Index

accumulation model of long-term health 120
addictive behaviours 128-9
adiposity 59, 61, 107-9
advertising see food advertising regulation; self-regulation of food advertising
age, and obesity 17, 65-7, 68, 81-2, 119-20
see also children
age-period-cohort (APC) analysis 65-7
Aghion, P. 52
alcohol abuse 24, 50-51, 83
Allais, O. 203
ANGELO framework (Analysis Grid for Environments Linked to Obesity) 171
Arendt, J.N. 86
asymmetric paternalism 233-4
Australia
child overweight 108, 112
community interventions 168
data sources 238
education and obesity 84, 85, 93, 241-2
future trends 68, 69, 70
gender and obesity 80
obesity rates 58, 59, 60, 62, 63, 64
self-regulation of food advertising 218
social disparities and obesity 92
socio-economic status and obesity 94, 239-40
Austria
child overweight 108
data sources 238
education and obesity 92, 93, 241-2
future trends 68, 70
obesity rates 60, 62, 63, 64
socio-economic status and obesity 94, 239-40
Avery, R. 142
bans on unhealthy behaviours 152-3, 156
Becker, G.S. 129, 130
behavioural economics 126, 127
Belgium 60, 100, 108
Bhattacharya, J. 124
body mass index (BMI) formula 75
trends in 16, 25, 44, 67-9, 75
use in measuring obesity 59-61
Bogalusa Heart study 110
Branca, Francesco 43, 264
Brazil 58, 60, 108, 161, 218
Brunello, G. 86, 102, 123, 125
Buller, D.B. 180
business 41, 228
see also food industry
Canada
age and obesity 82
child overweight 108
cohort patterns 65-7
community interventions 166
cost-effectiveness of interventions 256, 257, 259
cost of interventions 249
data sources 238, 243, 244
distributional impacts of interventions 202
education and obesity 84, 85, 93, 241-2
effectiveness of interventions 191, 193, 195, 197, 250, 251, 253, 255
future trends 68, 70
gender and obesity 80
multiple-intervention strategies 200, 201
obesity rates 60, 62, 63, 64, 65
self-regulation of food advertising 218
socio-economic status and obesity 94, 95, 239-40
Cargill 230
Case, A. 83
Cawley, J. 124, 142, 144, 184
Cecchini, Michele 263-4
Cervellati, M. 52
Chen, L. 141
children
community interventions 165-71
cost of preventative interventions 41
definition of child obesity 75
distributional impacts of interventions 202
education and obesity 84-8
effectiveness of interventions 190-91, 196, 205, 206
food advertising regulation 150, 182, 211-15, 231
government policies in OECD countries 157
malnutrition in childhood 83
obesity, trends in 42, 43, 69-74, 76, 107-13
overweight 90, 91, 107-10, 112-13
persistence of behaviour changes 203-4
social disparities and obesity 89-91, 102
social multiplier effect 131-4
socio-economic status and obesity 111-12
see also school-based interventions
Chile 60, 108
China 29, 58, 60, 108, 161
CHOICE (CHOosing Interventions that are Cost Effective) project 187
choices see lifestyle choices
Chou, S. 81, 183
Christakis, N.A. 226
Chronic Disease Prevention (CDP) model 188-9, 243-7
chronic diseases in China 58
effectiveness of interventions 190-94
increases in 24-5
and lifestyle choices 117
and mortality 26-7
and obesity 15-16, 25-6, 28, 44, 111
social welfare gains from reduction in 49-50
Clark, D. 86
Coca-Cola 161, 212
cohort patterns 65-7
community interventions 165-71
corporate social responsibility 160-61, 232
cost-effectiveness analysis of 176, 186-7
of interventions 194-8, 205, 206, 248, 253-4, 256-61
multiple-intervention strategies 248, 256
costs
economic costs of obesity 15-16, 23, 28-30, 36, 44, 51-2
external costs 36
of interventions 41, 52, 151, 193, 194-8, 206, 248, 249
multiple-intervention strategies 201
counselling by physicians
cost-effectiveness of 206, 257-61
cost of interventions 249
distributional impacts of 202
effectiveness of 176-7, 191, 192, 193, 195, 196, 197, 250, 251-2, 253-4
as individual approach 224
as intervention 182, 185-6
multiple-intervention strategies 199
Cutler, D.M. 88, 96, 118, 125, 143
Czech Republic 58, 60, 108
Dahlgren, G. 116
De Onis, M. 75
default option in consumer choice 150, 205, 234
Denmark 27, 60, 80, 86, 99-100, 101, 108
Devaux, Marion 264
developing countries 51
diabetes 58
  see also chronic diseases
diet 156-61, 165-71
Dietz, W.H. 111
disability 15-16, 26-8, 101, 102
  see also morbidity
disability-adjusted life years (DALYs) 190-94, 200, 248, 251-2, 255
discounting future risks 126-7
economic approach 32-8, 44, 50-52
education
government policies to increase information 149-51, 153, 156, 161-2
life-course perspective 120
and lifestyle choices 143
and obesity 17, 39, 80, 84-8, 92, 93, 240-42
OECD countries 93, 157
  see also school-based interventions
Emmons, K.M. 180
employment and obesity 83, 97-102
England
age and obesity 82
child obesity 69, 70, 73, 89, 90
child overweight 108, 110, 112
cohort patterns 65-7
cost-effectiveness of interventions 256, 257, 260
cost of interventions 249
data sources 238, 244
distributional impacts of interventions 202
economic costs of obesity 29
education and obesity 84, 85, 86, 93, 241-2
effectiveness of interventions 191, 195, 197, 250, 251, 253, 255
ethnic origin and obesity 95, 96, 97, 102
future trends 68, 69, 71, 73
health and obesity 24
life expectancy 28
multiple-intervention strategies 199, 200
obesity rates 62, 63, 64
social disparities and obesity 92
social multiplier effect 131, 132, 133
socio-economic status and obesity 94, 239-40
  see also United Kingdom (UK)
environment and health determinants 116-20
EPODE project (Europe) 169
Estonia 60
ethnic origin and obesity 95-7, 102, 111, 155
Europe
child overweight 110, 112
chronic diseases 15-16, 26-7
community interventions 166-7
disability 15-16, 26-7
interventions 156, 157
obesity rates 58, 74-5, 92
smoking 125
European Directive on Audiovisual Media Services 217-18
European Social Norms Repository 225
European Union (EU) 218
exercise
  community interventions 165-71
government policies 149, 157, 158
private sector role 158-61
and socio-economic status 83
externalities 36, 39, 122-4, 129-34, 152-3
financial incentives 158
Finland
child overweight 108
community interventions 166, 168
disability 101
gender and obesity 80
health and obesity 25
obesity rates 60
productivity and obesity 101
wages and obesity 99-100
fiscal interventions
  cost-effectiveness of 205, 257-61
cost of interventions 249
effectiveness of 176-7, 191, 192, 193, 195, 196, 197, 206, 250, 251-2, 253-4
nature of 180-82, 183
and socio-economic status 201–2
welfare reduction resulting from 234
Fogel, Robert 61
food
government policies in OECD countries 158
information, role of 142, 144
production, as driver of obesity epidemic 118, 121, 122
regulation 160
food advertising regulation
children 150, 182, 183–4, 211–15, 231
cost-effectiveness of 205, 257–61
cost of interventions 249
distributional impacts of 202
effectiveness of 191, 192, 193, 195, 196, 197, 250, 251–2, 253–4
health claims 142
as intervention 182, 183–4
multiple-intervention strategies 199
threat of 231
United Kingdom (UK) experience 211–15
see also self-regulation of food advertising
food industry 228, 229–31, 235
food labelling
cost-effectiveness of 257–61
cost of interventions 249
distributional impacts of 202
effectiveness of 144, 191, 192, 193, 195, 197, 250, 251–2, 253–4
effectiveness of interventions 176–7
as intervention 182, 184
multiple-intervention strategies 199
nutritional content 228
Fowler, J.H. 226
France
age and obesity 82
body mass index (BMI) trends 61
child obesity 69, 73, 76, 89, 90
child overweight 108, 110, 112–13
cohort patterns 65–7
community interventions 167
data sources 238
education and obesity 86, 87, 92, 93, 241–2
future trends 68, 69, 71, 73
government role in improving choices 161
obesity rates 58, 60, 62, 63, 64
social multiplier effect 131, 132, 133
socio-economic status and obesity 94, 239–40
Garcia Villar, J. 92
gender
child obesity 89
education and obesity 240–42
and obesity 17, 39, 80–81
social disparities and obesity 92, 102
socio-economic status 83–4, 239–40
trends in obesity 62, 63, 64, 65
Generalised cost-effectiveness analysis (GCEA) 187
Germany 60, 108, 131, 168
Glaeser, E.L. 118, 125, 127, 227
government
community interventions 165–71
externalities of obesity 124
and the food industry 228, 229–30, 235
and individual choice 232–4
information role 124–5, 149–51, 153, 155, 156, 161–2, 227
OECD area intervention policies 40, 43, 154–8, 162, 175, 176–86
policy as determinant of obesity 37, 121–2
role of 147
strategy consensus 39–40
see also regulation
Grabner, M. 86
Greece 58, 60, 108
Grossman, Michael 86–7
habitual behaviours 128–9
hard paternalism 227
health
determinants of 116–20, 134–5
economic costs of poor health 50–52
as human goal 31–2
obesity, impact of 15–16, 23, 24, 110–11
social welfare gains from improvements in 49–50
health care
cost-effectiveness of interventions 194–8
costs, and improving health 52, 193
economic costs of obesity 28–30, 36, 44
effectiveness of interventions 248, 253–4, 255
as externality of obesity 123–4
impact of obesity 16
health education and promotion
cost-effectiveness of 205
effectiveness of 176–7, 191, 192, 193, 195, 196, 197
nature of 177–80
and socio-economic status 201
Heart Health Nova Scotia 166
height, trends in 61, 75
households, social multiplier effect 129–34
Hungary
child overweight 108
data sources 238
education and obesity 93
obesity rates 58, 60, 62, 63, 64
social disparities and obesity 92
socio-economic status and obesity 94
Hurst, J. 181
hyperbolic discounting 127
Iceland 58, 59, 60, 108, 167
India 60, 108, 218
individuals
choices 33–4, 232–4, 235
and interventions 223–5
self-control 34
Indonesia 58, 60, 108
inequality, and child obesity 112
information
failures, and lifestyle choices 125–6, 135
government policy 124–5, 149–51, 153, 155, 156, 161–2, 227
as an intervention strategy 227
and lifestyle choices 141–4
and obesity 39
International Food and Beverage Alliance (IFBA) 218
interventions
community interventions 165–71
cost-effectiveness of 194–8, 256–61
data limitations 203–4
design of 221, 222–3
distributional impacts 201–3, 206
economic analysis of 43
effectiveness of 20–21, 40, 41–2, 44, 189–94, 204–6, 248, 249–56
and individual choice 37–8, 232–4, 235
multi-stakeholder approach 21–2, 228–32, 235
multiple-intervention strategies 198–201, 206, 248, 249, 250, 255–6
OECD area intervention policies 40, 43, 154–8, 162, 175, 176–86
paying for 40–41
population vs. individual approach 223–5
and social norms 225–8, 235
strategy consensus 39–40
Ippolito, P. 142, 160
Ireland 24, 58, 60, 108
Israel 60, 108
Italy
age and obesity 82
child overweight 108
cohort patterns 65–7
cost-effectiveness of interventions 256, 258, 260
cost of interventions 249
data sources 238, 244
education and obesity 92, 93, 241–2
effectiveness of interventions 191, 193, 195, 197, 250, 252, 254, 255
future trends 68, 71
gender and obesity 80
multiple-intervention strategies 200
obesity rates 60, 62, 63, 64, 65
social multiplier effect 131, 133
socio-economic status and obesity 94, 239–40

Japan
child overweight 108
chronic diseases 27
cost-effectiveness of interventions 256, 258, 261
cost of interventions 249
data sources 243, 245
effectiveness of interventions 191, 195, 198, 250, 252, 254, 255
financial incentives to improve lifestyle choices 158
gender and obesity 80
multiple-intervention strategies 200, 201
obesity rates 58, 60

Kellogg’s 212
Kenkel, Donald S. 43, 125, 141, 143, 264–5
Keys, Ancel 59

Korea
age and obesity 82
child obesity 69, 74, 89, 91
child overweight 108
cohort patterns 65–7
data sources 238
education and obesity 84, 85, 92, 93, 241–2
future trends 68, 69, 72, 74
obesity rates 58, 60, 62, 63, 64, 65
social multiplier effect 131, 132, 133
socio-economic status and obesity 94, 95, 239–40
Kraft Foods 161

labour markets 17–18, 122, 124
labour productivity 97–8, 100–102
Lalonde report 116
life-course perspective 119–20
life expectancy 15–16, 23, 24–8, 44

life years (LYs) 190–94, 200
lifestyle choices and chronic diseases 117
community interventions 165–71
determinants of 33–4
distributional impacts of interventions 201–3, 206
and education 143
effectiveness of interventions 189–94, 204–6
government policy options 19–20, 43, 148–54, 156, 161–2
and health determinants 116–20, 134–5
and information 141–4
market failures as determinants of 122–9, 134
multiple-intervention strategies 198–201, 206, 248, 250, 255–6
OECD area intervention policies 40, 43, 154–8, 162, 175, 176–86
and prevention 37–8, 232–4, 235
private sector role 158–61
social multiplier effect 129–34, 135
and socio-economic status 83
Link, B.G. 143
Lleras-Muney, A. 88, 96, 143
Lobstein, Tim 75–6, 265
longevity see life expectancy; mortality
Luxembourg 58, 59, 60, 108
Mackenbach, J.P. 92
macroeconomic costs 50–52
malnutrition in childhood 83
markets, role of 34, 122–9, 134, 158–61, 162
Marmot, M. 117
marriage 83
marshmallow experiment 34
mass media campaigns cost-effectiveness of 257–61
cost of interventions 249
effectiveness of 176–7, 191, 192, 193, 195, 196, 197, 250, 251–2, 253–4
as interventions 179, 229
nature of 177–8
Mathios, A.D. 142, 144, 160
INDEX

gender and obesity 80–81
government policies 40, 43, 154–8, 162, 175, 176–86
obesity rates 16, 17, 25, 58–9, 60, 74–5
Ofcom (UK) 211–15
overweight
and age 81–2
children 90, 91, 107–10, 112
cohort patterns 65–7
economic costs of 29
and education 84–8, 93, 242
and ethnic origin 95–6
extent of 16, 24, 25, 58
future trends 67–74, 75
measurement of 59–61
and mortality 15, 27–8, 44
and obesity 17
OECD area 60
population vs. individual
approach 223–5, 235
prevention strategies, design of 221, 222–3, 234–5
and social disparities 92–5
social factors 39
and socio-economic status 82–4, 94, 240
trends in 57, 61–5

Pacific OPIC Project (Australasia)
169
paternalism 227, 233–4
peer groups 129–34, 225–8
persuasion 149–51, 161–2
Peru 218
Phelan, J. 143
Philippines 161
Philipson, T. 31, 124
physical activity see exercise
physician counselling see primary-care based interventions
pledge programmes 218, 231
Poland 60, 108
Popkin, Barry 58
population approach to interventions 223–5
Portugal 58, 60, 101, 108
Posner, R. 31, 124
pre-obesity 62
preferences, attempts to influence 149–51, 153, 156
see also lifestyle choices
prevention
community interventions 165–71
design of strategies 221, 222–3, 234–5
distributional impacts of 201–3, 206
effectiveness of 20–21, 40, 41–2, 44, 189–94, 204–6, 248, 250
and individual choices 37–8, 232–4, 235
multi-stakeholder approach 228–32, 235
multiple-intervention strategies 198–201, 206
OECD area intervention policies 154–8, 162, 175, 176–86
paying for 40–41
policy options 148–54, 161–2, 175, 176–86
population vs. individual
approach 223–5, 235
role of 30–32
and social norms 225–8, 235
strategy consensus 39–40
prices
as deterrent to unhealthy choices 151–2, 153–4, 156, 162
effectiveness as intervention 176–7, 191, 192, 193, 195, 196, 197
as intervention 180–82, 183
and socio-economic status 201–2
primary-care based interventions
cost-effectiveness 206, 257–61
cost of 249
distributional impacts 202
effectiveness of 176–7, 191, 192, 193, 195, 196, 197, 250, 251–2, 253–4
as individual approach 224
multiple-intervention strategies 199
nature of 182, 185–6
private sector, role of 158–61, 162
procrastination 34, 127
productivity and obesity 97–8, 100–102
Programme for Nutrition,
Prevention and Health of Children and Adolescents (France) 169
INDEX

quasi-externalities 124
Quetelet, Adolphe 59
Quintana-Domeque, C. 92

Raben, Robert 231
Rabin, M. 34, 234
race and obesity 95–7, 111
rational addiction 129
rational choice 34, 126, 127
regulation
  bans on unhealthy behaviours 152–3, 156
costs of 151
effectiveness of 176–7
food industry response to threat of 229, 230–31
and information 126
as intervention 19
and lifestyle choices 142, 148–9, 159–60, 162
see also food advertising
  regulation; self-regulation of food advertising
Robert Wood Johnson Foundation (RWJF) 231–2
Roehling, M.V. 98
Rose, Geoffrey 223, 224–5, 232–3
Royer, H. 86
Russia 58, 60, 108

safety 152–3
salt 229–30
Sassi, Franco 181, 263
school-based interventions
cost-effectiveness of 257–61
cost of interventions 249
distributional impacts of 202
effectiveness of 176–7, 191, 192, 193, 195, 197, 250, 251–2, 253–4
multiple-intervention strategies 199
nature of 178, 179
Scotland 108
sectoral cost-effectiveness 186–7
self-control 34, 39, 126–7
self-regulation of food advertising
  arguments for 159–60, 217–19
cost-effectiveness of 257–61
cost of interventions 249
effectiveness of 176–7, 191, 192, 193, 195, 197, 250, 251–2, 253–4
multiple-intervention strategies 199
nature of 182, 184
United Kingdom (UK) 212
see also food advertising
  regulation
Shape Up project 166–7
situational influences 118
Slovak Republic (Slovakia) 60, 108
Slovenia 60, 108
smoking
  bans, cost of 153
  and chronic diseases 25
economic costs 50
  as externality 122–3
  information, role of 125, 141, 142, 144, 150
  and mortality 24
  and socio-economic status 83
social disparities
  international comparison of 89–95
  and obesity 17–18, 39, 42, 79, 102
social mobility 120
social multiplier effect 39, 129–34, 135, 203, 225–8
social networks 129–34
social norms 225–8, 235
social welfare 30–32, 36, 49–50
socio-economic status
  and child obesity 111–12
distributional impacts of 201–3, 206
government policy 155
  and health determinants 118–19
  and obesity 17, 39, 80, 82–4, 94–5, 120, 239–40
  and overweight 82–4, 94, 240
soft paternalism 227
Sood, N. 124
Sorensen, G. 180
South Africa 58, 60, 108, 218
Spain
  child overweight 108
  community interventions 168
data sources 238
  education and obesity 92, 93, 241–2
future trends 68, 72
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>gender and obesity</td>
<td>80</td>
</tr>
<tr>
<td>obesity rates</td>
<td>58, 60, 62, 63, 64, 65</td>
</tr>
<tr>
<td>productivity and obesity</td>
<td>101</td>
</tr>
<tr>
<td>socio-economic status and obesity</td>
<td>94, 239-40</td>
</tr>
<tr>
<td>Spasojevic, J.</td>
<td>86</td>
</tr>
<tr>
<td>Speakman, J.R.</td>
<td>87</td>
</tr>
<tr>
<td>stakeholders</td>
<td></td>
</tr>
<tr>
<td>community interventions</td>
<td>165-71</td>
</tr>
<tr>
<td>involvement of 159</td>
<td></td>
</tr>
<tr>
<td>multi-stakeholder approach</td>
<td>21-2, 228-32, 235</td>
</tr>
<tr>
<td>Stanford GEMS (Girls Health Enrichment Multi-site Studies)</td>
<td>(USA) 169</td>
</tr>
<tr>
<td>Stanford Three Community Study</td>
<td>166</td>
</tr>
<tr>
<td>Strange, Tracey</td>
<td>265</td>
</tr>
<tr>
<td>subsidies</td>
<td>180-82</td>
</tr>
<tr>
<td>sugar</td>
<td>229</td>
</tr>
<tr>
<td>Suhrcke, Marc</td>
<td>124</td>
</tr>
<tr>
<td>Sunde, U.</td>
<td>52</td>
</tr>
<tr>
<td>supply-side factors</td>
<td>37</td>
</tr>
<tr>
<td>Sweden</td>
<td></td>
</tr>
<tr>
<td>child overweight</td>
<td>108, 112, 113</td>
</tr>
<tr>
<td>disability</td>
<td>101</td>
</tr>
<tr>
<td>education and obesity</td>
<td>86, 92, 93</td>
</tr>
<tr>
<td>obesity rates</td>
<td>60, 62, 63, 64</td>
</tr>
<tr>
<td>productivity and obesity</td>
<td>101</td>
</tr>
<tr>
<td>socio-economic status and obesity</td>
<td>94, 120</td>
</tr>
<tr>
<td>wages and obesity</td>
<td>99</td>
</tr>
<tr>
<td>Switzerland</td>
<td>58, 60, 80, 108, 112, 218</td>
</tr>
<tr>
<td>trends in obesity</td>
<td></td>
</tr>
<tr>
<td>cohort patterns</td>
<td>65-7</td>
</tr>
<tr>
<td>future trends</td>
<td>67-74</td>
</tr>
<tr>
<td>historical trends</td>
<td>16, 24-6, 42, 57, 61-5</td>
</tr>
<tr>
<td>measuring obesity</td>
<td>59-61</td>
</tr>
<tr>
<td>obesity rates in OECD countries</td>
<td>58-9, 74-5</td>
</tr>
<tr>
<td>tunnel vision</td>
<td>128</td>
</tr>
<tr>
<td>Turkey</td>
<td>60, 108</td>
</tr>
<tr>
<td>United Kingdom (UK)</td>
<td></td>
</tr>
<tr>
<td>body mass index (BMI)</td>
<td>61</td>
</tr>
<tr>
<td>child overweight</td>
<td>108, 110, 112</td>
</tr>
<tr>
<td>community interventions</td>
<td>167</td>
</tr>
<tr>
<td>food advertising regulation</td>
<td>211-15</td>
</tr>
<tr>
<td>food labelling</td>
<td>228</td>
</tr>
<tr>
<td>gender and obesity</td>
<td>80</td>
</tr>
<tr>
<td>height, trends</td>
<td>61</td>
</tr>
<tr>
<td>obesity rates</td>
<td>58, 59, 60, 75</td>
</tr>
<tr>
<td>self-regulation of food advertising</td>
<td>212</td>
</tr>
<tr>
<td>smoking ban</td>
<td>153</td>
</tr>
<tr>
<td>socio-economic status and health</td>
<td>118</td>
</tr>
<tr>
<td>see also England</td>
<td></td>
</tr>
<tr>
<td>United States of America (USA)</td>
<td></td>
</tr>
<tr>
<td>age and obesity</td>
<td>82</td>
</tr>
<tr>
<td>body mass index (BMI)</td>
<td>61</td>
</tr>
<tr>
<td>child obesity</td>
<td>69, 70, 71, 74, 89, 91, 107</td>
</tr>
<tr>
<td>child overweight</td>
<td>108, 110, 112</td>
</tr>
<tr>
<td>chronic diseases</td>
<td>27, 28</td>
</tr>
<tr>
<td>cohort patterns</td>
<td>65-7</td>
</tr>
<tr>
<td>community interventions</td>
<td>167</td>
</tr>
<tr>
<td>data sources</td>
<td>238</td>
</tr>
<tr>
<td>disability</td>
<td>101</td>
</tr>
<tr>
<td>economic costs of obesity</td>
<td>29</td>
</tr>
<tr>
<td>education and obesity</td>
<td>84, 86, 93, 241-2</td>
</tr>
<tr>
<td>employment and obesity</td>
<td>99</td>
</tr>
<tr>
<td>ethnic origin and obesity</td>
<td>95, 96, 97, 102</td>
</tr>
<tr>
<td>financial incentives to improve lifestyle choices</td>
<td>158</td>
</tr>
<tr>
<td>food consumption patterns</td>
<td>142</td>
</tr>
<tr>
<td>food labelling</td>
<td>144</td>
</tr>
<tr>
<td>future trends</td>
<td>68, 69, 72, 74</td>
</tr>
<tr>
<td>gender and obesity</td>
<td>80</td>
</tr>
<tr>
<td>health care</td>
<td>123</td>
</tr>
<tr>
<td>height, trends</td>
<td>in 61</td>
</tr>
</tbody>
</table>
mortality 24, 26, 28
obesity rates 58, 59, 60, 62, 63, 64, 65, 74
private sector role 161
productivity and obesity 100, 101
salt intake 229-30
self-regulation of food advertising 218
smoking 125, 141
social disparities and obesity 92
socio-economic status and obesity 94, 239-40
wages and obesity 100
weight loss market 228

Variyam, J.N. 144, 184

Waaler curves 61
wages and obesity 83, 97-8, 99-100, 102
Wales 167
see also United Kingdom (UK)

Wang, G. 111
weight, trends in 61, 75
welfare maximization 34
Whitaker, R. 111
Whitehall II study 120
Whitehead, M. 116
Wilkinson, R.G. 117

women
education and obesity 240-42
employment 98, 99
obesity in 62, 63, 64, 65, 80-81

social disparities and obesity 92
socio-economic status 83-4, 239-40
wages and obesity 100
working conditions 37
workplace interventions
 corporate social responsibility 232
cost-effectiveness of 257-61
cost of 249
distributional impacts of 202
effectiveness of 176-7, 191, 192, 193, 195, 196, 197, 250, 251-2, 253-4
multiple-intervention strategies 199
nature of 178, 180
World Federation of Advertisers (WFA) 217
World Health Organization (WHO)
Chronic Disease Prevention (CDP) model 188-9, 243-7
Commission on Macroeconomics and Health 51
Commission on the Social Determinants of Health 117, 118
community interventions 169
cost-effectiveness analysis 176, 187
epidemic of obesity 59
Health Behaviour in School-aged children 89
and the sugar industry 229