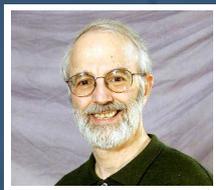


# Fighting Global Obesity



**Barry Popkin**

W.R. Kenan, Jr. Distinguished Professor, School of Public Health & School of Medicine, Economics Department

## CURRENT RESEARCH

### Using taxation, marketing controls, and other large scale options to reverse the global nutrition transition

Around the world, our diets have been shifting since the surge in processed foods and beverages with high sugar and highly refined carbohydrate contents. Foods and drinks lacking adequate nutrition, combined with a more sedentary lifestyle, has become the perfect recipe for a global health crisis. Dr. Barry Popkin, of University of North Carolina at Chapel Hill (UNC-CH), hopes to use his understanding of the nutrition transition and related global obesity epidemic, and his work in helping governments create regulatory initiatives such as taxing unhealthy foods and beverages and controlling their marketing and labeling to offset many adverse food system changes and reduce obesity significantly. By combining his understanding of food systems with his economics and nutrition background, Dr. Popkin's work spans four decades of finding solutions with incredible impact in both the U.S. and internationally on the prevention of obesity and other chronic diseases related to these dietary and obesity shifts. In the U.S., he helps to evaluate current programs and make recommendations for healthier choices and has worked with many government and nonprofit groups to design taxes and other initiatives. In low and middle income countries, he studies dynamic changes that affect people's health and each country's economy and helps to educate public officials and citizens by organizing meetings. When combined, Dr. Popkin has begun to work with many countries to design that are now implementing regulations from marketing controls to taxation, to changes in claims and labeling laws that will address the changes of our modern food system and diet. While this type of implementation can be easier in low to limited income...

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## AFFILIATION

 University of North Carolina Chapel Hill

## EDUCATION

- Ph.D., in Agricultural Economics, 1974 . Cornell University
- M.S., in Economics, 1969 . University of Wisconsin
- B.S., in Honors in Economics, 1967 . University of Wisconsin

## AWARDS

- Gopalan Oration Award, 2011
- United Kingdom Rank Prize for Science, 2010
- Fellow, American Society of Nutritional Science, 2010
- Obesity Society, 2011
- International Nutrition Research Kellogg Prize for Outstanding International Nutrition, 1998
- and 1 more...

## RESEARCH AREAS

Life Science, Health IT, Global Policy

## FUNDING REQUEST

Your contributions will fund the continued research of Dr. Popkin as he studies how we eat, drink, and move in order to mitigate the adverse consequences our changing diets and lifestyles may cause. Your donations will support a system to monitor factory to fork food industry dynamics in the U.S. and the evaluation of taxes and market controls internationally. In choosing to donate you will help to educate policymakers and citizens in order to shift our diets and lifestyles to promote health!