



2006

Shape Up America!

**Annual Report
and Historical Highlights**



Foreword

In 1994, former US Surgeon General, C. Everett Koop, MD, founded Shape Up America! to raise awareness of obesity as a health issue. Over the years, the initiatives of Shape Up America! have helped to bring the health and economic consequences of obesity “front and center” in the minds of many Americans, including some of our nation’s leaders.

The year 2006 was an active one for Shape Up America! We continued to sustain the Partnership for Essential Nutrition -- a coalition of nonprofit organizations that promotes the benefits of a balanced diet for healthy weight loss. Shape Up America! serves as administrator for the Partnership, and it spearheads activities of the coalition and maintains the Partnership website, www.essentialnutrition.org.

Concerned about the increase in obesity among children, Shape Up America! President, Dr. Barbara Moore, delivered lectures across the country on the assessment and prevention of obesity in children. To encourage physical activity, a Spanish version of a poster promoting family fitness fun, developed in partnership with Sweet’N Low, was distributed to thousands of consumers and health care professionals across the US.

As a result of our commitment to preventing childhood obesity, Canyon Ranch and the Ladies Professional Golf Association (LPGA) selected Shape Up America! to receive the proceeds from the sale of a cookbook developed by these two organizations.

The Shape Up America! website – www.shapeup.org – and our online newsletter represent a key investment of the organization. Through these media, augmented by traditional public relations strategies, we continue to communicate key messages on healthy weight management to the public and to health care professionals.

The biggest news of all is that in December 2006, Shape Up America! announced that Richard Carmona, MD, the 17th Surgeon General of the United States, joined Shape Up America! as the Chairman of the Board. As Dr. Koop (13th Surgeon General of the United States) will remain as Chairman Emeritus of Shape Up America!, we have the good fortune to face the challenges of the coming year under the leadership of these two outstanding public health advocates.

The activities of Shape Up America! are described in greater detail below.

Leadership

Adding his stature to the anti-obesity crusade of Shape Up America!, Richard H. Carmona, MD, the 17th US Surgeon General and now vice chairman of the Tucson-based Canyon Ranch, has been appointed as the new Chairman of Shape Up America! In this capacity, Dr. Carmona will continue the mission of Shape Up America! and its founder, former US Surgeon General C. Everett Koop, to place healthy weight high on the national agenda.

“As US Surgeon General, Dr. Carmona echoed my concerns that combating obesity is essential to reducing the risks that threaten the lives and future health of many Americans,” said Dr. Koop. “I welcome Dr. Carmona as a new voice for Shape Up America! and as an advocate for elevating weight control and physical activity as a disease prevention strategy.” Dr. Koop will remain as Chairman Emeritus of Shape Up America! and will continue to speak out about the need to reduce the health risks associated with unhealthy weight.

Scientific Advisory Committee

Shape Up America! is guided by the Scientific Advisory Committee. Members of the committee provide guidance on objectives and tactics, as well as editorial review of educational materials. The membership comprises individuals who are recognized authorities in the fields of obesity, nutrition, psychology, exercise physiology, medicine, public health, and nutrition policy. This year we welcomed two new members to our advisory committee: Dr. Brian Wansink of Cornell University, with expertise in food marketing and nutrition, and Dr. Stephen Messier of Wake Forest University, with expertise in obesity, osteoarthritis, biomechanics and physical activity.

- George Blackburn, MD, PhD, Beth Israel Deaconess Hospital, Boston, MA
- Steven Blair, PED, University of South Carolina, Columbia, SC
- William Castelli, MD, Framingham Cardiovascular Institute, Framingham, MA
- Patricia Choban, MD, Clinical bariatric practice, Columbus, OH
- Adam Drewnowski, PhD, University of Washington, Seattle, WA
- Johanna Dwyer, DSc, RD, Tufts University, Boston, MA
- Joyce Harp, MD, University of North Carolina at Chapel Hill, NC
- Bess Marcus, PhD, The Miriam Hospital, Providence, RI
- Julie A. Mennella, PhD, Monell Chemical Senses Center, Philadelphia, PA
- Stephen P. Messier, Wake Forest University, Winston-Salem, NC
- Rebecca Mullis, PhD, RD, Georgia State University, Atlanta, GA
- Michael Pratt, MD, MPH., Centers for Disease Control and Prevention, Atlanta, GA
- Judith Stern, ScD, RD, University of California at Davis, Davis, CA
- Thomas Wadden, PhD, University of Pennsylvania School of Medicine, Philadelphia, PA
- Brian Wansink, PhD, Cornell University, Ithaca, NY

Partnerships

Partnership for Essential Nutrition

In 2004, Shape Up America! founded the Partnership for Essential Nutrition to promote public understanding about the essentials of a nutritionally-balanced diet for healthy weight loss. This broad-based group of non-profit consumer, nutrition and public health organizations continues to provide guidance on the important contribution that all three macronutrients—carbohydrates, protein and fat—play in promoting good health and successful weight loss. Consumers are increasingly being bombarded with enticing claims for quick and easy solutions to their weight problems. As a result, many people are confused and some are investing their hopes (and their money) in fad diets and diet products that simply don't work and may be harmful. The Partnership addresses the misperceptions resulting from the low-carbohydrate diet craze and other fad diets, so the public will have complete, authoritative information upon which to make food purchasing decisions in addition to decisions about which weight-loss diets are healthy over the long term.

In August 2006, the Partnership for Essential Nutrition commissioned a survey to examine consumer attitudes and beliefs about weight loss. Conducted by Opinion Research Corporation, this national poll of 1,014 American adults provided an up-to-date look at the experiences of people who are trying to lose weight and uncovered some of the common misperceptions associated with weight-loss failure. This includes:

1. Although the majority (87%) of American adults report they are concerned about their weight, few Americans (23%) are using the recommended comprehensive approach to lose weight (i.e., combining reduced calories, more physical activity and a supportive atmosphere). The good news is that rates of satisfaction with this approach are highest – 89% – in those surveyed when compared to other weight-loss methods.
2. One third (33%) of Americans are using an “exercise only” approach to weight loss which has intrinsic benefits, but needs to be coupled with calorie reduction to produce significant weight loss.
3. Less than half (45%) correctly identified consuming fewer calories as the most important factor in losing weight. The remaining 55% named reducing fat (24%), reducing carbohydrates (18%), eating more protein (4%) or didn't know the answer (9%).
4. Almost half (48%) of those surveyed believe the claim that certain dietary supplements stimulate the body to lose weight.

A summary of this survey, as well as science-based information on popular dieting practices are available on the website, www.essentialnutrition.org.

The 16 members of the Partnership for Essential Nutrition include:

- Alliance for Aging Research
- American Association of Diabetes Educators
- American Council on Science and Health
- American Institute for Cancer Research
- American Obesity Association
- Harvard Medical School
- MedStar Research Institute
- National Consumers League
- National Women's Health Resource Center
- Nutritional Sciences Program at the University of Washington
- Pennington Biomedical Research Center
- Shape Up America!
- Society for Women's Health Research
- University of California at Davis Department of Nutrition
- University of California at Los Angeles Department of Nutrition
- Yale-Griffin Prevention Research Center

Programs

Childhood Obesity

Shape Up America! is committed to increasing awareness, stimulating research and offering evidence-based strategies to help prevent childhood obesity. Shape Up America! involvement in this area is described below.

Throughout 2003 and 2004, Shape Up America! President Barbara J. Moore, Ph.D., served on the Committee on Prevention of Obesity in Children and Youth, which was appointed by the Institute of Medicine (IOM), a division of the National Academy of Sciences in Washington, DC. As a member of this prestigious committee, Dr. Moore assisted in generating the landmark, comprehensive report, *Preventing Childhood Obesity: Health in the Balance*. This report was a blueprint for action that included recommendations for parents, schools, communities, industry, health care professionals and government leaders and policymakers to stem the tide of obesity among children and youth in America.

In 2006, a follow-up report was published by the Institute of Medicine – *Progress in Preventing Childhood Obesity*. This new report reviewed the progress made in implementing the recommendations of the first *Health in the Balance* report. It stated that the food and beverage industry is concerned about the growing problem, but it also expressed disappointment with the lack of national leadership and with the failure of many programs and interventions to include a rigorous evaluation component.

Committed to widespread dissemination of these two reports, Dr. Barbara Moore spoke at national conferences on obesity in Los Angeles (UCLA), New York (Columbia University) and Cleveland (The Cleveland Clinic). Her lectures focused on the proper assessment of pediatric obesity. She also focused on the prevention recommendations outlined in recent reports based on the best available evidence identified by the Institute of Medicine.

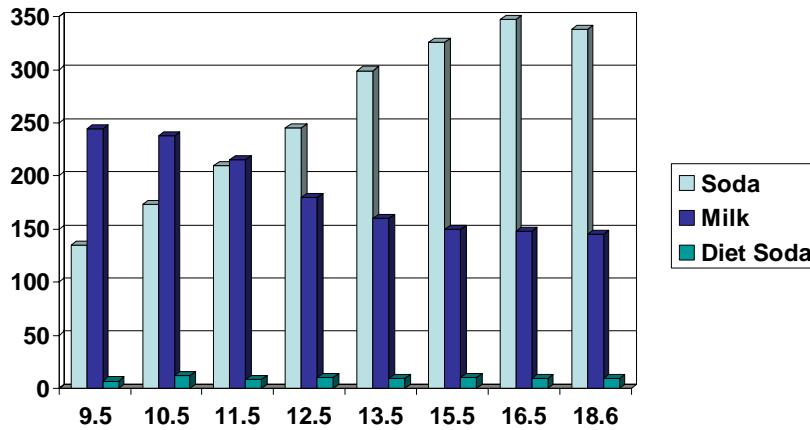
Diabesity®

In 2000, Shape Up America! trademarked the term “Diabesity®” and has sponsored several national conferences on this topic. Diabesity® denotes the connection between obesity and the development of type 2 diabetes. Shape Up America! is working to raise awareness of the growing prevalence of pediatric Type 2 diabetes (which was virtually nonexistent 30 years ago) and to drive home awareness among the public, health care professionals, leaders and policymakers that pediatric obesity is driving this newly emerging epidemic in the pediatric population. Diabesity® is a focal point of ongoing program development for Shape Up America! as we strive to maintain and leverage this valuable trademark.

Soda Consumption and the Safety of High-Intensity Sweeteners

Teens are experiencing escalating rates of obesity and evidence is mounting that soda consumption is an important contributory factor. The following data illustrate the displacement of milk by soda in black girls, but similar patterns are seen in white girls and in boys. The data also show that diet soda is not favored by teens, a phenomenon partly fueled by different taste perceptions and continued misperceptions about the safety of high-intensity sweeteners used in diet drinks.

Soda, Milk and Diet Soda (grams) Black Girls (9.5 to 18.6 yrs)



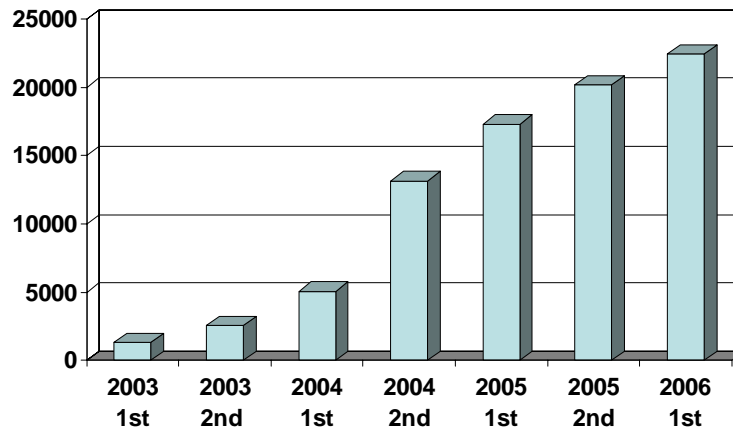
Striegel-Moore et al. J. Pediatrics
2006; 148:183-7

A national survey released by Shape Up America! in 2006 found that despite the growing awareness of the health threat of obesity, Americans are still confused about the safety of the most commonly available sugar substitutes. Among the survey findings, many consumers were found to harbor unfounded concerns about safety and false perceptions about which high-intensity sweeteners carry warning labels. As Americans continue to face the challenges of obesity and mountains of confusing information and ‘advice’ about weight control, Shape Up America! is working to allay concerns about the safety of sugar substitutes and to encourage consumption of zero-calorie beverages as an alternative to soda and other sugar-sweetened drinks.

Shape Up America! Newsletter

Data through the first half of 2006 documented continued growth in the readership of our online newsletter – an accomplishment achieved entirely through word-of-mouth advertising. We now have more than 20,000 subscribers, as shown below.

SUA! Newsletter Subscribers (Jan 2003 to June 2006)



An online survey of newsletter subscribers conducted in March 2006 revealed a number of important findings:

- Most (87%) of our subscribers are female
- Two thirds (64%) are college graduates and nearly all have some college
- The majority (81%) are employed and more than half earn more than \$50,000
- About three quarters (73%) want to lose weight
- The vast majority (90%) are daily internet users

The topics subscribers are most interested in learning more about are healthy eating and nutrition, exercise and fitness, weight-control information and support, and analysis of recent research and news on obesity. We plan to keep these topic areas in mind as we move into the coming year. In 2006, we introduced video into our newsletter as part of our strategy to make the newsletter more interactive and fun. A major goal is to increase awareness of the Shape Up America! newsletter in order to build subscriptions and link the newsletter with revenue-generating strategies for Shape Up America!

Family Fitness Fun Poster

Whether it's from too much food and not enough physical activity or too much time in front of television and computer screens, the obesity epidemic is rapidly spreading into our youngsters' lives! In response to this troubling trend, Cumberland Packing Corporation, the manufacturer and marketer of Sweet'N Low zero-calorie sweetener, teamed up with Shape Up America!, to launch the "Get Hip & Get Fit" campaign. This campaign, which began in 2005, encourages families to be more active and spend time together engaged in sports and other recreational activities. On the Shape Up America! and Sweet'N Low websites, parents are reminded to focus on healthy lifestyle choices for the whole family. A series of "Family Fitness Fun" posters are available for downloading, and suggest creative activities such as "Visit farms throughout the year where you can pick your own strawberries, peaches and apples," "Take a ride on a skateboard" and "Play a game of Frisbee hot potato."

In 2006, the campaign continued to distribute its colorful poster promoting family fitness fun at the annual meetings of the American Association of Diabetes Educators and the American Dietetic Association. A Spanish version of the poster and auxiliary materials in Spanish were added in a downloadable format on the Shape Up America! and Sweet'N Low websites.

As the crusade to fight obesity in America intensifies, and focus on the health and fitness of our children increases, the timing of the "Get Hip & Get Fit" campaign could not be better. Creating awareness among parents through health professionals and other educators is a big step in the right direction toward ending the obesity epidemic that threatens our country's health and our children's well-being.

Website Activities

The Shape Up America! website – www.shapeup.org – continues to attract tens of thousands of visitors each month. In March 2006, we undertook a migration of the entire site to a new hosting company – Mosaic Technologies. Additionally, Shape Up America! completed a major rebuilding of the main sections of the site and a redesign of the Fitness Center – a popular site destination. In an effort to standardize measurement, Google Analytics was instituted in 2006 to monitor traffic at our website. Page views varied monthly from 120,000 to 315,000 throughout the year. We look forward to the development of new interactive features for the site and to improved and automated methods of error reporting that are important for a site as large and complex as ours.



Looking Ahead

Shape Up America! has re-dedicated its mission to include combating childhood obesity in the United States. Its primary focus will be to support the dissemination and implementation of the recommendations in the Institute of Medicine's report, *Preventing Childhood Obesity: Health in the Balance*, and the follow-up report, *Progress in Preventing Childhood Obesity*. Dissemination efforts include a series of invited lectures throughout the US by committee members, including Dr. Moore, and continued media coverage of the findings of these two reports. Shape Up America! will also partner with organizations interested in providing accurate, easy-to-understand information to help children and families eat nutritiously and keep active to maintain a healthy weight.

As a follow-up to our 2003 conference, *Preventing Childhood Obesity: A National Conference Focusing on Pregnancy, Infancy, and Early Childhood Factors*, Shape Up America! intends to focus media attention on very early events occurring in pregnancy and infancy that predispose children to the development of obesity.

In the years ahead, Shape Up America! will continue to provide guidance to adults on healthy weight management via its website, www.shapeup.org, and through the Partnership for Essential Nutrition website, www.essentialnutrition.org. It will combat misperceptions about the health issues of obesity and fraudulent weight-management practices through timely press releases and newspaper ads, and will seek opportunities to deliver lectures to health care professionals, educators, consumers and policymakers on the health consequences of obesity in adults and children.

Under the joint leadership of the 13th and 17th Surgeon Generals, Dr. C. Everett Koop and Dr. Richard Carmona, we will continue to provide leadership as we build a constituency for the prevention of childhood obesity.

Shape Up America! looks forward to a busy and productive future.

Addendum: Highlights of the First Twelve Years

Below are Shape Up America!'s key accomplishments, from its beginnings in 1994 up to the 2006 highlights described above.

- In December 1994, Shape Up America! was founded by former U.S. Surgeon General C. Everett Koop, MD, at a ceremony co-hosted by Dr. Koop and First Lady Hillary Rodham Clinton at the White House Rose Garden in Washington DC.
- In 1995, Shape Up America! launched the *Know Your BMI* campaign and partnered with Kellogg Corporation to publish a Shape Up America! BMI chart on Kellogg's *Special K*[®] cereal boxes.
- In 1996, Shape Up America! launched its website, www.shapeup.org, expanding the reach of its messages to millions of people annually.
- In 1996, Shape Up America! published *Guidance for Treatment of Adult Obesity*, the first comprehensive, evidence-based, medical guide for treating adult obesity. In 1997, *Guidance for Treatment of Adult Obesity* was distributed to every practicing family physician in America. It was updated and republished in print in 1998 and in CD-ROM format in 2001.
- In 1997, Shape Up America! launched its online CYBERKitchen, to help users better understand calories and how to balance the food they eat with physical activity. Celebrated Portland, OR chef Lisa Schroeder designed the meals and recipes.
- In 1999, Shape Up America! launched its online Fitness Center, offering users a validated interactive fitness assessment plus a personalized physical activity plan.
- In 2000, Shape Up America! launched Shape Up & Drop 10[™], a web-based weight management program.
- In 2001, Shape Up America! organized the first national conference on Diabesity[®]. Highlights of the conference were published in *Nutrition Today* later that year.
- In 2001, Shape Up America! launched its online Professional Center to help professional users assess obesity risks and treatment strategies.
- In 2002, Shape Up America! President Dr. Moore completed a national lecture tour of US medical schools, delivering more than two dozen lectures on the assessment and treatment of obesity.
- In 2003, Dr. Moore was appointed to the Institute of Medicine committee to develop a congressionally mandated "action plan" to address childhood obesity.
- In December 2003, Shape Up America! sponsored *Preventing Childhood Obesity: A National Conference Focusing on Pregnancy, Infancy, and Early Childhood Factors*. The conference included nationally and internationally renowned speakers from North America and the United Kingdom. In October

2004, the scientific proceedings of the conference were published as a supplement to the journal *Pediatrics*.

- In 2005, the Institute of Medicine published the landmark report, *Preventing Childhood Obesity, Health in the Balance*. Shape Up America! conducted a publicity campaign and supported national distribution of this report.
- In 2005, Shape Up America! partnered with the Cumberland Packing Company, makers of Sweet 'N Low, to develop a poster series of free Family Fitness Fun tips. The tips were printed and distributed via the Shape Up America! and Sweet 'N Low websites.
- Throughout 2005, Dr. Moore presented a lecture series on *Diabetes*[®], obesity treatment, and the prevention of childhood obesity. This included presentations at the *Conference on Childhood Obesity: Challenges and Solutions* at Rutgers University, NJ; *Children's Health, the Nation's Wealth*— held in Los Angeles, CA; and *Diabetes*[®] *Management* at The Cleveland Clinic in Cleveland, OH.
- In June 2005, in response to confusing reports published by the CDC on overweight, obesity and mortality, Shape Up America! developed and published a full page ad that appeared in the *Washington Times* reminding the public that obesity is a health issue and that losing extra pounds is a step that promotes good health.
- By mid-year 2005, subscribers to the Shape Up America! online monthly newsletter exceeded 20,000.
- In October 2005, under Shape Up America! stewardship, the Partnership for Essential Nutrition joined forces with US Surgeon General Dr. Richard Carmona to promote the basic principles of healthy and lasting weight loss.
- In October 2005, Dr. Barbara Moore spoke at the *Risk & the Media Symposium: Communicating Children's Health Risks*, sponsored by the National Consumers League. Dr. Moore addressed communicating the health risks of obesity and Type 2 diabetes in children.
- In December 2005, Diageo, a leading international alcoholic beverages corporation, partnered with Shape Up America! to produce a video news release that tied in avoiding holiday weight gain with responsible drinking during the holiday season.
- In January 2006, Dr. Barbara Moore participated in several radio interviews addressing the safety of artificial sweeteners. This included an interview with Martha Stewart Living and WTOP in Washington, DC.
- In February 2006, Dr. Barbara Moore participated in a satellite media tour on public misperceptions about the safety of artificial sweeteners.
- In June 2006, Dr. Barbara Moore spoke on childhood obesity at a national symposium on *Obesity and Weight Expectations: Managing the Problem and its Co-morbidities with Interventions that are Realistic and Safe*, held at Columbia University in NY.
- In October 2006, Dr. Barbara Moore spoke about pediatric obesity at the 2006 Obesity Congress in Cleveland, OH.
- In October 2006, Dr. Barbara Moore participated in a press event at the annual meeting of NAASO, The Obesity Society, in Boston, MA. The event highlighted the fact that consumers spend roughly one billion dollars a year on

useless weight-loss products. Dr. Moore was a member of a group of experts that researched and wrote "Help Not Hype: Getting Real About Weight Loss."

- The editor of the *Journal of Consumer Health on the Internet* (JCHI) selected the online Shape Up America! Fitness Center as one of several noteworthy "health care sites" that contain "high quality health care information."
- In October 2006, Dr. Barbara Moore participated in the first stakeholder meeting for healthfinder.gov, the consumer health information website coordinated by the Office of Disease Prevention and Health Promotion at the U.S. Department of Health and Human Services. Shape Up America! was one of 35 organizations invited to participate in a meeting to discuss internet-based consumer health education.
- In December 2006, Dr. Richard Carmona, the 17th U.S. Surgeon General, joined Shape Up America! as Chairman of the Board.

