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Stemming the tide of obesity: What needs to happen

This chapter argues for societal and policy efforts that would be necessary to resolve the social problem of obesity. Because of the large scale of the problem, the chapter explains about why a social movement is necessary and the kinds of comprehensive government efforts necessary to eliminate or drastically reduce obesity. The purpose is not to develop a specific anti-obesity policy plans. The purpose is to explain about the causes of obesity and to outline efforts that need to happen to fix the obesity problem. The efforts needed include those of communities, grass-roots groups, individuals, governments and food businesses. The needed efforts taken as a whole constitute a socio-economic transformation that involves reversing the obesity-related negative behavior patterns.

Biography

John Tomer is Emeritus Professor of Economics at Manhattan College. He was born in 1942 and grew up in New Jersey. He has a PhD in Economics (1973) from Rutgers University, New Brunswick, NJ. He is a Founder and Past President of the Society for the Advancement of Behavioral Economics. His research areas are behavioral economics and human capital. He has written four books and 50 articles. His recent research integrates human capital with human development.

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