November 10, 2011

*Webinar sponsored by the American Medical Association, in partnership with Health Care Without Harm, Kaiser Permanente, and Physicians for Social Responsibility*

**Moderator:** Robert M. Gould, MD, Associate Pathologist, Kaiser Hospital, San Jose and President, San Francisco-Bay Area Chapter of Physicians for Social Responsibility

**Presenter:** Jen Matthews, MD, is a pediatrician at Children's Hospital Oakland and food and nutrition advocate. Jen grew up in the San Joaquin Valley of Central California and completed her medical school at UC Davis. During her pediatric residency at Children's Hospital Oakland, Jen realized that for many of her patients, eating healthy and making good food choices was nearly impossible. She linked up with Phat Beets Produce, a food justice volunteer collective to start a farmer's market at the hospital to help address the issue of food access and security. Jen is continuing to work with Phat Beets Produce and the weight management clinic at Children's Hospital Oakland to improve the food landscape for families.

**Presenter:** David Wallinga, MD, MPA, directs Healthy Food Action, [www.HealthyFoodAction.org](http://www.HealthyFoodAction.org), a project of the Institute for Agriculture and Trade Policy, and serves on the steering committee of [www.KeepAntibioticsWorking.org](http://www.KeepAntibioticsWorking.org). He co-founded Health Care Without Harm’s food work group. Dr. Wallinga uses a systems lens to shed light on the health impacts of our food and agriculture practices and policies, such as the Farm Bill. His work has highlighted antibiotic overuse in animal agriculture, mercury contamination of HFCS, and the contribution of agriculture policy to the obesity epidemic. among other topics. Dr. Wallinga has degrees from Dartmouth College, Princeton University and the University of Minnesota Medical School.
Educational Objectives

A. Identify the gaps in the medical model that have contributed to low clinical engagement on environmental health and food issues

B. Describe the role physicians and other health care professionals can play in developing a healthier food system through advocacy efforts with patients and their families, within health care facilities, and within the community to promote healthful policies

C. Access different strategies for engagement on food system policies such as the Farm Bill and antibiotics legislation
I. Changing Thinking

Health behaviors  →  Default environments
Farms as factories  →  Healthy food systems

II. Expanding Practice -- Opportunities

A. Farm Bill and other legislation
B. Local action
C. In hospitals
D. In the office
You can’t change broken systems using the same thinking that got you there in the first place.
Changing medical thinking

Healthier behaviors

Healthier “defaults”

Brownell et al., Health Affairs 2010;
Brownell et al. J. Adolescent Health 2009

Parker et al. IOM 2009

- Expensive
- Ineffective
- Not evidence-informed

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
New thinking
A food systems perspective

Farm & food policy

Systems thinking
A challenge for the “medical model”

Medical Model

- Reductionist
- Problem-based
- Single-cause
- “Evidence-based”
  - Gold standard = Randomized Control Trial (RCT)

Systems thinking

- Relational
- Resilience-based
- No cause and effect
- Evidence informed

Green L. AJPH. 2006
McElroy (ed) AJPH. 2006

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
What created today’s food system?


Focus on production

Cheap food policy, 1974 – 2011 + Technology
Faulty price signals

Famine
Military readiness

1800s 1900s 1950s 2000

Incentives shaped what Americans overeat

Percent increase in calorie intake, 1970 to 2007

- From corn flour, meal, hominy, starch: 191%
- Added sugars: 14%
- Corn sweeteners: 359%
- Added fats and oils: 69%
- Salad and cooking oils: 260%


Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
Industrialized agriculture

Farms as factories, with inputs and outputs

Focus on production

Intensive inputs
- Water
- Fertilizers
- Pesticides
- Antibiotics

Calorie output
- Corn, soybeans
- Meat, manure

Air, food outputs
- Carbon, nitrates, methane
- Climate change
- Multidrug resistant foodborne bacteria


Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
**Industrialized agriculture**

Farms as factories

*Focus on production*

- Loss of diversity
- "Nutrient" runoff
- Impaired waters → Dead zones, fish kills

**Healthy?**

*Other externalities*


Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
Industriaiized food systems

A “default” environment of bountiful, relatively low-priced, ultra-processed unhealthy (calorie rich, nutrient poor) convenience foods


Healthy?

Calorie output

Focus on production

$147 billion per year
I. Changing Thinking

Health behaviors → Default environments
Farms as factories → Healthy food systems

II. Expanded Practice – Opportunities

A. Principles, Charters, Farm Bill  National
B. Local action
  - In hospitals, health systems
  - In the office

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
Expanded practice
Nationally

Health professions uniting around a common vision

PRINCIPLES OF A HEALTHY, SUSTAINABLE FOOD SYSTEM

In June 2010, the American Dietetic Association, American Nurses Association, American Planning Association, and American Public Health Association initiated a collaborative process to develop a set of shared food system principles. The following principles are a result of this process and have been collectively endorsed by these organizations.

We support socially, economically, and ecologically sustainable food systems that promote health—the current and future health of all Americans in lives and the health of the environment.

A healthy, sustainable food system is:

HEALTH-PROMOTING
- Supports the physical and mental health of all farmers, workers and eaters
- Accounts for the public health impacts across the entire lifecycle of how food is produced, processed, packaged, labeled, distributed, marketed, consumed and disposed

SUSTAINABLE
- Conserves, protects, and regenerates natural resources, landscapes and biodiversity
- Meets our current food and nutrition needs without compromising the ability of the system to meet the needs of future generations

RESILIENT
- Transitions food supplies for people and animals away from industrialized systems to

American Nurses Association
APHA
American Dietetics Association
American Planning Association

www.Planning.org

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
Expanded practice within AMA

AMA Sustainable Food Policy

CSAPH Rep 8, A-09. Our AMA:

(1) supports practices and policies in medical schools, hospitals, and other health care facilities that support and model a healthy and ecologically sustainable food system, which provides food and beverages of naturally high nutritional quality;

(2) encourages the development of a healthier food system through the US Farm Bill and other federal legislation; and

(3) will consider working with other health care and public health organizations to educate the health care community and the public about the importance of healthy and ecologically sustainable food systems.

www.prhe.ucsf.edu/prhe/pdfs/ProfessionalStatementsDatabase.pdf

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
Why the Farm Bill?

A very, very big pie

- 673 pages
- $284b
- every 5 years

Nutrition programs 73.3%

Farm programs 26.7%

At Enactment: 2008 Farm Bill
Distribution of Mandatory Spending, 2008-2017
CRS:
http://www.nationalaglawcenter.org/assets/crs/RL34696.pdf

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
**Farm Bill**

Resources for understanding

**Literature.**

Wallinga D. *Contribution of Agricultural Policy to Childhood Obesity*. *Health Affairs*, March 2010

**Healthy Food, Healthy Farms webinars**

**Websites**

Understanding the Farm Bill: A Citizen’s Guide, [Facebook.com](http://facebook.com)

Healthy Farms, Healthy People Coalition (Johns Hopkins, IATP, PHI)

**Charter for a Healthy Farm Bill,** [www.HealthyFoodAction.org](http://www.HealthyFoodAction.org)
I. Changing Thinking

Health behaviors → Default environments
Farms as factories → Healthy food systems

II. Expanded Practice – Opportunities

A. Principles, Charters, Farm Bill
B. Local action
   ▪ In hospitals, health systems
   ▪ In and out of the office

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
Expanding practice opportunities
Out of the office

• **UCSF’ Expanding Clinical Practice...**

• **Food Matters** Clinical Education and Advocacy Program. [www.PSR.org](http://www.PSR.org)
  Oakland Children’s Hospital
  Boston University Medical Center
  Kaiser Permanente Northwest /Oregon PSR

• **White House.** [www.LetsMove.gov](http://www.LetsMove.gov)


Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
Institute of Medicine
2009

“[P]arents and other adult caregivers play a fundamental role in teaching children about healthy behaviors..... But those positive efforts can be undermined by local environments that are poorly suited to supporting healthy behaviors—and may even promote unhealthy behaviors.”

Parker et al. IOM 2009

Prepared by David Wallinga, MD Institute for Agriculture & Trade Policy
The real competition
Expanding

In communities

Seattle Farm Bill Principles

Founding Co-Signers

Richard Conlin, City Council President
Denis Hayes, President, Bullitt Foundation,
James Kelly, CEO, Seattle Urban League
Dr. David Fleming, Public Health Seattle-King County
Mary Embleton, Exec. Dir., Cascade Harvest Coalition
Trudy Bialic, PCC Natural Markets

Reverend Dr. Robert L. Jeffrey, Exec. Dir., Clean Greens
Siri Erickson-Brown, Co-owner, Local Roots Farm
Dr. David R. Montgomery, author, DIRT: The Erosion of Civilizations
Andrew Stout, CEO-Founder, Full Circle Farm
Expanding practice
In communities

Food Policy Councils
Action Strategies for Healthy Communities
www.LeadershipforHealthyCommunities.org

Communities Putting Prevention to Work: *Tools and Resources*
www.CDC.gov
In Alameda County, there are more than four times as many fast-food restaurants and convenience stores as supermarkets and produce vendors.
Expanding In communities

✓ Community efforts are increasing farmers markets and grocery stores in neighborhoods with limited access to healthy food.

✓ Wholesome Wave’s Fruit and Vegetable Prescription Program (FVRx) provides doctors the resources to prescribe fruits and vegetables for an entire at-risk family to increase consumption of locally grown fruits and vegetables daily.

www.WholesomeWave.org
Expanding practice
In hospitals – Healthy food access

- Grow food on site
- Develop a partnership with local growers

St. Joseph Mercy - Ann Arbor has begun farming up to 30 acres of its campus. Here the farm manager, tends tomatoes to be sold at the hospital's farm market along with other produce from the hoop house.
Expanding practice

In hospitals – “Balanced” menus

- Reducing meat purchasing by 20% in 12 months
  - 4 hospitals reduced on avg. by 28%

- $402,000 savings on meat purchases in a year
  - Use savings to purchase more sustainably produced meat

- Over 1,000 tons/year reductions in greenhouse gas emissions

- HealthyFoodinHealthcare.org
Expanding practice
In the office

- Patient hx: Food security status
- Have resources:
  - Numbers/fliers for the local food bank
  - Form a relationship with the local farmer's market/grocery store to get leftover fruits/veggies for free at your clinic
- Keep it simple
The Role of Physicians and Other Health Care Professionals in Creating a Healthier Food System

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Robert M. Gould, MD
Associate Pathologist, Kaiser Hospital, San Jose
President, San Francisco-Bay Area Chapter of Physicians for Social Responsibility
Robert.Gould@nsmtkp.kp.org

Jen Matthews, MD
Pediatrician, Children's Hospital Oakland
jmatthews@mail.cho.org

David Wallinga, MD, MPA
Senior Advisor, Science Food and Health, Institute for Agriculture and Trade Policy
dwallinga@iatp.org

This webinar is being recorded for archiving and available for CME credit for one year. Individual PowerPoint presentations will also be available for download when approved by presenters. For more information on this webinar series, including CMEs for physicians, and to view past events, please visit http://www.healthyfoodinhealthcare.org.