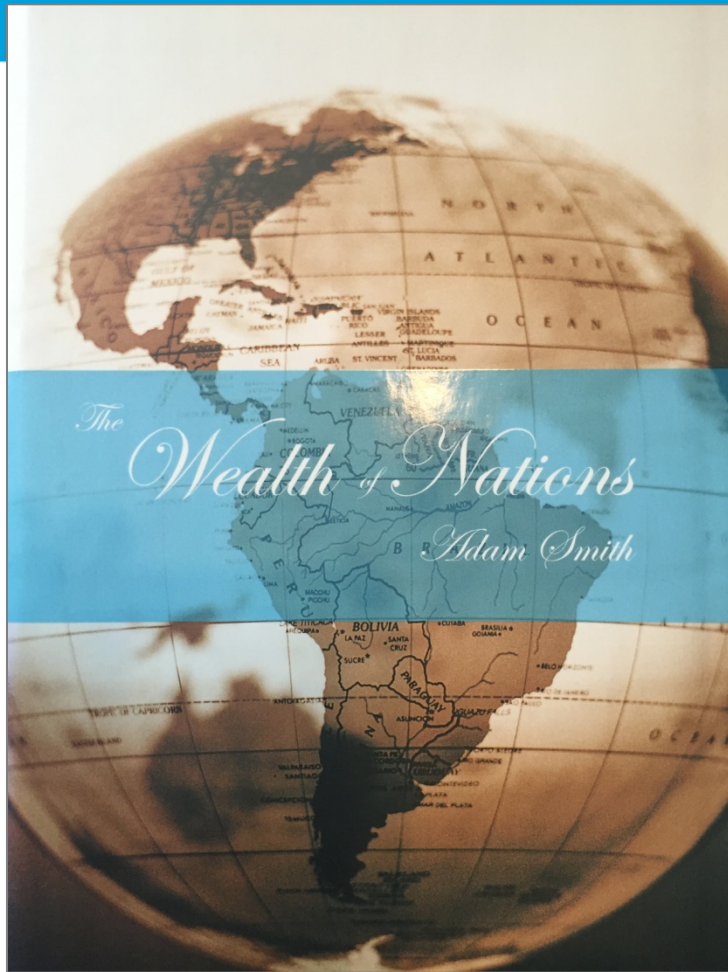


Workshop
Roundtable on Obesity Solutions
April, 2016

The Role of the Business Sector in
Multi-Sector Obesity Solutions:
Working Together for Positive Change



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One unique role of business in society is that it has the ability to increase wealth and improve the prosperity of people

-Adam Smith, 1776

Why is obesity a problem for business?



- Obesity is increasing in prevalence
 - Over the past 3 decades, obesity among US workers rose from 15% to 30%
- Obesity impacts upon organizational interests
 - Medical care costs
 - Productivity-related costs (absenteeism, presenteeism)
 - Co-worker relationships and work team social cohesion
 - Engagement
- Obesity impacts upon worker and family interests
 - Medical care costs (an increasingly larger share...)
 - Illness burden and physical/emotional functional status limitations
 - Wages and family earnings
 - Stigma and workplace discrimination

Why would business want to collaborate?



- Obesity is complex
- Any single solution is likely to have a small overall impact—a sustained, systemic portfolio of solutions is needed
- The required scale of solutions reaches far beyond the workplace alone
 - Personal efforts
 - Organizational culture
 - Community infrastructure and environments
 - Societal norms
- The connection between healthy companies and thriving communities is bi-directional

Obesity in context



Drivers of health



20%



30%

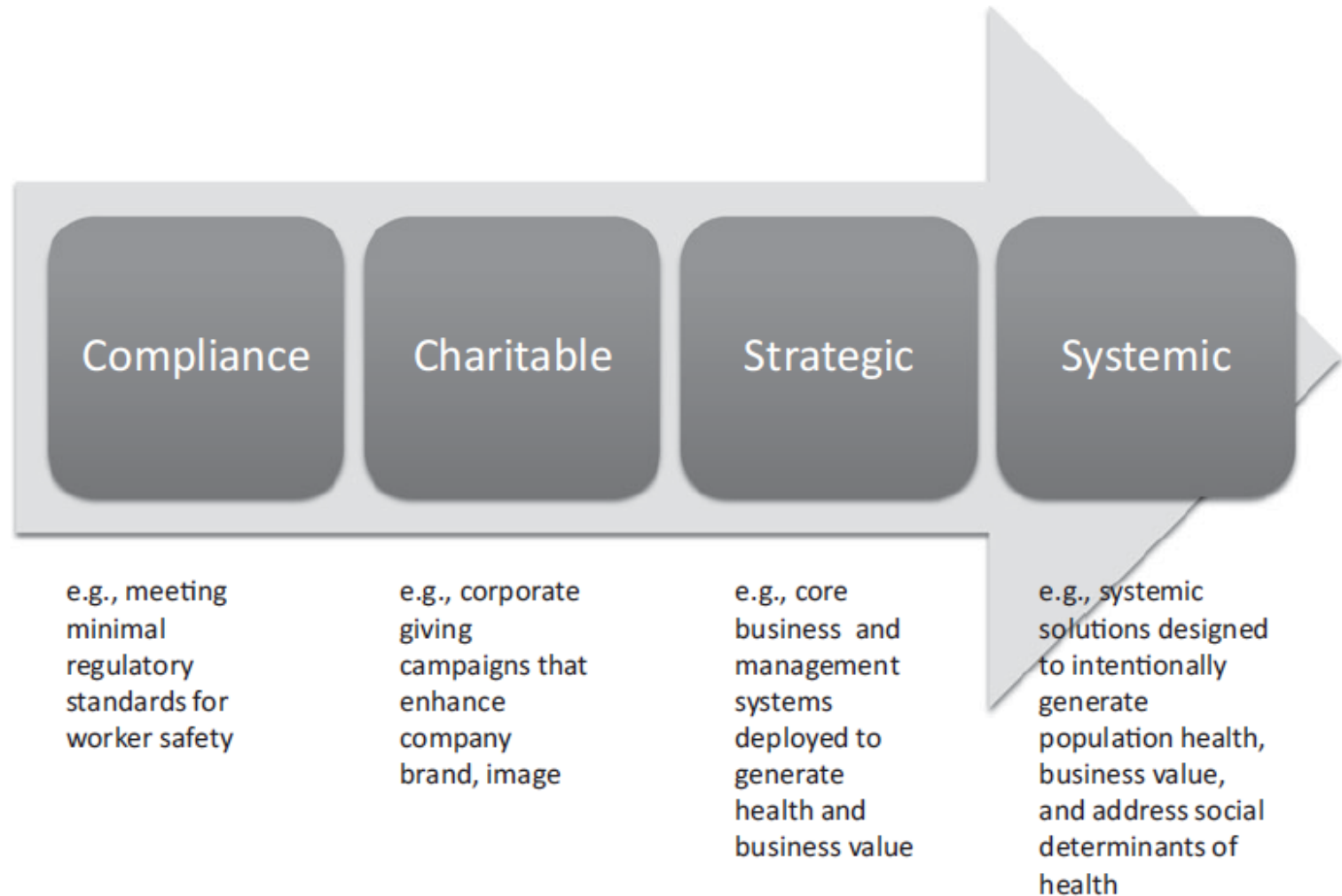


40%



10%

How do business leaders view their relationship with community?



Today's Charge



- Examine the role of the business sector in obesity solutions
 - How can business be engaged?
 - How does business relate to other sectors in ways that may align efforts?
 - What are examples of business partnerships and other community stakeholders?
 - What opportunities and barriers exist to engage business?