

How can we get people to act based on what they know?

What are the main aspects in the prevention of chronic diseases and role of nutrition?

actual causes of deaths (in the USA): heart disease, cancer, stroke, diabetes
BUT: diseases are not causes, they are effects - what causes them?

factors for chronic disease are dominated by:
 - feet (physical activity),
 - forks (dietary pattern) and
 - fingers (tobacco/smoking)

nature / nurture debate seems to be false: with the power of lifestyle we can affect nature and nurture

"Knowledge is not power. It may be necessary. It may be a prerequisite. It is clearly insufficient."

"What is the translation of what we know into what we routinely do?"

If knowledge is not power and the real goal is to translate what we know into what we do, what are the levers of action?

understanding the nature of the obstacle course: What is in the way?
 We (as humans) are designed for a world like it has mostly been over the evolutionary time span (natural selection)
BUT: The world is different from what it has been ever before

energy balance equation is out of balance
 "We are polar bears in the Sahara"
 "Our brains are just the wrong size. Not big enough to truly understand everything but certainly big enough to create inordinate complexity out of this world. We get fat and sick because we can."
 What levers do we have in culture?
 e.g. How can you change the world through humor?

Power and Responsibility: What are the sandbags in a levee against the flood of unhealthy choices?

"With great power comes great responsibility" in public health practice:
 "Before we ask people to take responsibility we must make sure they are in power"

(limited) government intervention: functional food alone won't be enough

food is the fuel that runs the body; if kids care, parents care

metrics: e.g. Overall Nutritional Quality Index: find ways to subsidize nutritious food (with tax money) to save on medicare
 > discount in cents now pays off as dollars later

nutrition detectors: people are manipulated by food companies
 > give them the means to identify nutritious food!

statistics are anonymous and sometimes meaningless for people > make the issue up close and personal

categories of knowledge:
 - what is
 - how to: **give people functional knowledge!**



What to look at?

chance of a province like Upper Austria is to construct the whole levee

test, define, systematically **put together the composite solution**
 find all the different sandbags, put them together
 show that people become healthier
 > definitive action

discussion

teaching cooking skills

problem of time, knowledge, and skill

problem of statistics in general

big sticker on every pack of cigarettes, why not on unhealthy food?

change of food demand will affect supply (judo instead of karate)

regulation can become unhealthy: unintended consequences as a problem of public policy
 > enforcement of the right decision can be difficult

carrots and sticks/ karate and judo

Which regulations are most effective?
 Regulation is necessary e.g. in terms of poisonous ingredients

Surprises over the past years

interface of human aspiration and new age technology is potentially opening up new pathways to freedom
 surprise turns into disappointment

people abandon the simple lessons of childhood

degree of human gullibility out of desperation

people's belief in scam diets

Topics Suggestions for Action

- ✓ find ways of translating what people know into what people routinely do
- ✓ provide people with functional knowledge (knowledge of "how to")
- ✓ apply methods and metrics to empower people to make better choices; work with supermarkets
- ✓ define good regulations, public policy, encouraging people to do the right thing
- ✓ use Upper Austria as a test laboratory to put together the whole composite solution for a healthier population

