YALE RUDD CENTER
FOR FOOD POLICY & OBESITY

WHO WE ARE

The Rudd Center for Food Policy & Obesity is a non-profit research and public policy organization devoted to improving the world's diet, preventing obesity, and reducing weight stigma. The Rudd Center serves as a leader in building broad-based consensus to change diet and activity patterns, while holding industry and government agencies responsible for safeguarding public health. The Center serves as a leading research institution and clearinghouse for resources that add to our understanding of the complex forces affecting how we eat, how we stigmatize overweight and obese people, and how we can change.
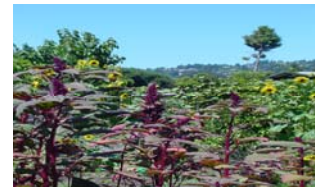
WHAT WE DO

Our charge is to reverse the global spread of obesity; to reduce weight bias; and to galvanize community members, public officials, and advocacy groups to achieve positive, lasting change.

HOW WE DO IT

The Rudd Center pursues our bold goals through: strategic science; interaction with key players in media, industry, and government; and mobilization of grassroots efforts. The Center stands at the intersection of science and public policy to develop innovative and effective measures to combat obesity and improve global health.

WHY WE DO IT

■ Obesity and poor nutrition now surpass hunger as the world's leading food and nutrition problem.

■ Today's children are the first generation in human history projected to live shorter lives than their parents.

■ The total costs attributed to overweight and obesity amount to $190 billion per year.

■ Children and adults who suffer weight stigmatization are vulnerable to emotional, social, and physical health consequences.

■ Food marketing to children is pervasive and done with means difficult for parents to control – ads through cell phones, product placements in movies and television, Internet sites, and more.

WWW.YALERUDDCENTER.ORG

- **Yale Rudd Center Website**
  www.yaleruddcenter.org

- **Yale Rudd Center Social Media Sites**
  www.yaleruddcenter.org/social_media.aspx

- **Roberta Friedman Biographical Statement**
  www.yaleruddcenter.org/who_we_are.aspx?id=332