

Obesity Epidemic: Annotated Bibliography

King's College

Healthcare Economics Approaches

Dee, A., Kearns, K., Sharp, L., Staines, A., O'Dwyer, V., Fitzgerald, S., & Perry, I. J. (n.d.). The direct and indirect costs of both overweight and obesity: a systematic review. BMC Research Notes.

This research paper looks at the overall costs of obesity within the healthcare industry and the overall economy. There are direct costs such as medical expenditures that individuals have to pay due to health issues associated with obesity, and expenses that hospitals have to pay to take care of the patient. There are also indirect costs such as the health issues coming from obesity, loss of productivity within a work place, and increased mortality.

Sonntag, D. (2017). Why Early Prevention of Childhood Obesity Is More Than a Medical Concern: A Health Economic Approach. *Annals Of Nutrition & Metabolism*, 70(3), 175–178. <https://libraryaccess.kings.edu:2150/10.1159/000456554>

This paper looks to see what kind of economic impact early prevention of childhood obesity has. Obesity is extremely complex and there is a myriad of factors that must be looked at when analyzing the health issue. There are many policies and interventions that have been implemented, but there are few economic evaluations of these policies and interventions. This research paper analyzes six studies, and then identifies their limitations and makes recommendations for economic evaluation possibilities in these studies for future research.

Health Policy Approaches

Bowen, P. G., Bryant, P. H., Hess, A., Hughes McCarty, K., & Ivey, J. B. (2014). Modifying Public Policies to Combat Obesity. *Journal for Nurse Practitioners*, 10(2), 100–106. <https://libraryaccess.kings.edu:2150/10.1016/j.nurpra.2013.11.005>

It is impossible to fix a health policy issue with just one intervention. There are many strategies and ideas that must be combined. This research paper looks to modify current public policies in order to make them more influential in order to combat obesity. Samples of suggested policy approaches include engaging people in the policy-making

process, changing the social and media portrayal of obesity, and focusing on prevention and management of obesity.

Khan, M. S., Guan, B. Y., Audimulam, J., Cervero Licerias, F., Coker, R. J., & Yoong, J. (2016).

Economic interventions to improve population health: a scoping study of systematic reviews. *BMC Public Health*, 16, 528. [https://libraryaccess.kings.edu:](https://libraryaccess.kings.edu:2150/10.1186/s12889-016-3119-5)

2150/10.1186/s12889-016-3119-5

There is a relationship between high poverty and lower health. This research study, while not focusing primarily on obesity, looks at the economic policies and interventions that have been suggested or enacted to help the poor increase their overall health status. Interventions include price interventions, incentive programs, and other health-related financial services that communities can offer.

Healthcare Marketing and Branding

Chan, K., Ng, Y.-L., & Prendergast, G. (2014). Should Different Marketing Communication

Strategies Be Used to Promote Healthy Eating Among Male and Female

Adolescents? *Health Marketing Quarterly*, 31(4), 339–352.

<https://libraryaccess.kings.edu:2150/10.1080/07359683.2014.966005>

This study looks at the differences between male and female adolescents in order to examine how different marketing strategies and social norms have an influence on eating in regards to the different genders. Overall, the results show that girls were more inclined to eat healthier than boys. The study focuses on how different marketing strategies should be implemented in order to encourage healthy eating in boys and girls.

Venturini, R. (2016). Social marketing and big social change: personal social marketing insights

from a complex system obesity prevention intervention. *Journal of Marketing*

Management, 32(11–12), 1190–1199.

<https://libraryaccess.kings.edu:2150/10.1080/0267257X.2016.1191240>

This research paper follows the development of a social marketing platform that was created to promote interventions in regards to obesity prevention. The social media platform encouraged government and business involvement in obesity prevention and focused on collaboration. Through social media, the interventions and policies were able to span across many different areas and reach many more people.

Financial Analysis

Anderson, P. M., & Butcher, K. F. (2006). Reading, Writing, and Refreshments: Are School Finances Contributing to Children's Obesity? *Journal of Human Resources*, 41(3), 467–494. Retrieved from <http://libraryaccess.kings.edu:2079/login.aspx?direct=true&db=eric&AN=EJ746536&site=ehost-live>

This research paper looks to see why exactly the number of adolescents who are obese in the United States has tripled within the last two decades. Schools have been suggesting financial pressures, which in turn cause them to offer greater access to unhealthy foods. This study finds that an increase in potential exposure to junk food does have a slight increase in a student's Body Mass Index (BMI).

Myers, V. H., McVay, M. A., Brashear, M. M., Johnson, W. D., Gupta, A. K., Brantley, P. J., & Ryan, D. H. (2014). Five-year medical and pharmacy costs after a medically supervised intensive treatment program for obesity. *American Journal Of Health Promotion: AJHP*, 28(6), 364–371. <https://libraryaccess.kings.edu:2150/10.4278/ajhp.120207-QUAN-80>

There are many medical surgeries and interventions that have been created and utilized for weight loss, however there have not been many studies of the financial impact that these interventions may have. This study followed two groups of obese individuals: one group which was randomized to follow usual care and the other group that was randomized to follow an intensive medical management program. The overall financial medical costs were analyzed between the two groups to see if there is a financial impact that the interventions may have.

Strategic Approaches

Mulheron, J., Vonasek, K., & National Governors Association, C. for B. P. (2009). *Shaping a Healthier Generation: Successful State Strategies to Prevent Childhood Obesity*. NGA Center for Best Practices. Retrieved from <http://libraryaccess.kings.edu:2079/login.aspx?direct=true&db=eric&AN=ED507636&site=ehost-live>

This research paper looks at how government leaders can use their power to create and implement important strategic initiatives to make and keep children healthier. The report is based on the Healthier Generation Advisory Council's work in order to offer direction to policy makers that are trying to create obesity prevention strategies.

Spahr, C., Wells, A., Christens, B. D., Pollard, E., LaGro, J., Jr, Morales, A., ... Adams, A.

(2016). Developing a Strategy Menu for Community-Level Obesity Prevention. WMJ:

Official Publication Of The State Medical Society Of Wisconsin, 115(5), 264–268.

Retrieved from <http://libraryaccess.kings.edu:2079/login.aspx?direct>

=true&db=mnh&AN=29095589&site=ehost-live

This research paper created a framework to help engage communities to collaborate and work together in order to implement obesity prevention strategies. The strategic ideas were developed by a multidisciplinary team of researchers that reviewed and analyzed interventions in order to summarize and incorporate the most effective strategies within the program.