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Obesity Epidemic

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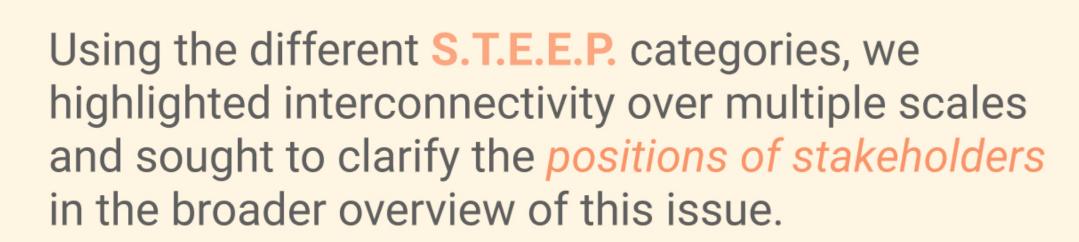
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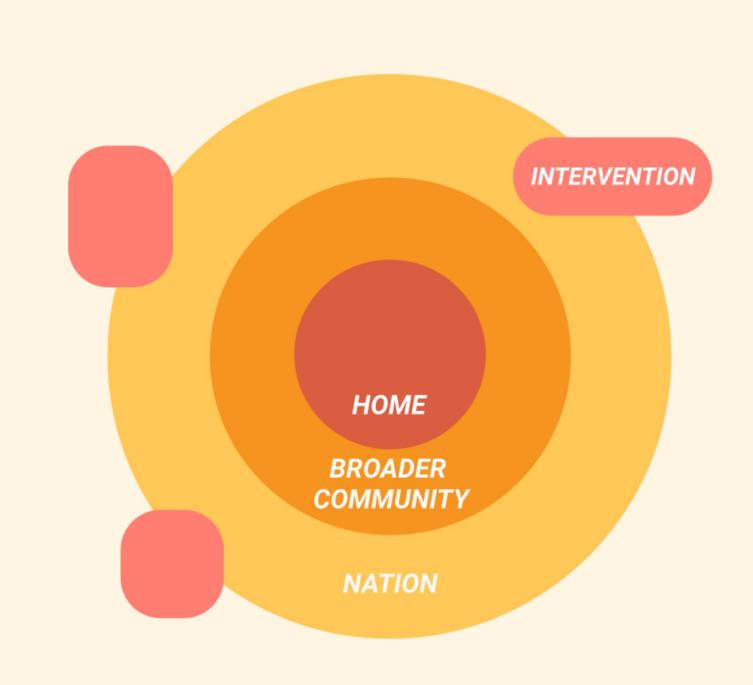
America is obese, reporting almost 37% of the

population on the obesity spectrum. It is the cause of countless health conditions, and if not addressed properly, it can cause long-term damage to not only individuals but also to those around them. Even with these clear consequences, many fail to realize that addressing obesity is not as simple as "getting people healthy." Obesity is deeply rooted and interconnected within our broken socio-technical system and as such, its resolution should be at the forefront of national and global agenda.

VISUALIZING THE ISSUE

By recognizing the breadth of the issue's complexity, we took a scalar approach in analyzing **five problem spaces** (education, physical activity, nutrition marketing, healthcare/workplace) that lie within the home, broader community (Pittsburgh) and the nation.





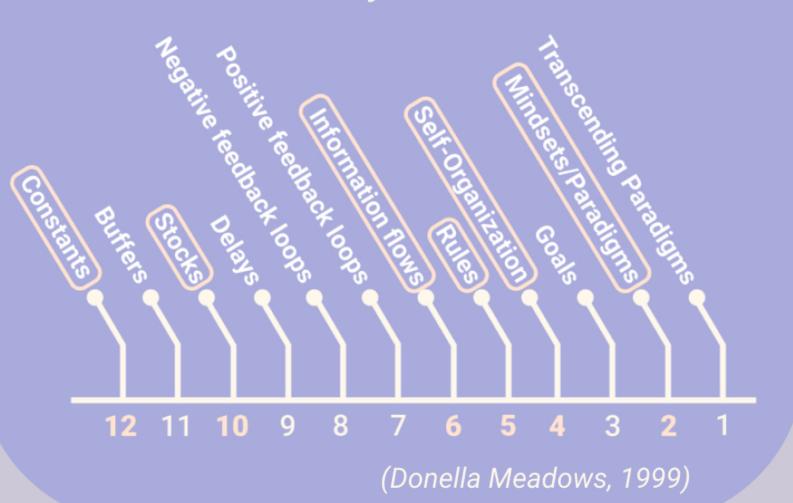
BREAKING THE CYCLE

Highlighting the positive feedback loops our ecology of interventions will break.

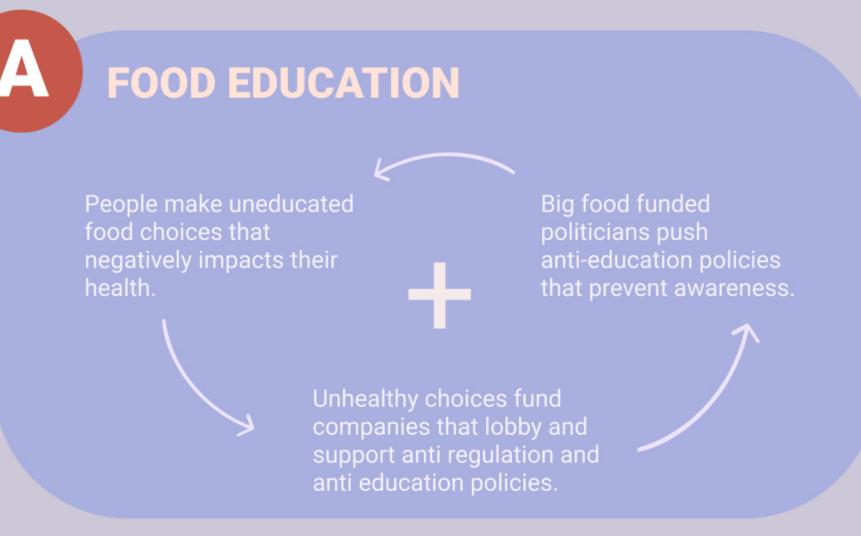
ECOLOGY OF INTERVENTIONS

It becomes evident that the government—as a stakeholder in the upper levels of the system—is quite aware of the magnitude of this wicked problem, yet their insufficient actions severely limit the changes an individual can make.

- Major government policies at the root of positive feedback loops leading to negative consequences with individual.
- Expanding health education can also be an opportunity for larger community learning.
- Changes at various leverage points show the versatility and interconnectivity of interventions.



POSITIVE FEEDBACK LOOPS



Unhealthy choices fund companies that lobby and support anti regulation and anti education policies. B CHANGING THE MARKET Advertisements of sugary snacks and fast food are put out in various media platforms. Consumers are targeted which influences buying habits. Big Food uses profit to lobby in the government. Big Food uses profit to lobby in the government. Without incentive to enforce change, the broader government disregards these issues and remains passive. Lack of community recreation undermines the vioce of the people within the community to push for change.

THE OBESITY EPIDEMIC

ADDRESSING THE WEIGHT OF OUR FUTURE

Bon Bhakdibhumi, Chris Han, Francis Park, Holly Liu, Jasmin Kim

