



**Congressional Workshop Series:
Dollars and Sense: What Economic Incentives Work to
Address Obesity**

*Monday, December 5th at 3:00 pm; Capitol Visitors Center,
Congressional Meeting Room South*

BACKGROUND

Obesity is one of the most costly diseases affecting America's adults and children. In fact, it is the single greatest contributing factor to every other major chronic disease afflicting Americans today. Treating obesity – and its associated conditions – costs the government, taxpayers and employers \$168 billion every year, more than 17 percent of the nation's entire health care costs.

Congress has in part recognized the economic threat posed by the obesity epidemic, and enacted measures in the Affordable Care Act to encourage actions that can help reduce obesity; however, more needs to be done. Now is the time to invest in the prevention of obesity by promoting incentives to support healthy, active lifestyles.

The Campaign to End Obesity encourages your participation in this important economic policy conversation by attending this workshop.

THE WORKSHOP

Congressional staff will interact with experts from academia, public health, and industry to discuss what kind of incentives are most effective in promoting and supporting healthy choices and what role the government can play in advancing the models that work. Investments in the prevention of obesity have demonstrated returns on investment, and as such are a viable way for the government to address the rising costs of health care. During this workshop, four important questions will be addressed:

- What health behaviors are triggered by economic changes?
- Do farm subsidies make a difference?
- What works in the workplace?
- Can tax policy drive physical activity?

The workshop is hosted by the nonprofit Campaign to End Obesity, which convenes leaders from industry, academia, public health and associations to advocate for federal policies to reverse the obesity epidemic and promote healthy weight in children and adults.

THE WORKSHOP DETAILS

“Dollars and Sense: What Economic Incentives Work To Address Obesity”

Monday, December 5th, 2011

3:00 – 4:30 pm

Capitol Visitors Center

Congressional Meeting Room South

Space is limited.

Please RSVP to Jennifer Conklin at jconklin@vennstrategies.com by Friday, December 2nd.