

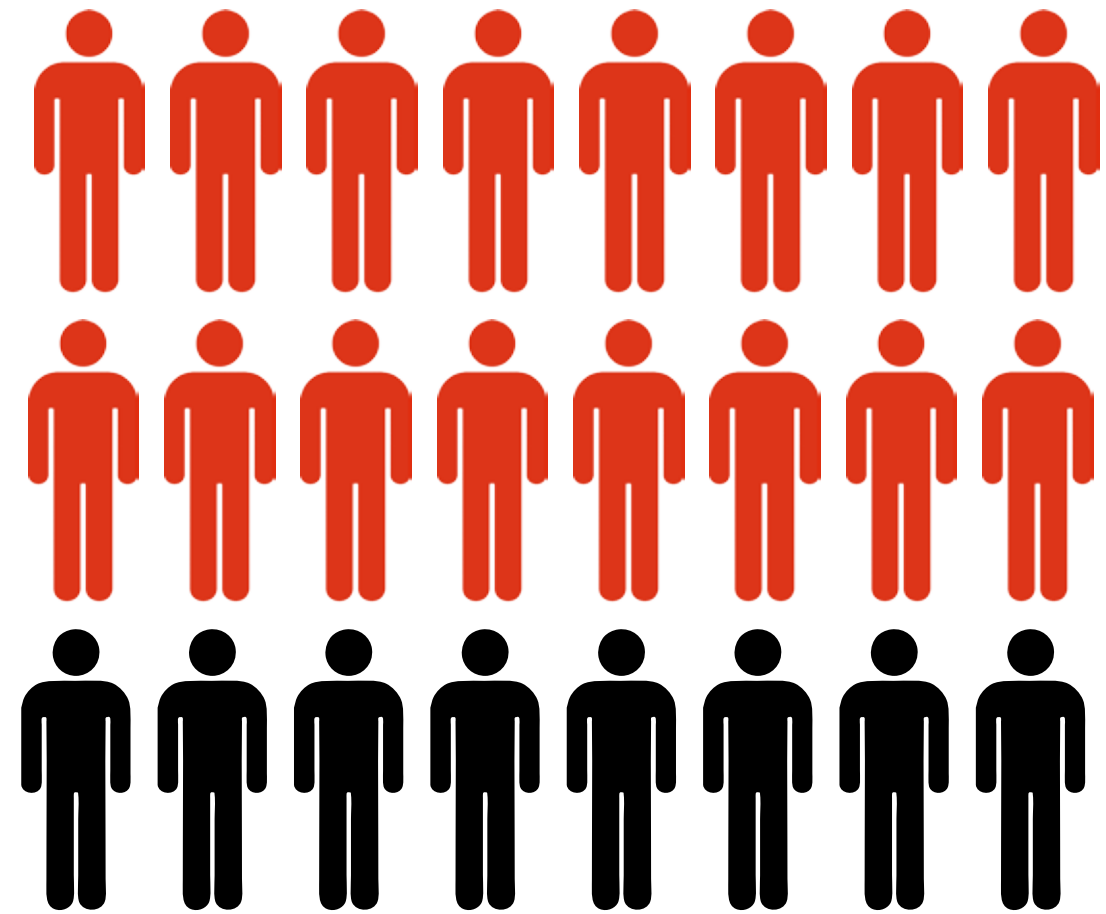


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people think bacon is “healthy”

FOOD FOR THOUGHT

Jeremy Friedland, Susanne Hsu, Carolyn Wong, Colin Barrett



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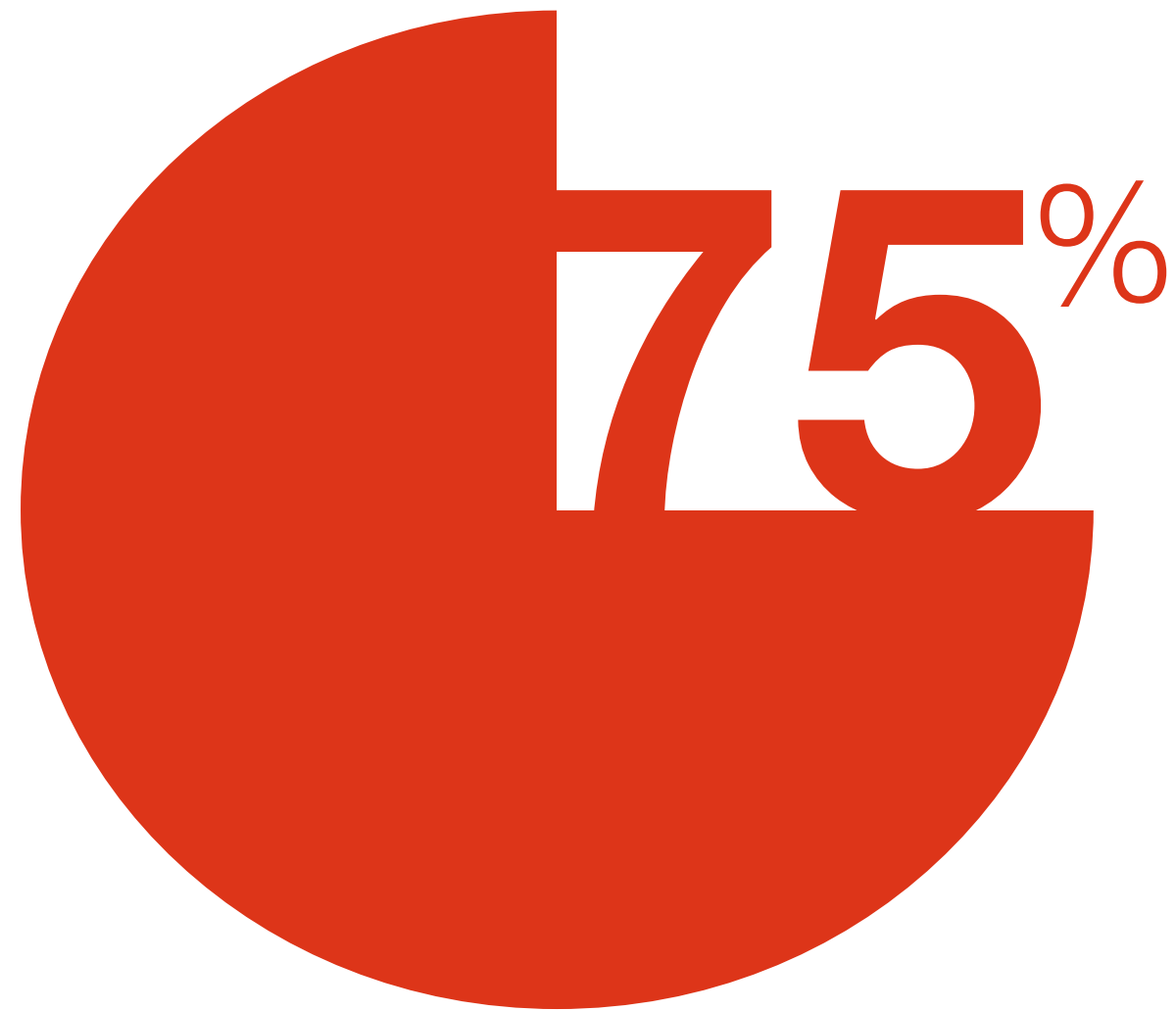
of Americans are
now either **overweight**
or obese.



If trends continue at the current rate, 100% of Americans will be overweight or obese by 2048.

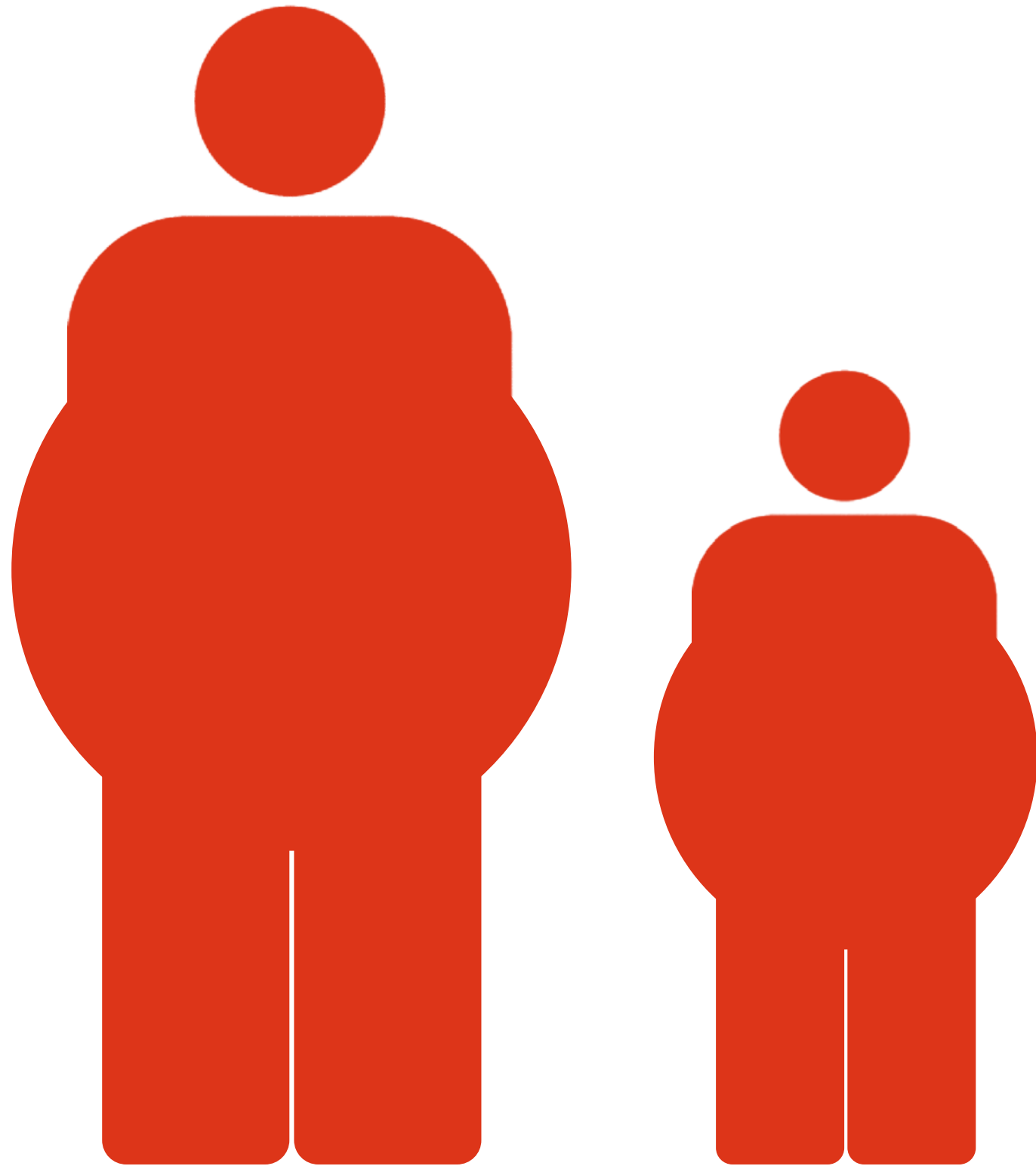
Americans are now
spending over \$190 billion
on fast food each year

\$190
billion



of healthcare spending goes to treating preventable chronic diseases, most of which are diet-related.

People are **57%** more likely to be obese if their friends are obese.



If one parent is obese, it doubles a child's risk for adult obesity.

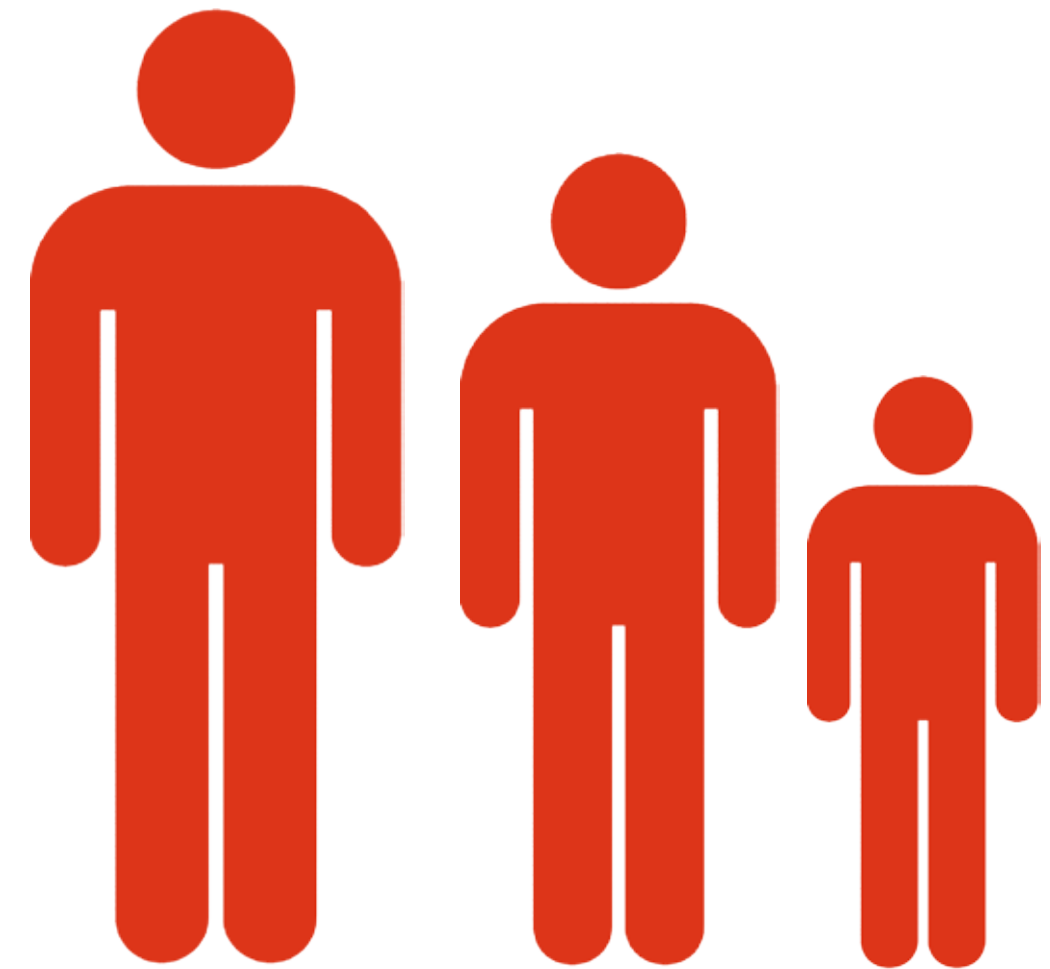
In the last thirty years
childhood obesity has **doubled**.
Adolescent obesity has **tripled**.

American children get about one quarter of their total vegetable servings in the form of fries or potato chips.



AUDIENCE PARENTS
WITH SCHOOL-AGED
CHILDREN

Family provides an important context for children's food choices, as **family** provides the first and immediate social environment in which children learn and practice dietary patterns.

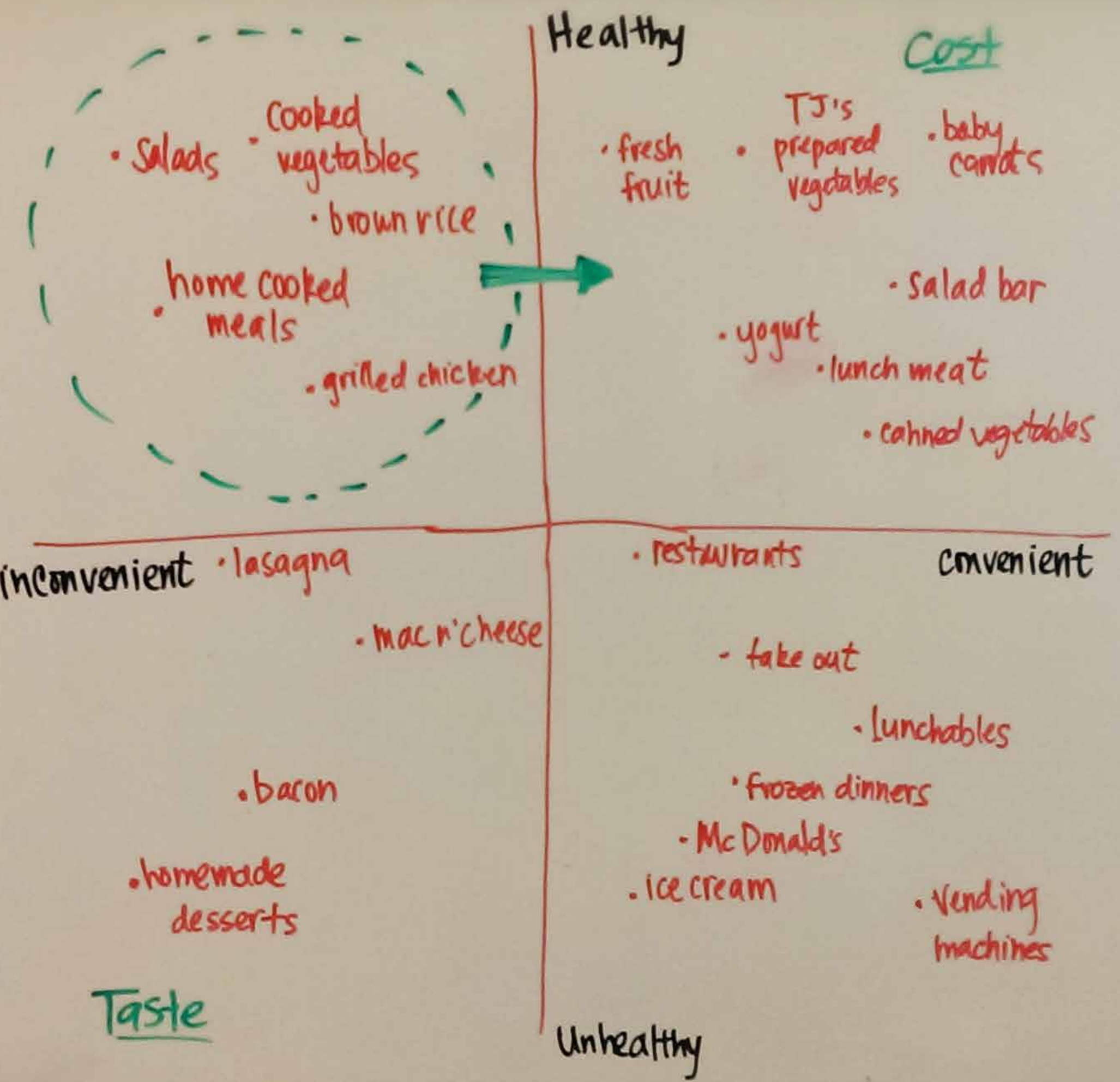


The eating behaviors children practice **early in life** affect their health and nutrition—significant factors in childhood . . . obesity—and may continue to **shape food attitudes and eating patterns through adulthood**

**COMMON BARRIERS
TO A HEALTHY LIFE**

TASTE/TEMPTATION
KNOWLEDGE DEFICIT
SOCIAL INFLUENCE
TIME
AVAILABILITY
COST

Alcove



DESIGN QUESTION

How can we reduce the barriers parents with school aged children face when planning and preparing healthy meals?

