

AMERICA'S OBESITY EPIDEMIC

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34.9%
obesity among American
Adults in 2012

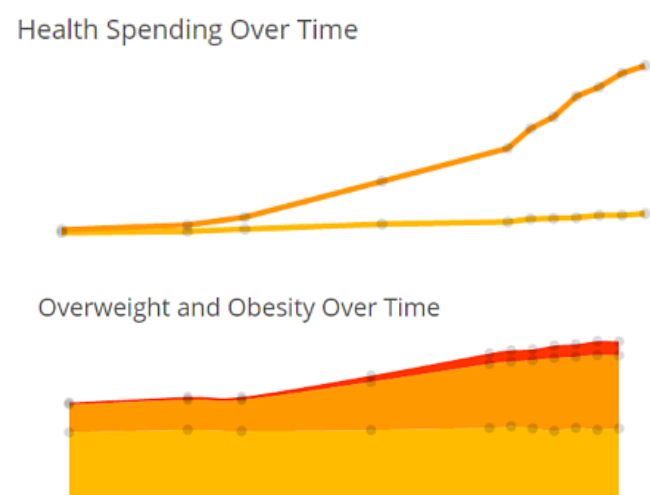
2.8 million deaths worldwide
due to obesity in 2008

\$242 billion spent on obesity
health care in the US in 2012

Weight Distribution of Americans

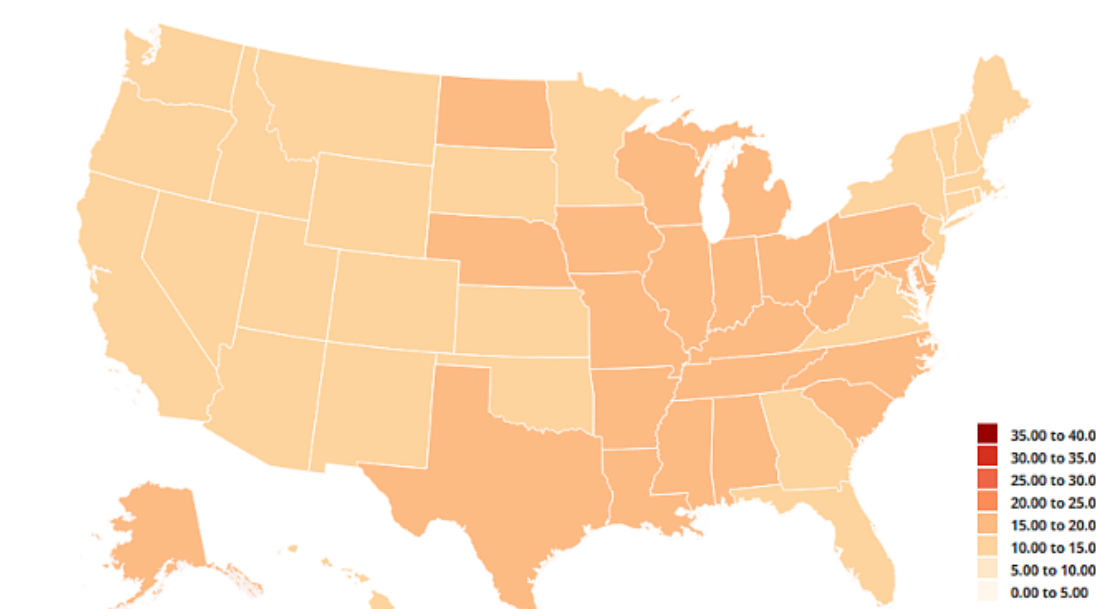


Obesity in the United States has increased at an alarming rate. Currently, **more than 2 in 3 adults are considered overweight or obese**. It is “associated with poorer mental health outcomes, reduced quality of life, and the leading causes of death in the U.S.”



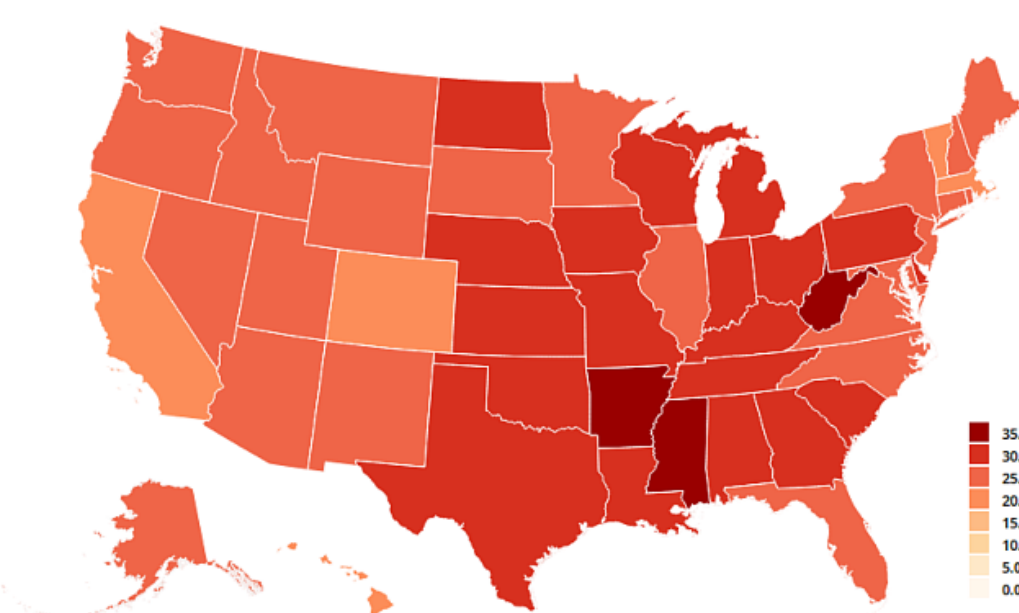
THE RISE OF OBESITY

Accurate state reporting starting in the 1990s has shown obesity to jump from 11% on average to nearly 30% in 2014

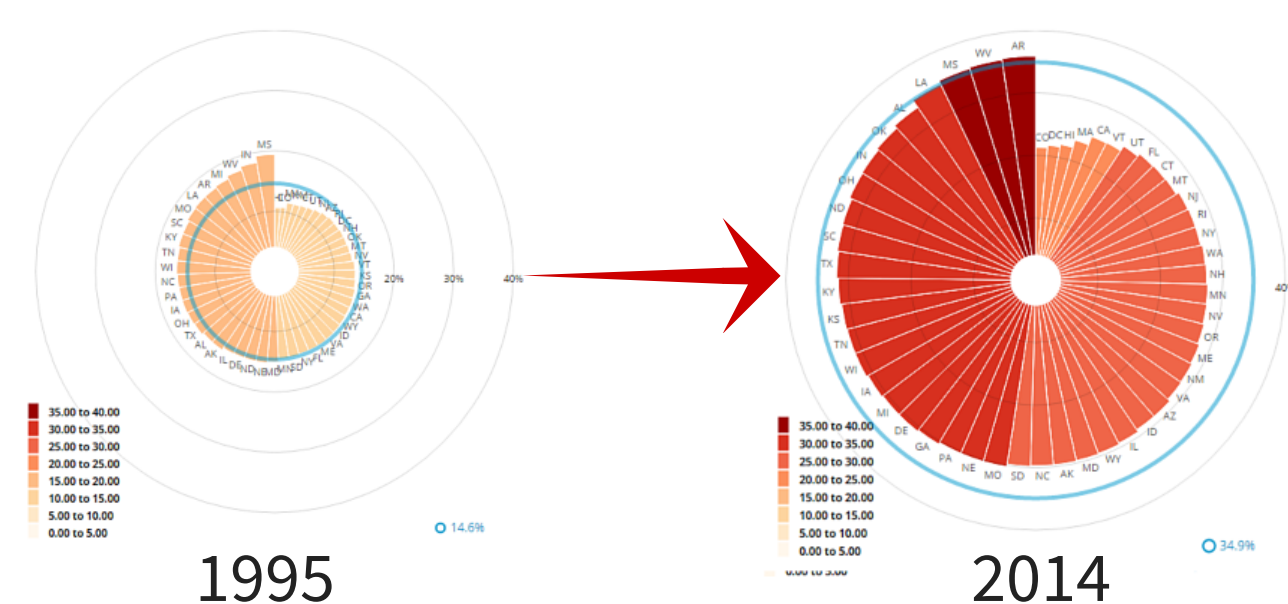


1995

The increase has not been uniform, the Southern and Midwest regions have increased at faster rates.



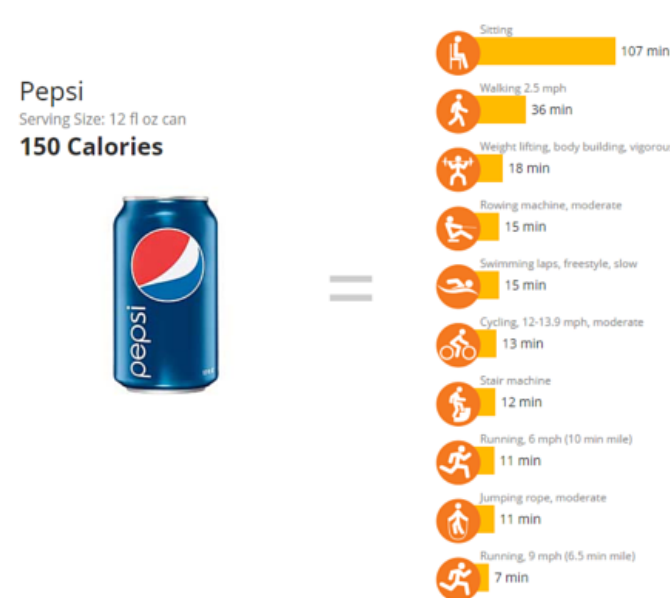
2014



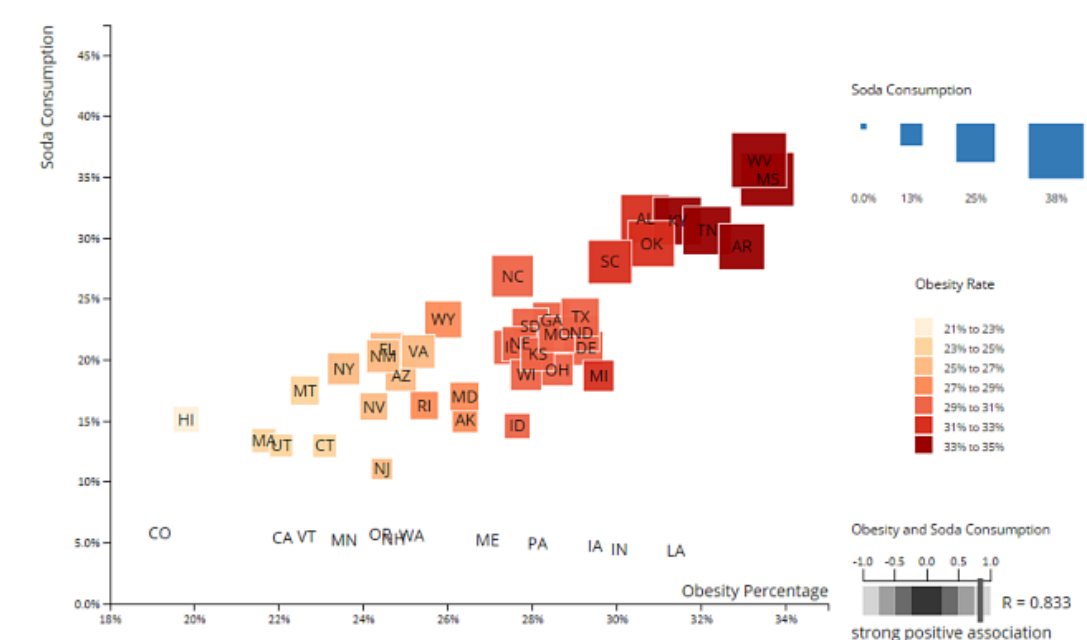
Nearly 20 years later and every state has an obesity rate **above 20%**

UNHEALTHY LIVING

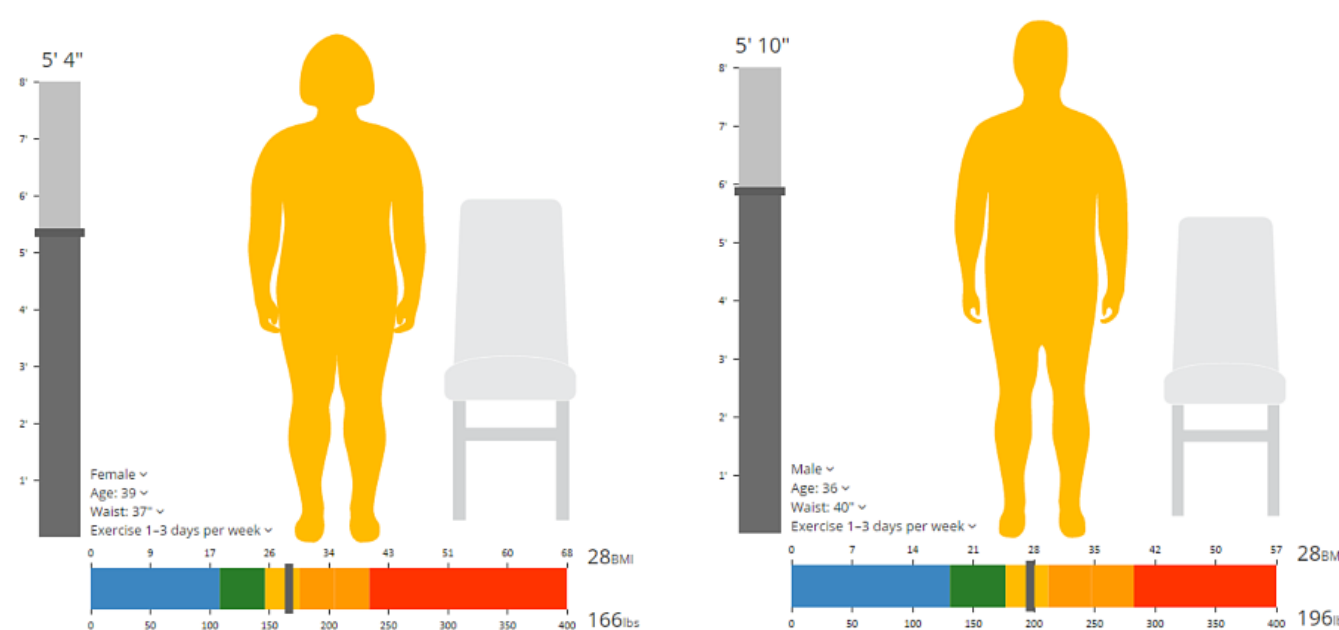
As expected, we found that drinking soda, being inactive, and earning a low income were strongly associated with obesity.



A soda a day is about 55,000 calories in a year. It would take around **20 marathons** to burn that off.



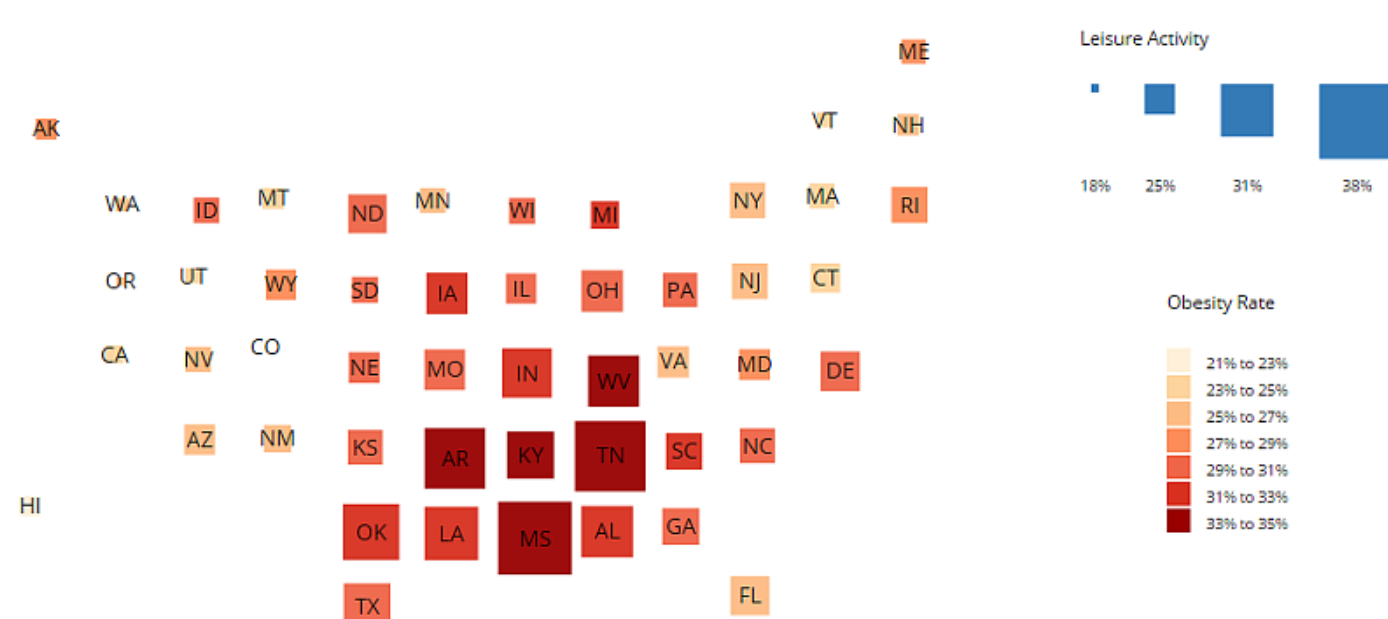
PORTRAIT OF AMERICA



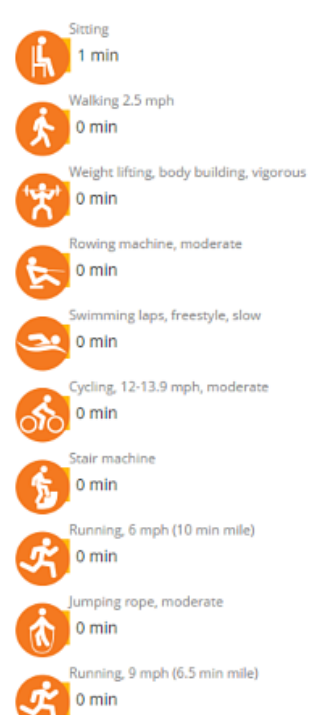
In the 1960s the average American male weighed ~160 lbs. Now the average female weighs the same while the average male is ~ 190 lbs.

TURNING THE TIDE

By reducing sugar and caloric intake along increasing physical activity you can maintain a healthy weight.



Celery
Serving Size: 4" piece
1 Calorie



Exercise matters, states that sit more weigh more but **healthy food choices are critical for maintaining a healthy lifestyle**.