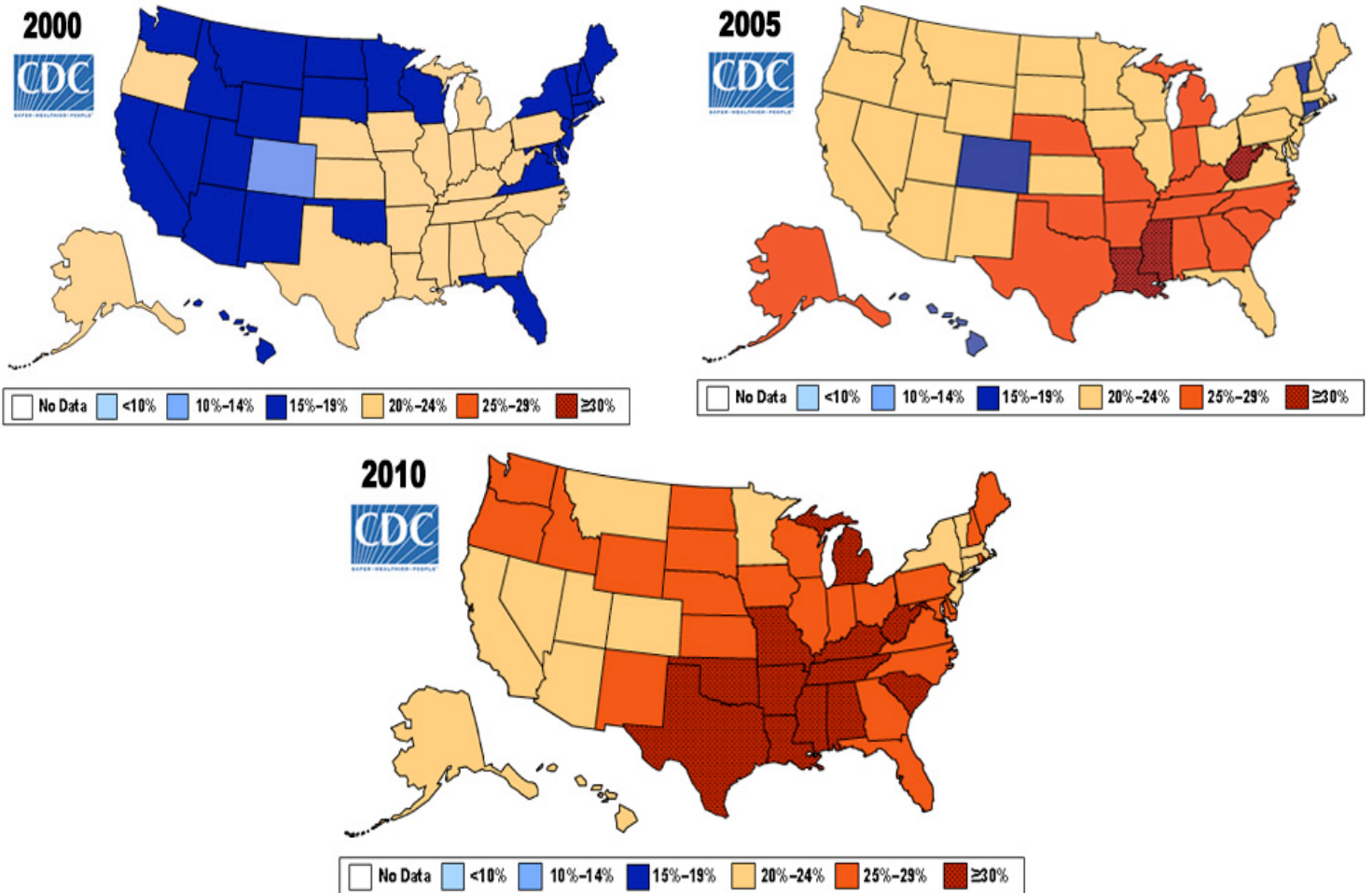


Centers for Disease Control Map of Obesity Rates by State (2000-2010)



Trend Analysis

The obesity rate in America has been rising steadily for many years and is projected to be at 42% of the population by 2030. By the same year, 85% of the population of the United States could be overweight. The above maps from the CDC (Centers for Disease Control) show the increase in obesity rates by state from 2000-2010. There are an increasing number of campus nutrition outreach and education programs, including the Alice! Health Promotion program at Columbia University¹. There are precedents for a mandatory nutrition plan like The Food Coach to be implemented at a major university. In 2011, the University of California system announced a plan to ban tobacco products on all of its campuses.² Many universities have also created “threat assessment teams” to monitor the student body and prevent tragedies such as suicides and campus shootings.³ In addition, the federal government has mandated disclosure of the calorie counts of foods in restaurants, and state and local governments have banned trans fats, soda and junk food in schools, and most recently, Mayor Michael Bloomberg of New York City has proposed a ban on “jumbo” sodas and other sugary drinks⁴.

¹ <http://health.columbia.edu/services/alice>

² <http://www.universityofcalifornia.edu/news/article/26997>

³ <http://www.psychologytoday.com/blog/threat-management/201001/preventing-campus-attacks-university-threat-assessment-team>

⁴ http://online.wsj.com/article/SB10001424052702303640104577438940359767110.html?mod=googlene_ws_wsj