



# Reactions to Frank Chaloupka's Presentation

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# Emphasis on State & Local Policy Initiatives

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- Terrific to inventory & assess these initiatives
  - Jurisdictions actually do learn from one another
  - Therefore crucial to determine truly effective policies
    - Requires looking more in depth at promising cases
    - Policy process differences



# Compliance/Effectiveness of Policies

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- One question is how to identify the policies with “teeth”
  - Implementation, compliance
  - Effects: teasing out impacts



# Benefit-Cost Analysis

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- Increasing regarded as trumping all else
- Costs of creating appropriate environments often exceed demonstrable concrete benefits of physical activity or healthy eating
  - Shiriki's point
- Without this, you are not providing inputs that "resonate" with policymakers



# Inputs to Benefit-Cost Analysis

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- 3 steps:
  1. Forecasting outcomes & effects
  2. Valuing effects
  3. Applying bca *per se*:
    - Discounting over time
    - Addressing uncertainty through sensitivity analysis



# Valuation

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- NOT valuing the higher physical activity level or healthier eating
- Rather, effects and/or “vehicles”
  - Vehicles: parks; availability of fresh fruits & vegetables
- Epidemiologists: demonstrable health effects
  - Perhaps acknowledging this can be monetized
    - E.g., medical-treatment costs, days lost to illness, “value of human life”



# Valuation

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Economists: value = what is valued =  
“willingness to pay/to accept”

- Makes us queasy
- BUT “economic valuation” has great virtues:
  - Linking health improvements to other goals
    - Aesthetics, housing values, recreation for the sake of recreation



# Valuation

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Crucial because:

- Physical activity and/or healthy eating are typically not enough to prod serious policy changes
  - E.g., Changing zoning requires much more than promotion of physical activity
- The name of the game



# Valuation

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Three approaches:

1. Revealed preferences—actual purchases
2. Stated preferences—**ask** people
  - Improving methods to make respondents sufficiently informed
  - Follow up of WHY can be just as enlightening
    - “Rational”? Impulse? Conscience?
  - Referendum results: communities’ willingness to pay