

Reducing Obesity in US

RISC Analyst Team

Agenda

Executive Summary

RiSC Team Work Process

Problem Diagnosis

Solutions

EXECUTIVE SUMMARY

RISC Team Work Process

The team will do research to understand the issue then create suitable programs to promote the solutions.

Problem Diagnosis

Obesity is a severe and rising issue in US and it is mainly caused by unhealthy diets and lack of exercise.

Solutions

Raising the awareness of the having a healthy lifestyle and Giving them access to exercises and food.

Work Process Pipeline

Phase1: Data Discovery

The team will conduct primary research from literature review, interviews from experts (doctors, nutritionist, health department officials.), questionnaires etc. to understand what is obesity's situation in US like, what is the cost of obesity, and what existing and potential solutions for this question are



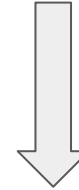
Phase 2: Primary Analysis and Report

1. Summarize the insights and Find as a report
2. Schedule appointments and make presentations with expertises and sponsors for discussing the methods and physicalizing potential local programs (eg. In Chicago)

Depends on funding size



Phase 3: Implementation of local or regional Program



Phase 4: Second Analysis

Analyze the results of programs and examine whether the programs are effective



Phase 5:

1. Consult with the expertises to see the defects

2. Refine the methods or switch to other methods

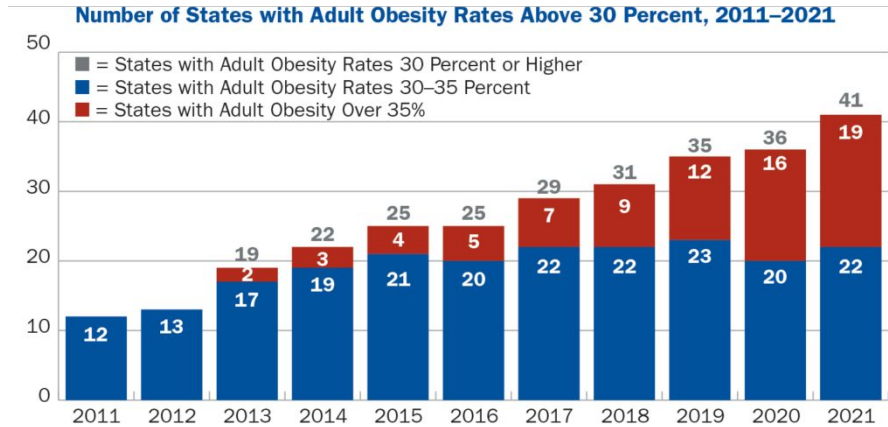
Phase 5:

Promote the solutions to other parts of US

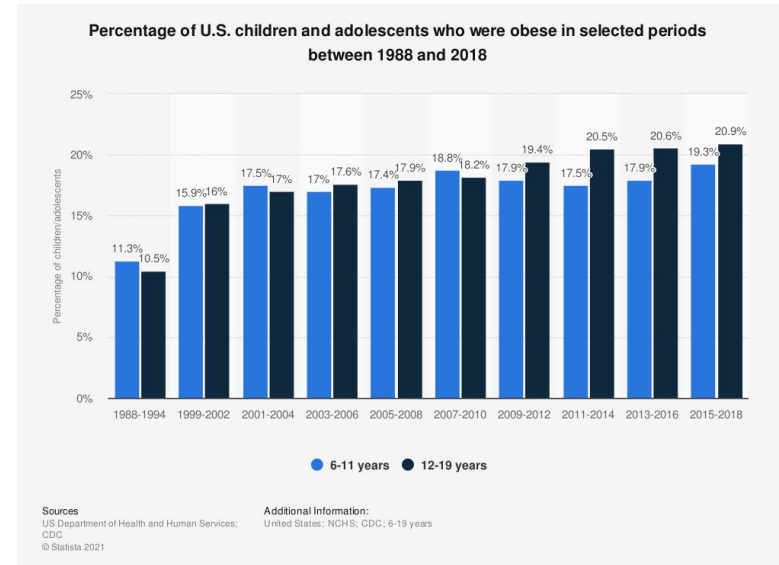
Problem Diagnosis-Background

Obesity is a rising issue across U.S.

- Nationally, 41.9 percent of adults have obesity. 16.2% of U.S. youth ages 10 to 17 have obesity. The trend is continuously rising year by year. It is a problem among all age group.



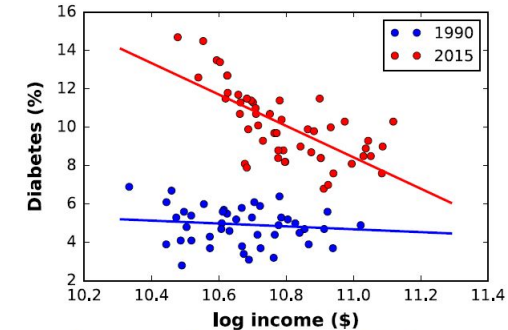
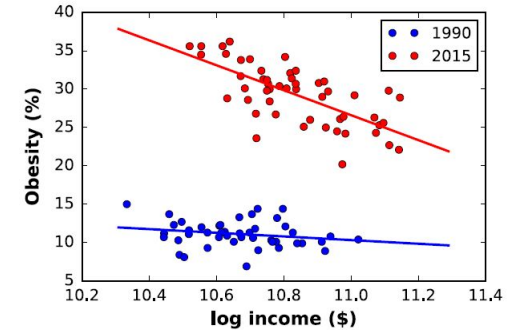
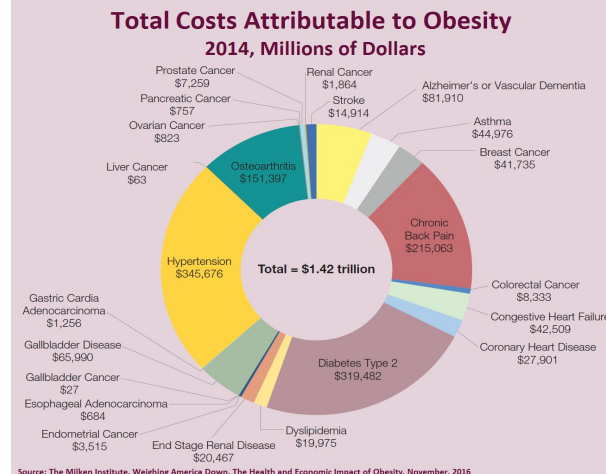
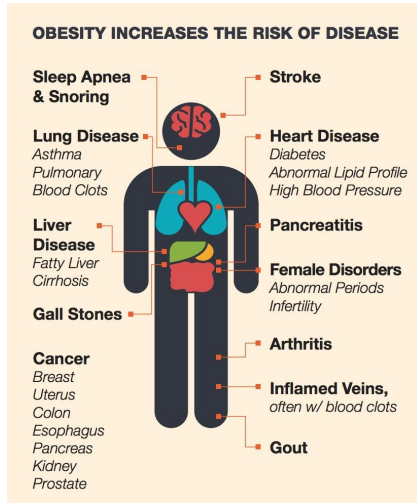
Source: TFAH analysis of BRFSS data



Problem Diagnosis-Analysis

Obesity is not only a personal health issue, but also a social and political issue.

- Obesity is hazardous to people's physical and mental health.
- Obesity has high cost on society and individuals, especially from healthcare. The estimated annual cost medical cost is **147 Billion**. The medical costs of obese individuals are **\$1429** higher than those of normal weight.
- Obesity further increases social inequalities and injustice. It is negatively correlated with the family income status.



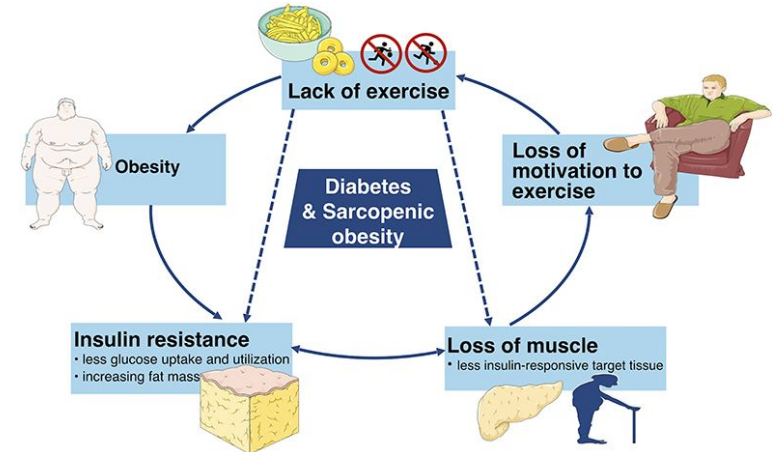
Source: Bentley et al, Palgrave Communications, doi:10.1057/s41599-018-0201-x

Problem Diagnosis-Obesity Factors

Main causes of obesity are imbalanced nutrition and lack of exercises.

"Obesity is generally caused by **eating too much and moving too little**. If you consume high amounts of energy, particularly fat and sugars, but do not burn off the energy through exercise and physical activity, much of the surplus energy will be stored by the body as fat." (NHS UK)

- Processed food is linked with Obesity. Many families due to work schedule and income would prioritize cheap, convenient but processed food rather than diets with sufficient and balanced nutrition.
- More than 15 percent of American adults get no physical activity during their leisure time.



Solution-Dietary modification

Changing people's table is a significant part on losing weight.

- Social Media Promotion of healthy diets

Some people eat unhealthy food because they are lack of awareness of this issue. So, exposure from tiktok,youtube,and podcasts can make them understand that they can lose weight by change to a diet

- Coupon of Meal Kit Plans

Some people cannot afford the healthy food. So Giving them free or discounted coupon each month can help them get access to healthy meals. For children, it could be via collaborating with schools.

Solution-Exercise Modification

Exercising is the second pillar to maintain fitness.

- Social Media Promotion

Some people find sticking with exercises is very hard or they don't have time to do exercises. So promoting them with 10 or 15 minutes at home workout videos so that they can easily follow.

- Free Group Fitness Class

Similarly, some people want to go to gym but they don't want to spend extra money. Since many gyms have group cycling or HIIT classes, we can collaborate with them to give people pass to go to such classes.