



# CARDI·OH

Ohio Cardiovascular and Diabetes Health Collaborative



CASE WESTERN RESERVE  
UNIVERSITY  
School of Medicine

In partnership with:



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## Cardi-OH ECHO

# *Health Equity and Cardiovascular Risk*

February 22, 2024

# About Cardi-OH

Founded in 2017, the mission of Cardi-OH is to improve cardiovascular and diabetes health outcomes and eliminate disparities in Ohio's Medicaid population.

**WHO WE ARE:** An initiative of health care professionals across Ohio's seven medical schools.

**WHAT WE DO:** Identify, produce, and disseminate evidence-based cardiovascular and diabetes best practices to primary care teams.

**HOW WE DO IT:** Best practices resources are available via an online library at [Cardi-OH.org](http://Cardi-OH.org), including monthly newsletters, podcasts, webinars, and virtual clinics using the Project ECHO® virtual training model.

*[Learn more at Cardi-OH.org](http://Cardi-OH.org)*



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# Food Environments and Health Equity

Goutham Rao, MD, FAHA

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# Learning Objectives



1. Define “food desert.”
2. Describe the role of food deserts in relation to food preferences in maintaining a healthy diet.
3. Describe food justice as a strategy to encourage consumption of healthier foods.

# What is a food desert?



- An area where it is difficult to buy fresh, healthy, nutritious food.
- Food swamp: An area where unhealthy food is widely available.



# Food Deserts Exist. But Do They Matter?

America's healthy-eating disparities might have more to do with income and class than with geography.

By Richard Florida



Alex Brandon / AP



# If you build it, they may not come

A shortage of healthy food is not the only problem



**Dec 10, 2019**

by James Devitt

Modified Dec 10,  
2019

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**Posted in**

[Law and Policy](#)

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**NYU research suggests that the presence of a new neighborhood supermarket doesn't necessarily change what people buy and eat.**

Research has shown that income is increasingly linked to health: Not only are today's richer Americans healthier than poorer ones, but the gap is wider than it was in the early 1990s. Studies have attributed this to food consumption, with better dietary quality associated with higher socioeconomic status—in other words, the more money you have, the easier it is to afford nutritious foods.

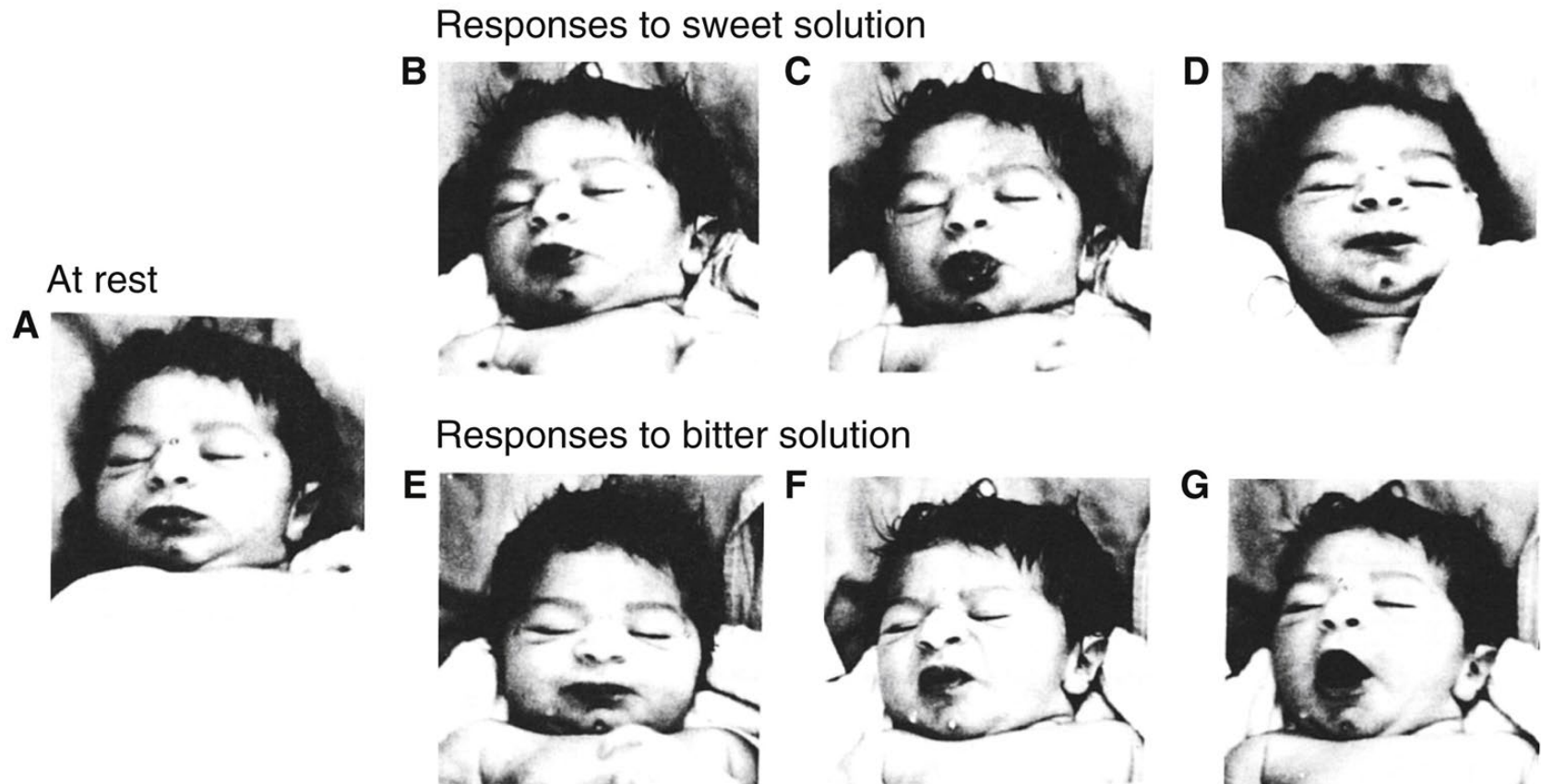
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## Chapter 10 - Taste, cost, convenience, and food choices

Adam Drewnowski PhD<sup>1</sup>, Pablo Monsivais PhD, MPH<sup>2</sup>

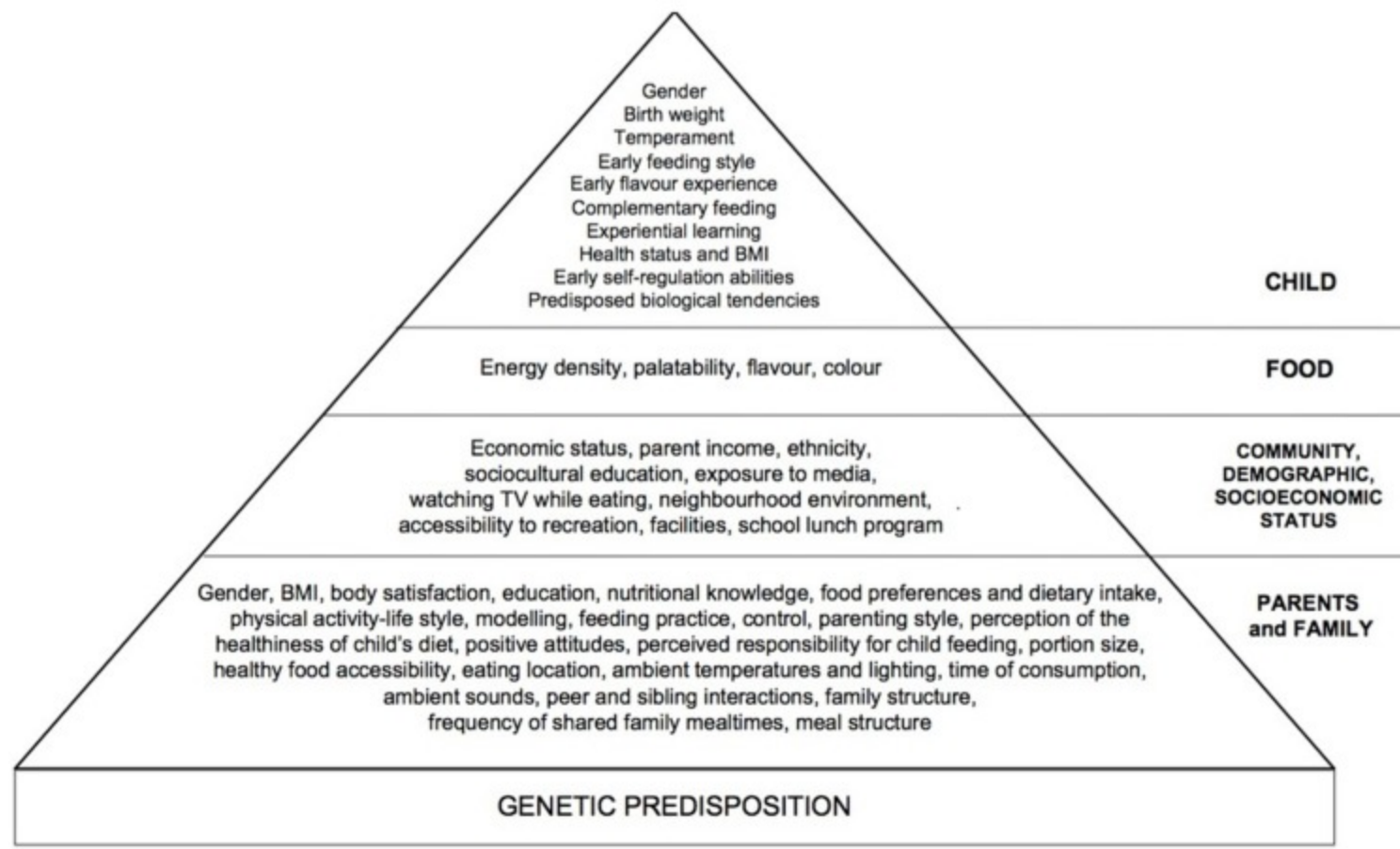
The principal drivers of consumer food choice are taste, cost, and convenience. Each of these domains has its own interdisciplinary research tools, metrics, and

# When are food preferences established?



Current Biology





BMI: Body Mass Index

# A thought exercise





## **Kitchen nightmare: Owner of a popular catering company sued after abusing and calling her loyal employees 'whores' and 'dirty Mexicans'**

- Employees were yelled at and lawsuit states the subject of racial slurs and sexual harassment
- After complaining to their boss they were told they only had themselves to blame
- Customer reviews online also describe owner as being 'abusive to staff'

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<https://www.dailymail.co.uk/news/article-2295273/Kitchen-nightmare-Owner-popular-New-York-catering-company-Lorenzo--Marias-Maria-Armendariz-sued-abusing-calling-loyal-employees-whores-dirty-Mexicans.html>

# Food Justice

Food justice seeks to ensure that the benefits and risks of where, what, and how food is grown, produced, transported, distributed, accessed and eaten are shared fairly. Food justice represents a transformation of the current food system, including but not limited to eliminating disparities and inequities.

Food Justice is communities exercising their right to grow, sell, and eat healthy food. Healthy food is fresh, nutritious, affordable, culturally-appropriate, and grown locally with care for the well-being of the land, workers, and animals. People practicing food justice leads to a strong local food system, self-reliant communities, and a healthy environment.

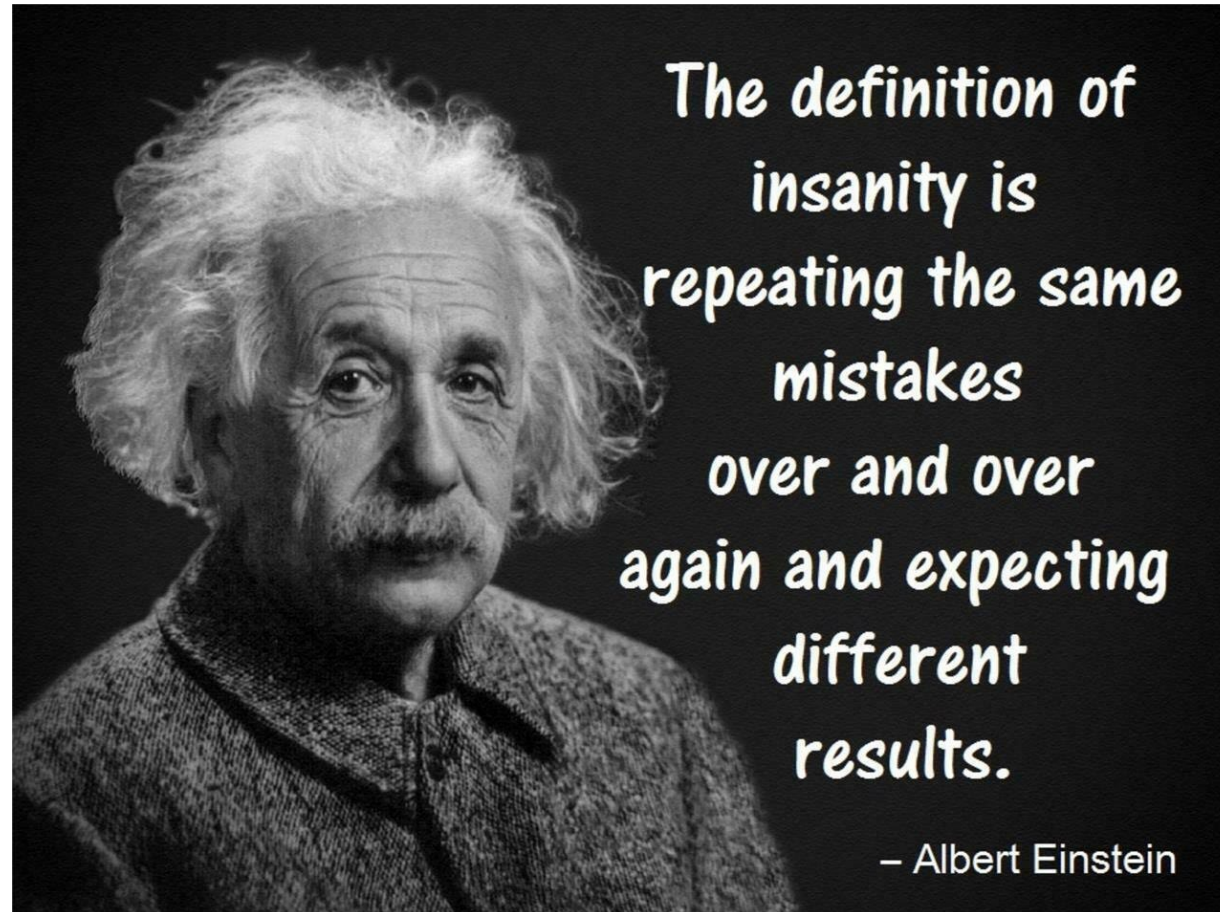
## Three Pillars:

- 1) Healthy food for all.
- 2) Sustainable food systems.
- 3) Justice for food workers.

# Drivers of consumption

- Taste ✓✓✓✓✓✓✓✓
- Convenience ✓✓✓
- Price ✓✓✓
- Sustainability ✓
- Social justice ?

# According to Einstein.....



# Many approaches

- “If only there were healthier food options in poor communities.”

## It's Time to Stop Shopping for Supermarket Tax Breaks

By DC Fiscal Policy Institute • November 3, 2009

Where do old DC tax incentives go to die when they are no longer needed? That was a trick question. Many tax subsidies never die ' they stay on the books even if they've proven to be ineffective or outlived their usefulness.

The latest example is a 10-year property tax exemption for new grocery stores, an incentive DC has offered for more than a decade. City policymakers have pushed legislation to make sure that **Ellwood Thompson's**, a high-end organic grocer, gets this tax benefit package for a store in the DC-USA shopping center in Columbia Heights.



## Why Convenience Stores Don't Sell Better Food

Corner stores get help to offer healthier options in a move to improve the health of low-income communities.

By Olga Khazan and National Journal

JULY 20, 2015

SHARE ▾

At a small corner store in Northeast Washington, Nola Liu, a community-outreach officer with the D.C. Central Kitchen, whirled around a deli case with a clipboard in hand, passing out a recipe for cinnamon pear crisps to anyone who would take it.

She thrust a card at a man in a blue knit hat who was on his way out.

"Are you gonna make it for me?" he asked.

"I'm not much of a baker," he said, and walked out.



# Many barriers

- “But healthy food is so expensive.”

Eating healthy vs. unhealthy diet costs about \$1.50 more per day

**Meta-analysis pinpoints the price difference of consuming a healthy diet, which could be burden for low-income families but is trivial compared with health costs of eating an unhealthy diet**

For immediate release: Thursday, December 5, 2013





# Many barriers

- “I simply don’t have time to cook and have to deal with a lot of stress.”

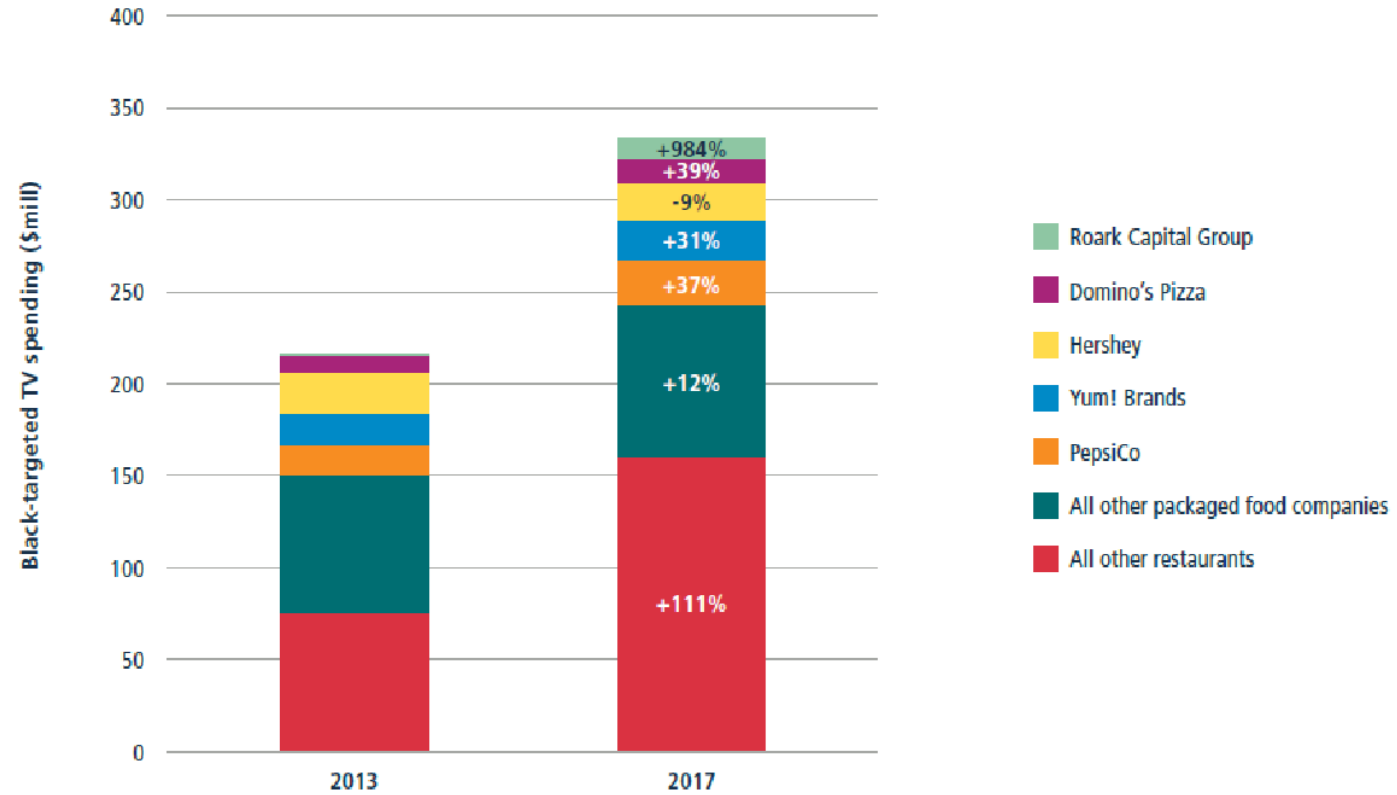


## Who Has Time To Cook? How Family Resources Influence Food Preparation

Lisa Mancino  
Constance Newman



**FIGURE 7. CHANGE IN TOTAL FOOD-RELATED AD SPENDING ON BLACK-TARGETED TV**



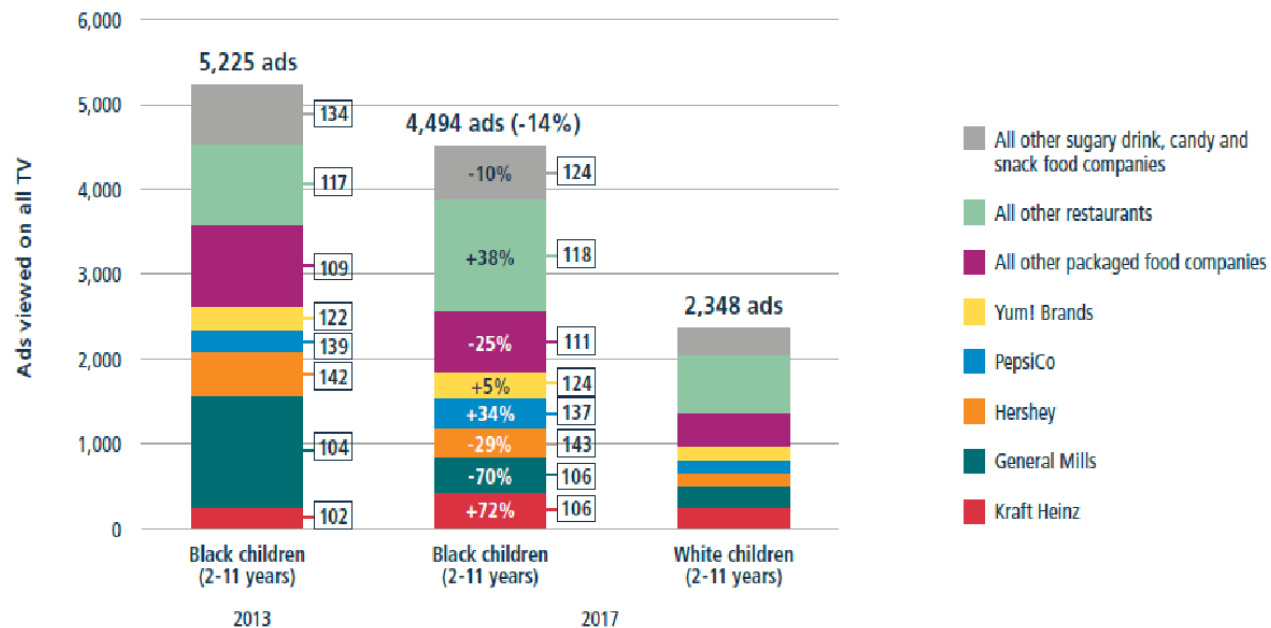
# Junk food ads overwhelmingly target black, Hispanic kids

By Lauren Tousignant

January 15, 2019 | 2:49pm | Updated



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\* Targeted indices are listed in the callout boxes. A targeted index greater than 100 indicates that Black children were more likely to see TV ads for a specific company/product category compared to White children controlling for differences in TV viewing.

Source: Rudd Center analysis of Nielsen data (2018)

# How fast food “became black”

In her new book, *Franchise*, Marcia Chatelain explains how black franchise owners became the backbone of the industry.

By Cynthia Greenlee | Jan 10, 2020, 7:30am EST



When Marcia Chatelain was a teen in the 1990s, her after-school pit stop was a downtown Chicago McDonald’s. Almost daily, she hung out with friends, buying burgers, fries, and pocket-size apple pies. She snacked against a backdrop of black history brochures, prints of famous Jacob Lawrence paintings, and community events such as a local quiz bowl.

It wasn’t until decades later that Chatelain, now a history professor at Georgetown University, learned that those touches in her beloved McDonald’s came from a black entrepreneur who operated that store. And now, as a scholar, Chatelain explains how that McDonald’s she patronized — and many other fast-food restaurants — were the fruit of corporate expansion, cultural and population shifts, and the restaurant’s “discovery” that black consumers and businesspeople could deliver precious profits to the Golden Arches.

# Rethinking Food Justice



- Empowerment
- “It’s not what you eat, it’s what *else* you eat.”
- **Recognition** that food that is highly processed and high in fat, sugar, and calories has been deliberately marketed to populations which suffer disproportionately from obesity and its consequences.
- **Empowering** consumers to make choices not only based on primary drivers but also on the basis of fair and just marketing practices.
- **Advocating** for healthier food from existing sources
- **Declining** food that isn’t aligned with one’s values.

# R.E.A.D

- Recognition: “Learning and thinking about unjust marketing practices.”
- Empowerment: “Asking questions about why and how specific foods are marketed to specific communities.”
- Advocate: “Does your snack need to be so high in sugar? My family would like to reduce its consumption of refined sugars.”
- Declining: “No thank you. Not only is that a poor beverage choice, but I don’t like the way the company targets people in my community.”





Thank you!

Questions/Discussion