



### **Belief That Intentional Weight Loss Is Harmful to Seniors Is Unfounded, Study Suggests**

ScienceDaily (Apr. 5, 2010) — A new study by researchers at Wake Forest University Baptist Medical Center is the first to refute the widely held belief that intentional weight loss in older adults leads to increased risk of death.

In fact, the research shows that seniors who intentionally exercised and/or modified their diets to lose weight were half as likely to die within eight years of follow-up as their peers who did not work toward weight loss, said M. Kyla Shea, Ph.D., first author on the study and a research associate in the Department of Internal Medicine, Section on Gerontology and Geriatric Medicine.

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### **Small Soda Taxes Insufficient to Curb Consumption Among Children, Study Finds**

ScienceDaily (Apr. 1, 2010) — Small sales taxes on soft drinks in the range currently in force in some states are insufficient to reduce consumption of soda or curb obesity among children, according to a new RAND Corporation study.

Such small taxes may reduce consumption in some subgroups such as children at greater risk for obesity, but reducing consumption for all children would require larger taxes, according to the study published by the journal Health Affairs.

"If the goal is to noticeably reduce soda consumption among children, then it would have to be a very substantial tax" said Roland Sturm, the study's lead author and a senior economist at RAND, a nonprofit research organization. "A small sales tax on soda does not appear to lead to a noticeable drop in consumption, led alone reduction in obesity."

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### **Attitude Toward Everyday Activity Important for Healthy Lifestyle**

ScienceDaily (Apr. 3, 2010) — Unintentional physical activity may be influenced by non-conscious attitudes, noted David Conroy, associate professor of kinesiology and human development and family studies. The challenge of encouraging more activity can be met by understanding the motivation behind both deliberate exercise and inherent behaviors.

"If you aren't in the habit of being physically active, you can run out of energy trying to force yourself to do it everyday," said Conroy. "But if you can make physical activity habitual, being active becomes a lot easier."

Efforts to increase physical activity are at the forefront of public health research because the benefits of a healthy lifestyle go far beyond physical and mental well-being.

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### **Trends in Television Food Advertising Progress in Reducing Unhealthy Marketing to Young People?**

Rudd Center Report (February 2010)- Television food advertising promotes primarily energy-dense nutrient-poor foods to young people and likely contributes to the obesity crisis, but few analyses have documented total youth exposure. The Rudd Center licensed data from The Nielsen Company to assess trends in television food advertising exposure from 2002 through 2008 among children, adolescents and African American youth.

Children's exposure to all food advertising declined by 4% during this period and declined by 12% from its peak in 2004. Unfortunately, adolescent exposure to all food advertising increased by 9% from 2002 to 2008, and the majority of this increase occurred from 2007 to 2008.

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### **Eating Liberally: The Child Nutrition Act**

Food Politics (April 7, 2010)- I keep getting asked what I think about the Child Nutrition Act wending its way through Congress. Kerry Trueman of Eating Liberally posed this as a Q and A:

Let's Ask Marion: Does The USDA Stand for Ultra Silly Dietary Agenda?

KT: Monday's New York Times had an editorial supporting the reauthorization of the Child Nutrition Act, a bill that would give the US Agriculture Department "new powers to set nutritional standards for any food sold on school grounds, particularly junk foods that contribute to obesity."

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### **Exploring the Role of the Built and Social Neighborhood Environment in Moderating Stress and Health**

Annals of Behavioral Medicine (March 2010)

Background- Health researchers have explored how different aspects of neighborhood characteristics contribute to health and well-being, but current understanding of built environment factors is limited.

Purpose- This study explores whether the association between stress and health varies by residential neighborhood, and if yes, whether built and social neighborhood environment characteristics act as moderators.

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