



Supportive Quotes

“The Long-Term Returns of Obesity Prevention Policies”

Campaign to End Obesity

“Policies that have the ability to address the U.S. obesity epidemic and, at the same time, save money are the ultimate win-win scenarios. This study makes a clear economic case for investing in evidence-based strategies to prevent and mitigate obesity in this country.”

- *Karen Licitra, Campaign to End Obesity Board Chair and Worldwide Chairman, Global Medical Solutions Group, Johnson & Johnson*

YMCA of the USA

“This study adds to the ever-growing list of economic analyses showing effectiveness and a cost savings from interventions that prevent or reduce obesity – initiatives such as the Centers for Disease Control and Prevention’s National Diabetes Prevention Program. Through the YMCA’s Diabetes Prevention Program, which is part of the National Diabetes Prevention Program, individuals are achieving weight loss that is helping them prevent or delay type 2 diabetes – a major driver of costs to the health care system. Investing in policies that help prevent obesity is a smart move that will have a major impact on our economy.”

- *Jonathan Lever, Vice President for Health Strategy and Innovation, YMCA of the USA*

Healthcare Leadership Council

“Obesity is the gateway to a number of chronic diseases and is, therefore, the root cause of tremendous costs to our healthcare system. In order to empower strong decision making, the Congressional Budget Office needs to provide lawmakers with the full cost savings associated with obesity prevention programs and policies. Brill’s study underscores that evidence-based prevention is the foundation for sound healthcare and economic policy.”

- *Mary R. Grealy, President, Healthcare Leadership Council*

National Hispanic Medical Association

“Obesity is a major driver of health care costs in our country. Additionally, we know that obesity is more prevalent in certain communities and among certain demographics – including

the Hispanic population. That said, advancing thoughtful, impactful policies to address the challenges posed by skyrocketing rates of obesity in minority populations is hampered by budgetary constraints. Alex Brill's analysis makes a credible and necessary case for assessing the budget impacts of policies to address obesity outside of the traditional ten-year window. This analysis is vitally important as we, as a community, make the case for obesity prevention strategies."

- *Elena V. Rios, MD, MSPH, President and CEO, National Hispanic Medical Association*

The Obesity Society

"This report makes it clear how much health programs are costing themselves by treating the consequences of obesity rather than dealing with the real problem up front as a critical health issue. It's well past time to do what it takes to treat and prevent obesity in the same straightforward manner that we do for every other disease."

- *Ted Kyle, Advocacy Committee Chair, The Obesity Society*

American Family Children's Hospital

"For children everywhere, the prospect of a brighter, healthier future, free from numerous morbidities associated with obesity, depends on political and policy change that creates a healthier environment for children in which choices for physical movement and healthy nutrition are natural, safe and make sense economically. Only with an accurate appraisal and understanding of the immense costs of failing to provide such an environment – captured in this study – can we hope to muster the political and societal will-power to fulfill this profound responsibility that we – today's adults – share."

- *David B. Allen, MD, Professor of Pediatrics, University of Wisconsin School of Medicine and Public Health, Head of Endocrinology and Diabetes, UW American Family Children's Hospital - Madison*

American College of Gastroenterology

"This study demonstrates the power of preventive services from a cost-savings outlook. The American College of Gastroenterology (ACG) thanks the authors for undertaking this important study and urges Congressional leaders to incorporate these recommendations when scoring legislation aimed at curbing the obesity epidemic and promoting other preventive services. Preventive medicine saves lives and saves money."

- *Ronald Vender, MD FACC, President, American College of Gastroenterology*

American Hiking Society

“Advocates have long believed that the current methodology of the Congressional Budget Office does not accurately portray the savings the nation would see as a result of policies that are effective in the prevention and/or reduction of obesity and its related chronic diseases. This study highlights and lends credence to this thought and demonstrates the savings potential of effective policies to prevent obesity. The American Hiking Society supports policies that encourage Americans to lead active and healthy lifestyles including physical activity in the outdoors and this study will help us make the economic case for these policies.”

- *Gregory Miller, PhD, President, American Hiking Society*

International Health, Racquet, and Sportsclub Association

“Issues of profound national consequence demand broad-minded thinking. Just as we factor in long-term considerations when making policy decisions on the education of our children and on the national security of our country, we must also broaden our perspective when making policy decisions about the health of our children. After all, the future of our nation rests on their wellbeing.

The United States now has the unfortunate standing of world leader in obesity. About 1-in-3 American kids and teens is overweight or obese; and boys born in 2000 have a 1-in-3 chance of developing type 2 diabetes at some point in their lives. Being overweight or obese is the number one medical reason why young adults cannot enlist in the military, with about 1 in 4 being too overweight to join.

The study released today by the Campaign to End Obesity—“The Long-Term Returns of Obesity Prevention Policies”—puts effective obesity prevention efforts in perspective and rightly calls on policymakers to rethink how we assess investments in prevention.

The benefits of obesity prevention do not limit themselves to the first ten years of life. Rather, they are cumulative and extend throughout life—and well into the future of our nation.

It’s time for the CBO to stand up for America’s kids and secure the future of our country. Developing appropriate, full-scale 75-year cost estimates for prevention programs that actually address the plague of obesity that has undermined our health and our nation is a great place to start.

IHRSA applauds the Campaign to End Obesity for bringing this issue to the forefront of our nation’s attention.”