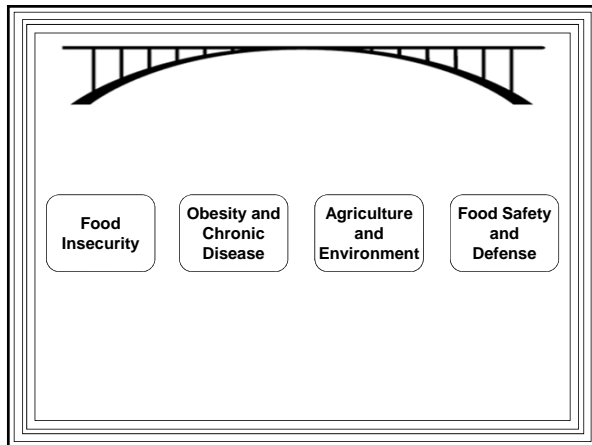

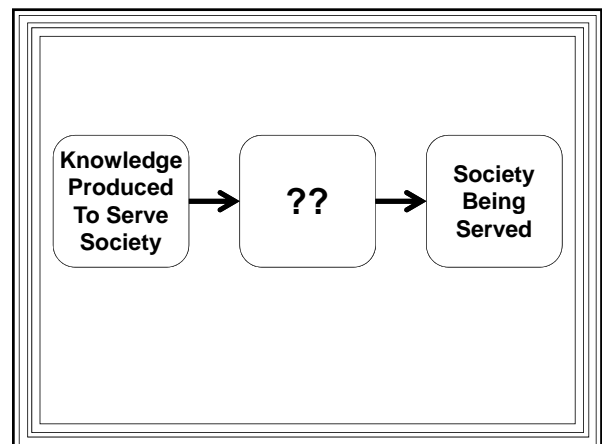
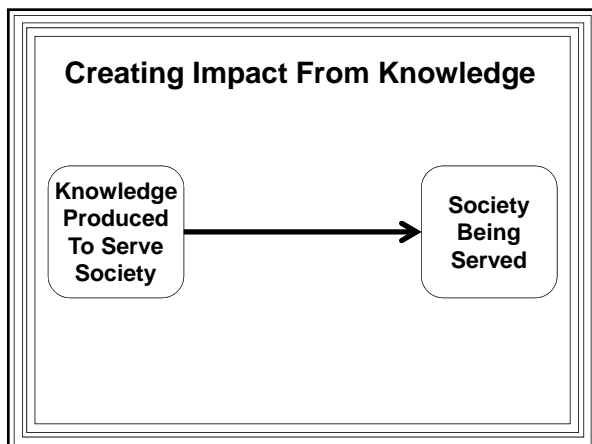


**Bridging the Gap
Between
Research &
Policy**

Kelly D. Brownell



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



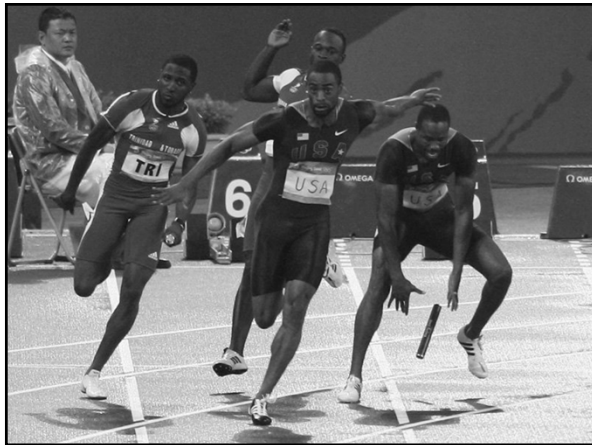
The Frustration

Research = small audiences
Research misses key audiences
Poor links of scholarship & policy

How We Construe Impact

Citation Indices
h-index
i10-index

Journal Impact Factor

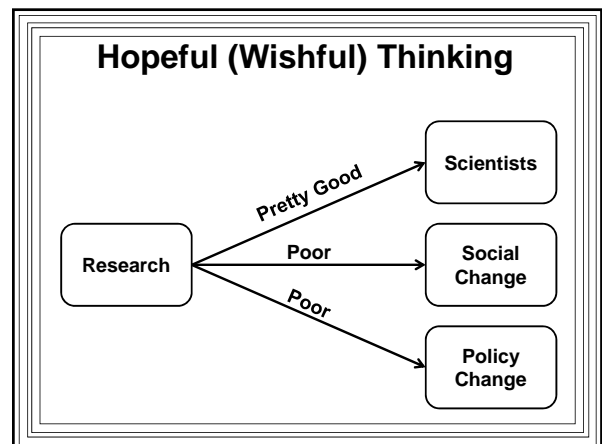


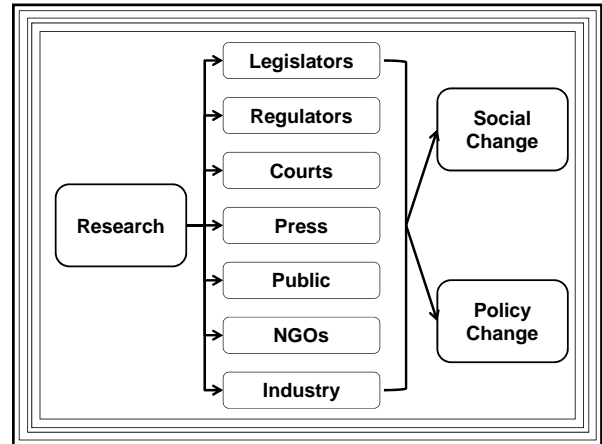
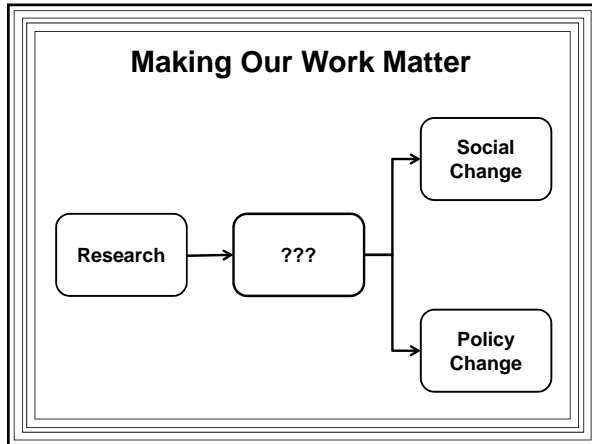
Slow Movement in a Fast World

Slow	✓
Poorly communicated	✓
Unresponsive	✓
Programmatic only	✓
Conflicted	✓
Indecipherable jargon	✓

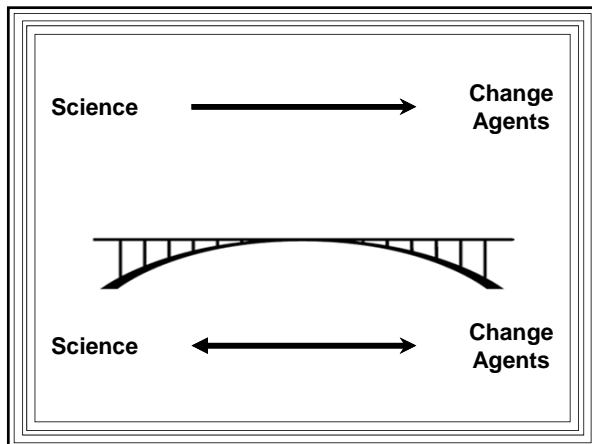
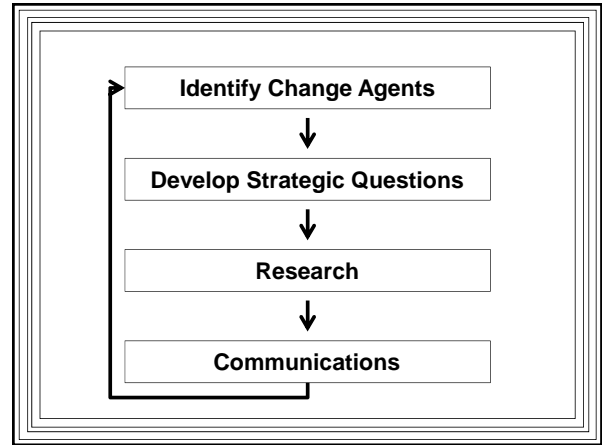
Linking Scholarship To Public Policy

**How We Addressed
A Fundamental Challenge**





Can We Create a Virtuous Cycle of Solutions?



THE LANCET Comment ■

Strategic science with policy impact

@

Evidence-based policy making is an important aspirational goal, but only a small proportion of research has the policy impact it might have. Most researchers are not trained to create policy impact from their work, engagement with policy makers is not encouraged or rewarded in most settings, and the communication of scientific findings occurs within the academic community but rarely outside it. There are exceptions, but little is done to systematically link scholarship to policy.

Change agents include elected leaders at any level of government, key individuals in regulatory agencies, legal authorities and legislators, the media, non-governmental organisations, and global institutions, such as the World Bank, the World Trade Organization, or WHO.

The second step is to develop strategic questions. Interactions between researchers and policy makers can help identify the questions that need to be addressed for the policy process to be fully informed.

PUBLISHED ONLINE
February 18, 2015
http://dx.doi.org/10.1016/S0140-6736(15)00297-7
DOI:10.1016/S0140-6736(15)00297-7
http://dx.doi.org/10.1016/S0140-6736(15)00297-7

Brownell & Roberto
Lancet, 2015

Case 1

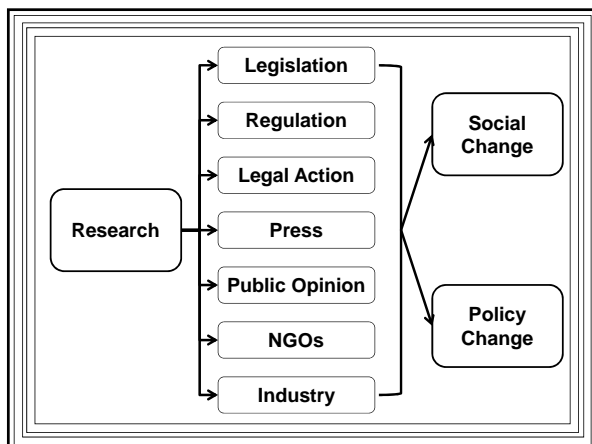
Industry and Menu Labeling



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

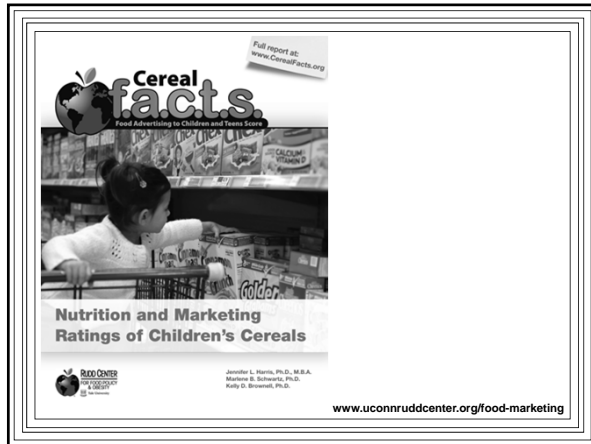
Christina A Roberto*, Elena Hoffnagle, Marie A Bragg and Kelly D Brownell
Department of Psychology, The Rudd Center for Food Policy and Obesity, Yale University, PO Box 208369,
New Haven, CT 06511, USA

Public Health Nutrition, 2010



Case 2

Children's Food Marketing



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* Mariene B. Schwartz, PhD* Amy Laitanaukas, BA* Putnam Orr-Vachasapti, PhD, RD* and Kelly D. Browner, PhD*
*Rudd Center for Food Policy and Obesity, Yale University, New Haven, Connecticut; and *Robert 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 360805, New Haven, CT 06520-8368. E-mail: jennifer.harris@yale.edu

PEDIATRICS (ISSN Numbers: Print, 0031-4005; Online, 1098-4275). Copyright © 2011 by the American Academy of Pediatrics

Pediatrics, 2011

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

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Money | Markets | Economy | Companies/Execs | Personal Finance | Mutual Funds | ETFs | Cars

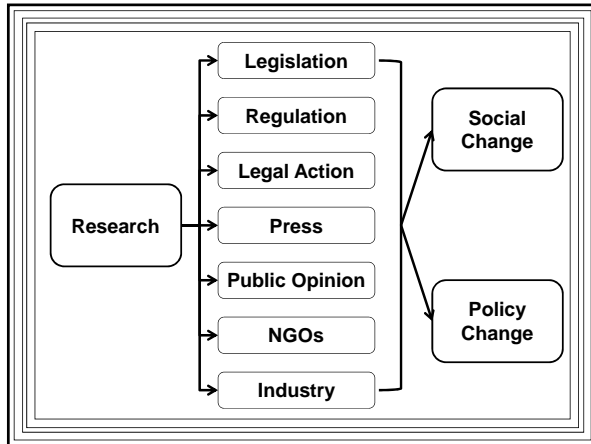
GET A QUOTE: Enter symbol(s) or Keywords • DJIA 15,392.20 ▼ -7.45 • NASDAQ 3,920.05 ▲ +5.1

General Mills reducing sugar in kids' cereal

Posted 12/9/2009 6:14 PM | Comment | Recommend

By Sarah Skidmore, AP Food Industry Writer

E-mail | Print | RSS | Share



Case 3

High Consumption of SSBs

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-

THE NEW ENGLAND JOURNAL of MEDICINE

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 disease^{1,2}; 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

Brownell et al.
New Engl J Med, 2009

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.

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-

Am J Public Health, 2010

Preventive Medicine 52 (2011) 413–416

Contents lists available at ScienceDirect

ELSEVIER 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 ^d

^a Rudd Center for Food Policy and Obesity, Yale University, 309 Edwards Street, New Haven, CT 06520-8203, 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 Impact from 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

Preventive Medicine, 2011

UCONN
RUDD CENTER
FOR FOOD POLICY & OBESITY

Who We Are What We Do

REVENUE CALCULATOR FOR SUGARY DRINK TAXES

New, Advanced Online Tool Offers Revenue Estimates for Sugary Drink Taxes

www.uconnruddcenter.org

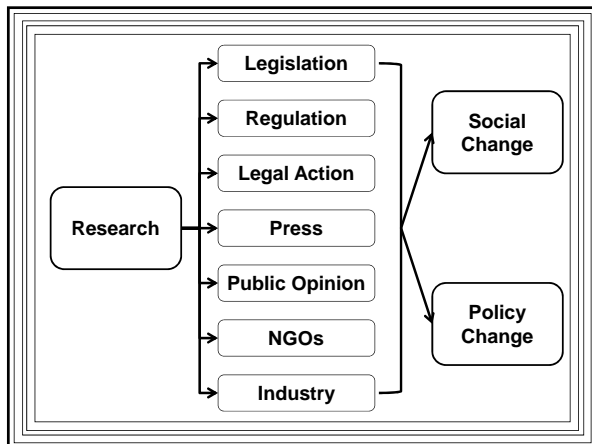
Revenues for Pennsylvania

Sugary Drink Type	Gallons Sold	Annual Tax Revenues
Carbonated Soft Drinks	266,428,160	\$341,028,045
Fruit Drinks	61,623,578	\$78,878,180
Sports Drinks	29,622,156	\$37,916,360
Ready-to-Drink Tea	48,440,466	\$62,003,797
Energy Drinks	11,374,705	\$14,559,622
Enhanced Water	4,751,939	\$6,082,482
Ready-to-Drink Coffee	6,874,471	\$8,790,322
Sugary Drink TOTAL	429,115,475	\$549,267,808

www.uconnruddcenter.org


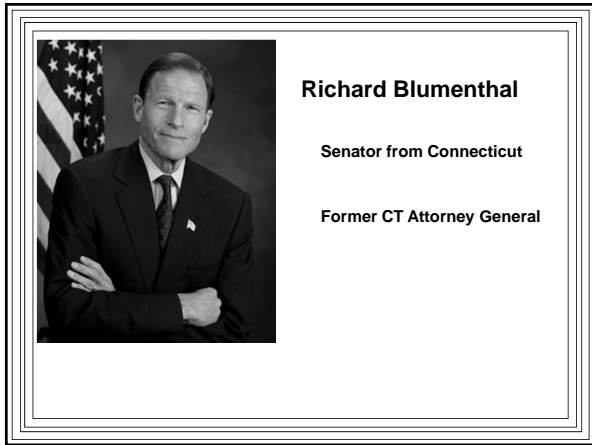
- ### Soda Taxes Passed in US
- Berkeley
 - Oakland
 - San Francisco
 - Albany, CA
 - Boulder
 - Seattle
 - Philadelphia
 - Boulder
 - Navajo Nation
 - Chicago/Cook County

- ### Taxes Passed Outside US
- Barbados
 - Belgium
 - Brunei
 - Chile
 - Dominica
 - Fiji
 - Finland
 - France
 - French Polynesia
 - Hungary
 - India
 - Kiribati
 - Mauritius
 - Mexico
 - Norway
 - Palau
 - Philippines
 - Portugal
 - Samoa
 - Saudi Arabia
 - South Africa
 - Spain (Catalonia)
 - St. Helena
 - Thailand
 - Tonga
 - Vanatau



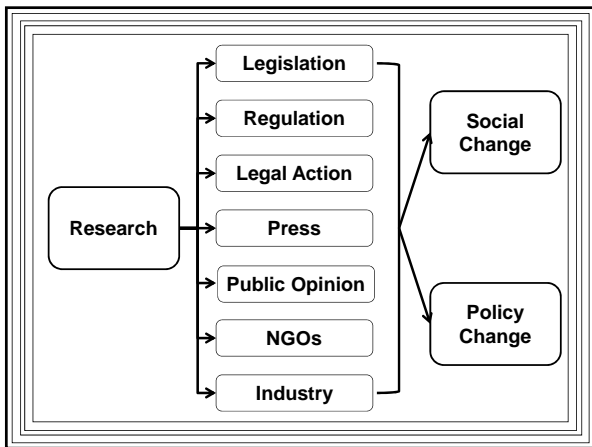
Case 4

Misleading Labeling



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



Should Researchers Be Doing This?

A Stunning Public Health Victory



Multiple Effects of Malnutrition

Overall

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

Body Systems

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

Symptoms

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

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.

http://www.wfp.org/about/wfp/introduction/hunger_what.asp?sectionfiltered=1&sub_sectionfiltered=1

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



The NEW ENGLAND JOURNAL of MEDICINE

Perspective
MAY 8, 2014

The Trans-Fat Ban — Food Regulation and Long-Term Health
Kelly D. Brownell, Ph.D., and Jennifer L. Pomeranz, J.D., M.P.H.

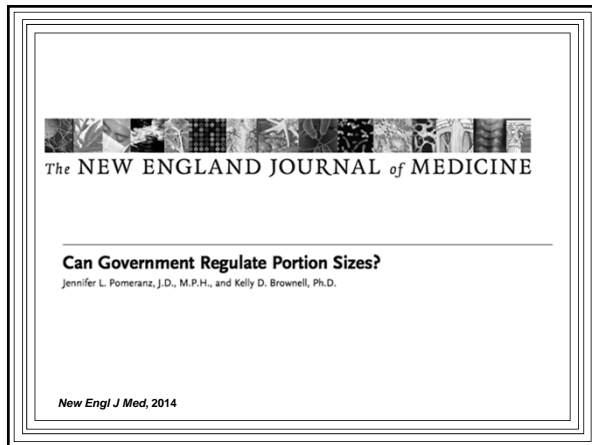
COMMENTARY

**The Supplemental Nutrition Assistance Program, Soda, and USDA Policy
Who Benefits?**

Kelly D. Brownell, PhD
David S. Ludwig, MD, PhD

Opposition to the New York proposal came from some surprising and not so surprising groups. With billions of dollars at stake annually, the beverage industry was predictably opposed. A spokesperson for the American Beverage

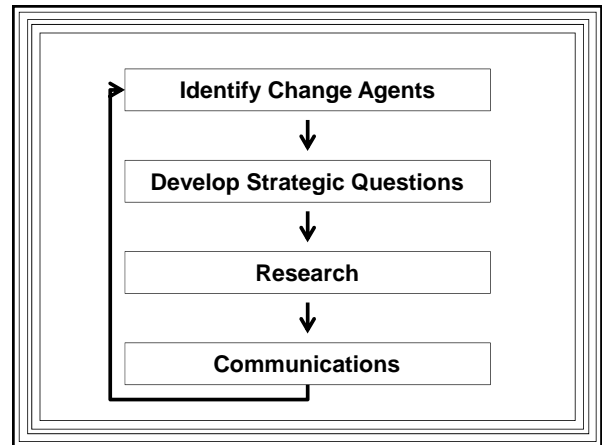
JAMA, 2011



The NEW ENGLAND JOURNAL of MEDICINE

Can Government Regulate Portion Sizes?
Jennifer L. Pomeranz, J.D., M.P.H., and Kelly D. Brownell, Ph.D.

New Engl J Med, 2014



Some Current Strategic Issues

- Preempting preemption
- Industry running candidates for office
- Food policy as political platforms