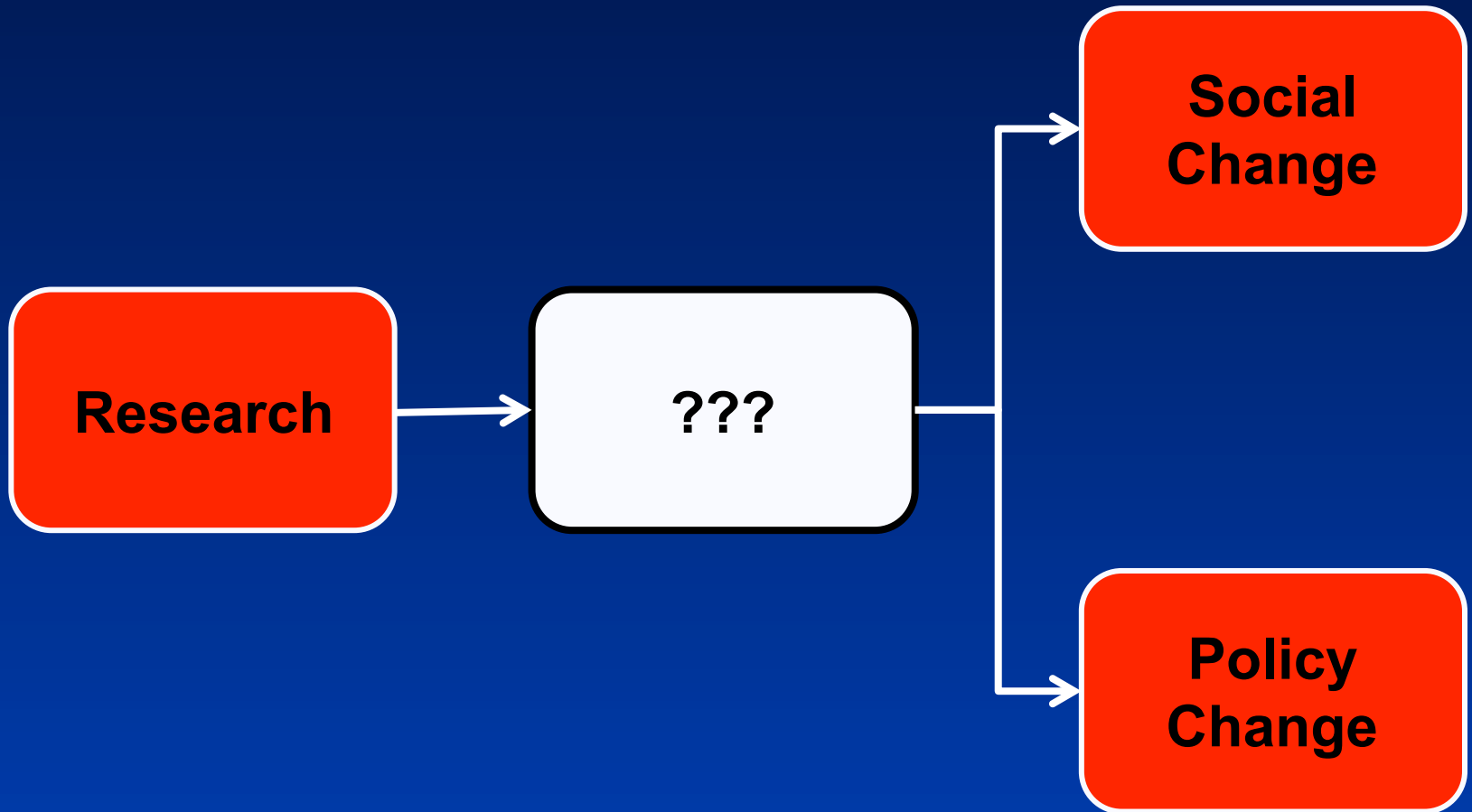


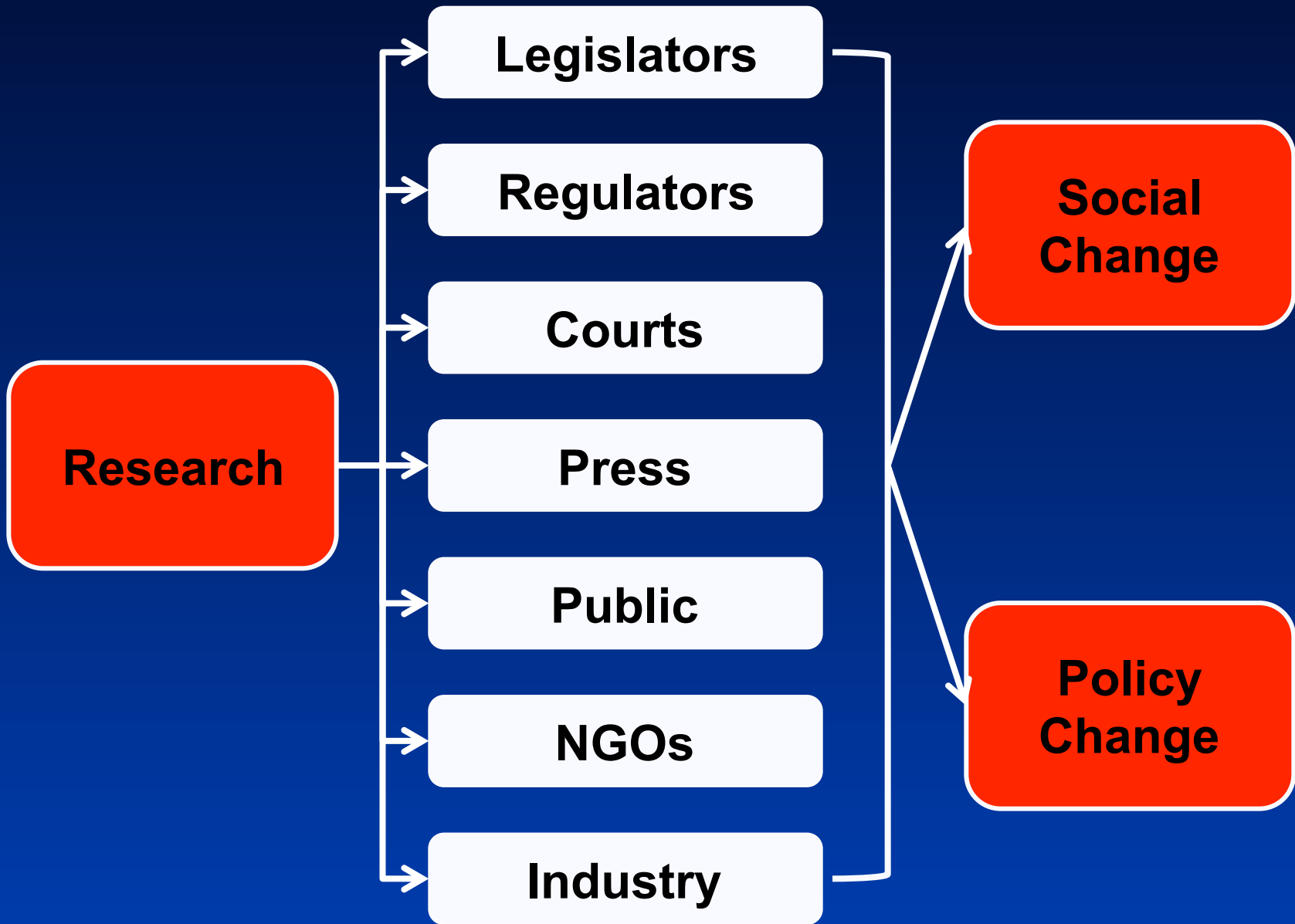
Hopeful (Wishful) Thinking





Making Our Work Matter





Linking Scholarship To Public Policy

**How We Addressed
A Fundamental Problem**

Strategic Science and Policy Change

- **Menu labeling**
- **Food marketing**
- **Soda taxes**
- **An Attorney General**

**Can We Create
a Virtuous Cycle
of Solutions?**

Identify Change Agents



Develop Strategic Questions



Scholarship



Communications



Case 1

The Issue:

Industry reaction to labeling law





An observational study of consumer use of fast-food restaurant drive-through lanes: implications for menu labelling policy

Christina A Roberto*, Elena Hoffnagle, Marie A Bragg and Kelly D Brownell

Department of Psychology, The Rudd Center for Food Policy and Obesity, Yale University, PO Box 208369, New Haven, CT 06511, USA

Case 2

The Issue:

Children's Food Marketing

Full report at:
www.CerealFacts.org



Nutrition and Marketing Ratings of Children's Cereals



Jennifer L. Harris, Ph.D., M.B.A.
Marlene B. Schwartz, Ph.D.
Kelly D. Brownell, Ph.D.

<http://www.cerealfacts.org/>

The Best Dozen

TV
Advertising

Adver-
gaming

Other Youth
Websites

Bunnies

EnviroKids Organic

Puffins

Cheerios

Kix

Life

Hannah Montana

Clifford Crunch

Mighty Bites

Honey Sunshine

Organic Wild Puffs

Mini Wheats

None

The Worst Dozen

TV
Advertising

Adver-
gaming

Other Youth
Websites

Reese's Puffs

X

X

X

Corn Pops

X

X

X

Lucky Charms

X

X

X

Golden Grahams

Cinnamon Toast Crunch

X

X

X

Cap'n Crunch

X

Count Chocula

Trix

X

X

X

Froot Loops

X

X

X

Smorz

Fruity/Cocoa Pebbles

X

X

X

Cocoa Puffs

X

X

Predicted Defense

“Food does not become nutrition until it is eaten.”

“Children like the taste of ready-to-eat cereals and are therefore more likely to eat breakfast.”

Celeste Clark, Ph.D., Kellogg Company
Susan J. Crockett, Ph.D., R.D., General Mills
-- J Amer Dietetic Assn, 2008

Effects of Serving High-Sugar Cereals on Children's Breakfast-Eating Behavior

AUTHORS: Jennifer L. Harris, PhD, MBA,^a Marlene B. Schwartz, PhD,^a Amy Ustjanauskas, BA,^a Punam Ohri-Vachaspati, PhD, RD,^b and Kelly D. Brownell, PhD^a

^aRudd Center for Food Policy and Obesity, Yale University, New Haven, Connecticut; and ^bRobert Wood Johnson Foundation, Princeton, New Jersey

KEY WORDS

obesity, children, food marketing, cereal, breakfast, nutrition

ABBREVIATION

RTE—ready-to-eat

www.pediatrics.org/cgi/doi/10.1542/peds.2010-0864

doi:10.1542/peds.2010-0864

Accepted for publication Sep 14, 2010

Address correspondence to Jennifer L. Harris, PhD, MBA, Rudd Center for Food Policy and Obesity, Yale University, 309 Edwards St, Box 208369, New Haven, CT 06520-8369. E-mail: jennifer.harris@yale.edu

PEDIATRICS (ISSN Numbers: Print, 0031-4005; Online, 1098-4275).

Copyright © 2011 by the American Academy of Pediatrics



WHAT'S KNOWN ON THIS SUBJECT: There are positive health benefits for children who consume ready-to-eat cereals for breakfast; however, cereal companies market their high-sugar products extensively to children, which causes concern that eating these products contributes to unhealthy levels of added sugar in children's diets.



WHAT THIS STUDY ADDS: Results demonstrate the potential negative effects of serving high-sugar cereal to children and how it affects their consumption of cereal, added sugar, and fruit during breakfast. In addition, they demonstrate that children like and will eat low-sugar cereals as an alternative.

abstract

FREE

OBJECTIVES: To test (1) whether children will consume low-sugar ready-to-eat (RTE) cereals and (2) the effects of serving high- versus

[Home](#)[News](#)[Travel](#)[Money](#)[Sports](#)[Money](#)[Markets](#)[Economy](#)[Companies/Execs](#)[Personal Finance](#)[Mutual Funds](#)[ETFs](#)[Cars](#)

■ **GET A
QUOTE:**



■ [DJIA](#) 15,392.20 ▼ -7.45

■ [NASDAQ](#) 3,920.05 ▲ +5.7

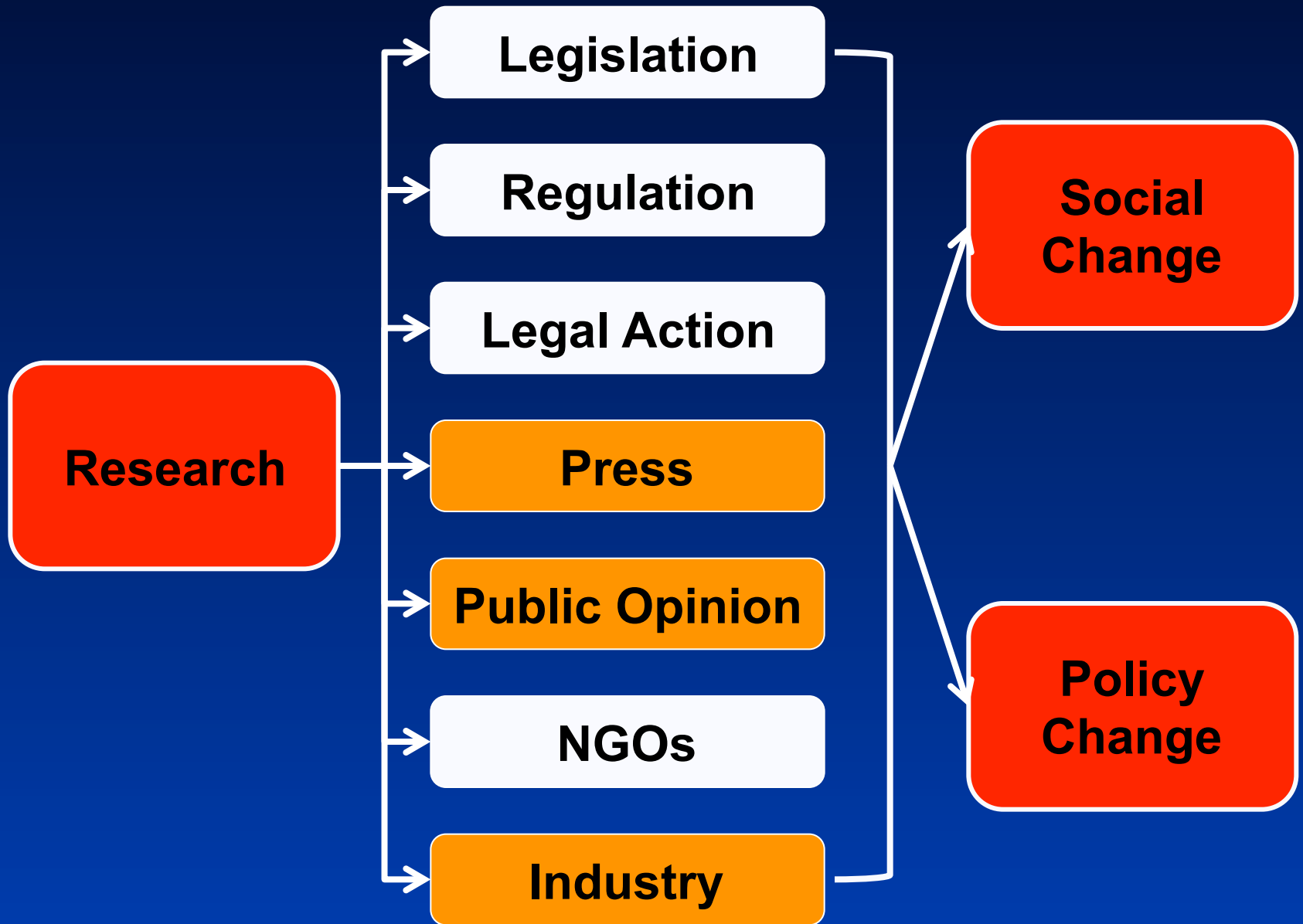
General Mills reducing sugar in kids' cereal

Posted 12/9/2009 6:14 PM | [Comment](#) | [Recommend](#)

[E-mail](#) | [Print](#) | [RSS](#)

By Sarah Skidmore, AP Food Industry Writer

Share



Case 3

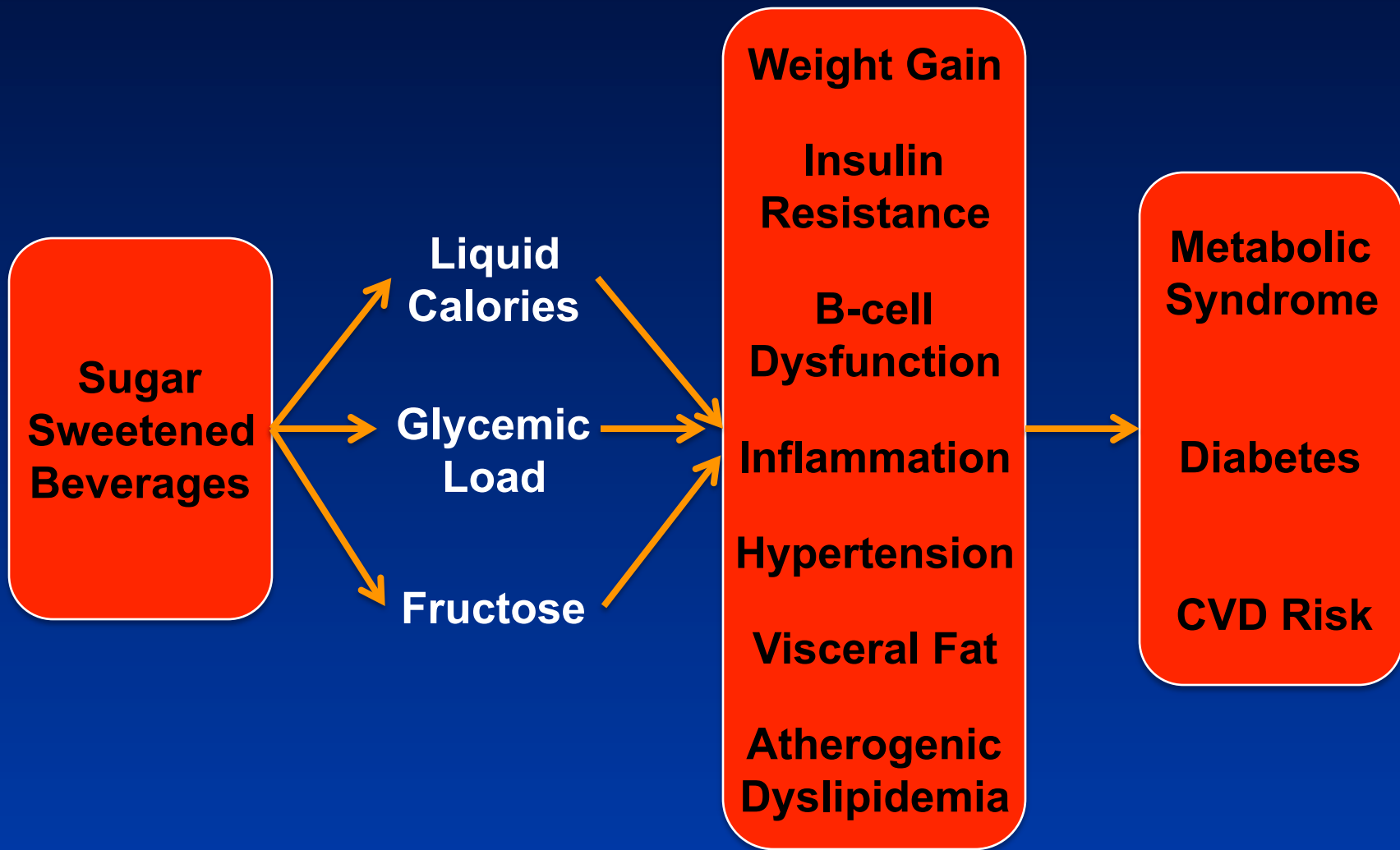
The Issue:

High consumption of SSBs



Why Sugared Beverages?

- **Single greatest source of added sugar**
- **Completely empty calories**
- **Poor calorie compensation**
- **Addictive properties of sugar**
- **Gratuitous addition of caffeine**
- **Clear proof of harm**





The NEW ENGLAND JOURNAL of MEDICINE

Perspective
APRIL 30, 2009

Ounces of Prevention — The Public Policy Case for Taxes on Sugared Beverages

Kelly D. Brownell, Ph.D., and Thomas R. Frieden, M.D., M.P.H.

Sugar, rum, and tobacco are commodities which are nowhere necessities of life, which are become objects of almost universal consumption, and which are therefore extremely proper subjects of taxation.

Adam Smith, *The Wealth of Nations*, 1776

creasing consumption increases risk for obesity and diabetes; the strongest effects are seen in studies with the best methods (e.g., longitudinal and interventional vs. correlational studies); and interventional studies show that re-

HEALTH POLICY REPORT

The Public Health and Economic Benefits of Taxing Sugar-Sweetened Beverages

Kelly D. Brownell, Ph.D., Thomas Farley, M.D., M.P.H., Walter C. Willett, M.D., Dr.P.H.,
Barry M. Popkin, Ph.D., Frank J. Chaloupka, Ph.D., Joseph W. Thompson, M.D., M.P.H.,
and David S. Ludwig, M.D., Ph.D.

The consumption of sugar-sweetened beverages has been linked to risks for obesity, diabetes, and heart disease¹⁻³; therefore, a compelling case can be made for the need for reduced consumption of these beverages. Sugar-sweetened beverages are beverages that contain added, naturally derived caloric sweeteners such as sucrose (table sugar), high-fructose corn syrup, or fruit-juice concentrates, all of which have similar metabolic effects.

The relationship between the consumption of sugar-sweetened beverages and body weight has been examined in many cross-sectional and longitudinal studies and has been summarized in systematic reviews.^{1,2} A meta-analysis showed positive associations between the intake of sugar-sweetened beverages and body weight — associations that were stronger in longitudinal studies than in cross-sectional studies and in studies that were not funded by the beverage industry

The Impact of Food Prices on Consumption: A Systematic Review of Research on the Price Elasticity of Demand for Food

| Tatiana Andreyeva, PhD, Michael W. Long, MPH, and Kelly D. Brownell, PhD

In light of proposals to improve diets by shifting food prices, it is important to understand how price changes affect demand for various foods.

We reviewed 160 studies on

price responsiveness among at-risk populations are particularly needed. (*Am J Public Health*. 2010;100:216–222. doi: 10.2105/AJPH.2008.151415)

underscores the power of price changes to influence purchasing behavior and, ultimately, public health.⁴

Experimental research in both laboratory and intervention set-

nutrition in vulnerable populations include the 2009 changes in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) food packages; whole grains, fruits and veg-



Contents lists available at ScienceDirect

Preventive Medicine

journal homepage: www.elsevier.com/locate/ypmed



Estimating the potential of taxes on sugar-sweetened beverages to reduce consumption and generate revenue











Tatiana Andreyeva ^{a,*}, Frank J. Chaloupka ^{b,c}, Kelly D. Brownell ^a

^a Rudd Center for Food Policy and Obesity, Yale University, 309 Edwards Street, New Haven, CT 06520-8369, USA

^b Department of Economics (M/C 144), University of Illinois at Chicago, 601 S. Morgan St., Room 2103, Chicago, IL 60607-7121, USA

^c ImpacTeen: A Policy Research, Partnership to Reduce Substance Use, Institute for Health Research and Policy (M/C 275), University of Illinois at Chicago, 1747 West Roosevelt Road Room 558, M/C 275 Chicago, IL 60608, USA



-  [What's New](#)
-  [Hot Topics](#)
-  [Publications](#)
-  [Policy Briefs and Reports](#)
-  [Revenue Calculator for Sugar-Sweetened Beverage Taxes](#)
-  [Pledges Database on Food Marketing to Children Worldwide](#)
-  [Legislation Database](#)
-  [Media Gallery](#)
-  [Seminar Series](#)
-  [Rudd Center in the News](#)
-  [Newsletter](#)
-  [Podcasts](#)
-  [Social Media](#)

 [SHARE](#) 

Home > Revenue Calculator for Soft Drink Taxes

Revenue Calculator for Sugar-Sweetened Beverage Taxes

Taxes on sugar-sweetened beverages can generate considerable revenue for states, cities, and the nation. This calculator produces expected revenue by allowing the user to list the tax per ounce and the type of beverages to be taxed.

The calculator incorporates regional variation in per capita beverage consumption. All sales data are for 2008. The share of diet beverages is assumed to increase annually by 0.5 percentage points. Projections of future beverage consumption are based on historic trends in consumption of various beverages.

The methodology of the calculator is described in detail: [Andreyeva T, Chaloupka FJ, Brownell KD. Estimating the potential of taxes on sugar-sweetened beverages to reduce consumption and generate revenue. *Preventive Medicine*. 2011 Jun.](#)

The calculator was developed in collaboration with [Frank J. Chaloupka, PhD](#), Professor of Economics, University of Illinois at Chicago. For more information, email [Tatiana Andreyeva, PhD](#), Rudd Center Director of Economic Initiatives.

Year:

State: --or-- City:

Tax Per Ounce: cent(s) (0.01 - 2.00 cents)

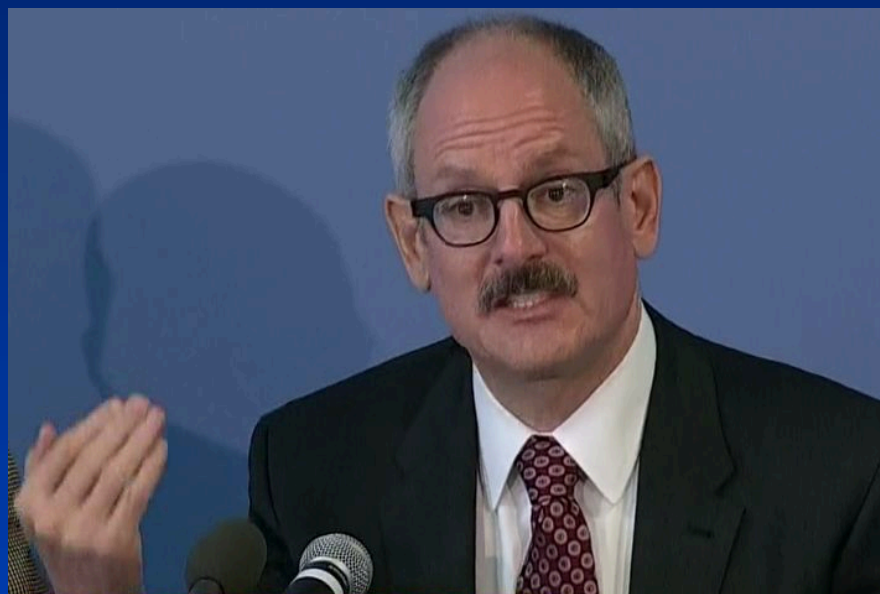
Sugar-Sweetened Beverages Sugar-Sweetened and Diet Beverages

Basis for Revenue Calculations

- [Bibliography](#)
- [Data and Assumptions](#)

Revenues for Minnesota

Sugar-Sweetened Beverages*	Gallons per year	Tax Revenues per year
Soft drinks	181,602,112	\$232,450,704
Fruit drinks	21,124,127	\$27,038,883
Sports drinks	14,200,448	\$18,176,574
Ready to drink tea	10,696,425	\$13,691,424
Energy drinks	7,156,649	\$9,160,510
Flavored water	1,724,106	\$2,206,856
Ready to drink coffee	994,051	\$1,272,385
Total	237,497,918	\$303,997,336

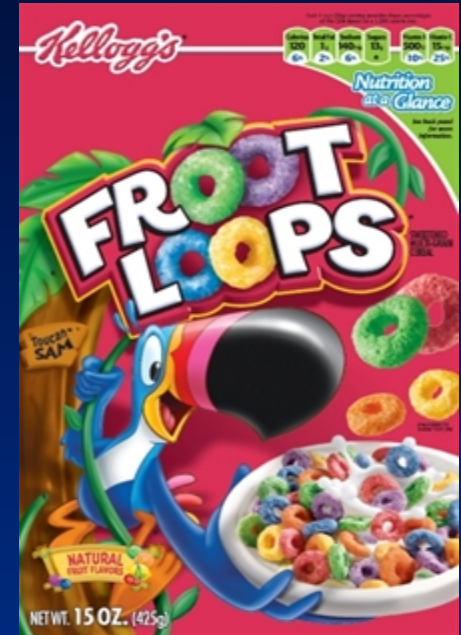


Case 4

The Issue:

Misleading labeling







Richard Blumenthal

Senator from Connecticut

Former CT Attorney General



Key Dates

Critical <i>NY Times</i> article	Sept 4, 2009
Conn. Atty General Investigation	Oct 14, 2009
FDA Call	Oct 20, 2009
Smart Choices Closed Down	Oct 23, 2009

Identify Change Agents



Develop Strategic Questions



Scholarship



Communications



**Should Academics
Be Doing This?**

A Stunning Public Health Victory



Multiple Effects of Malnutrition

Overall

- weight loss
- muscle mass depletion
- weakness & apathy
- depression
- inability to work

Symptoms

- malabsorption
- indigestion
- skin lesions
- anemia
- neurologic issues
- immune compromise

Body Systems

- gastrointestinal
- blood cells
- skin
- nervous system
- immune function

Health Impacts

- pellagra
- rickets
- beriberi
- scurvy
- death

One Micronutrient Deficiency

- **Vitamin A deficiency** - weakens immune systems of children, increasing vulnerability to disease. Vitamin A deficiency increases the risk of dying from diarrhea, measles and malaria by 20-24%. Highly elevated risk for blindness.

Alfred Sommer
School of Public Health
Johns Hopkins



**1970s - documented that vitamin A
deficiency linked to:**
measles
diarrhea
blindness

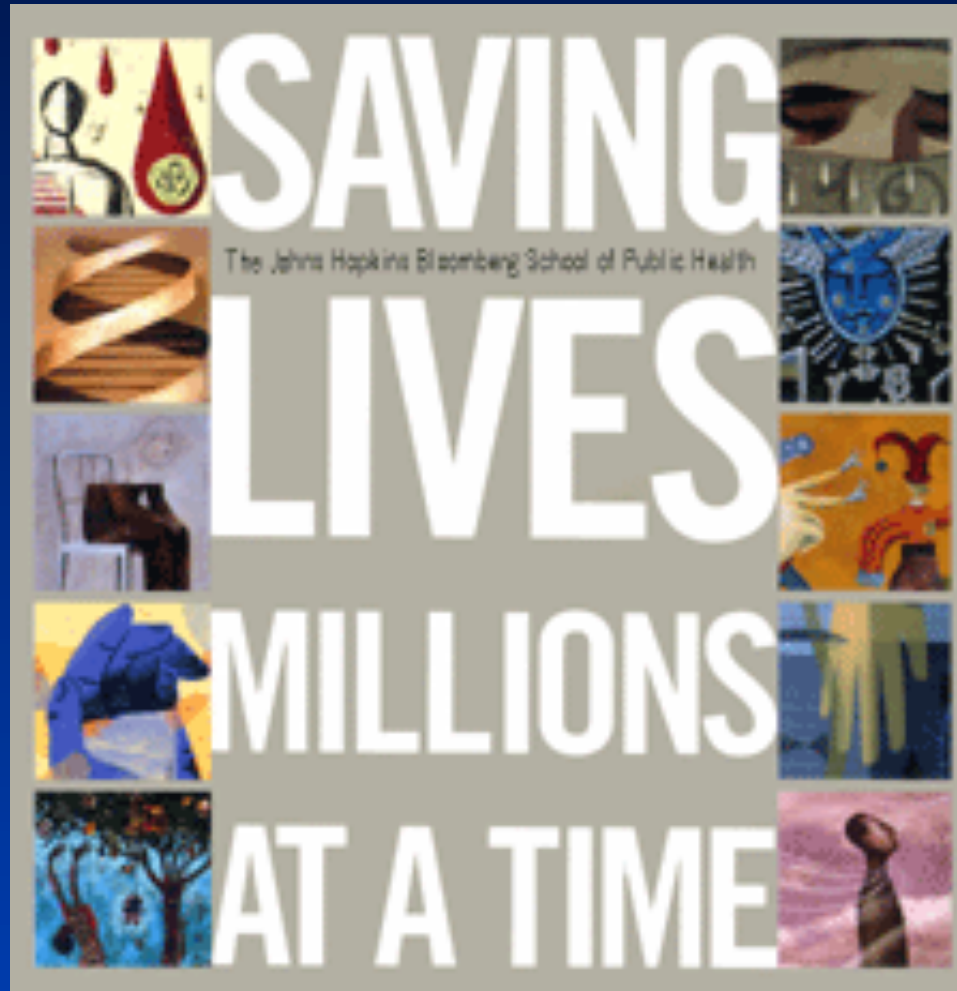
**Conducted small trials of
supplementation**

Sommer Then Connected Science with Policy



- **Annual cost - \$0.50 /child/yr
(age 6 mo – 5 yr)**
- **Every dollar invested returns \$100**
- **23-34% drop in deaths from illnesses like measles
& diarrhea**
- **Prevented 400,000 cases of blindness/yr**
- **Saved as many as 1,000,000 deaths/yr**

A Creed for Public Health



<http://sanford.duke.edu/>

