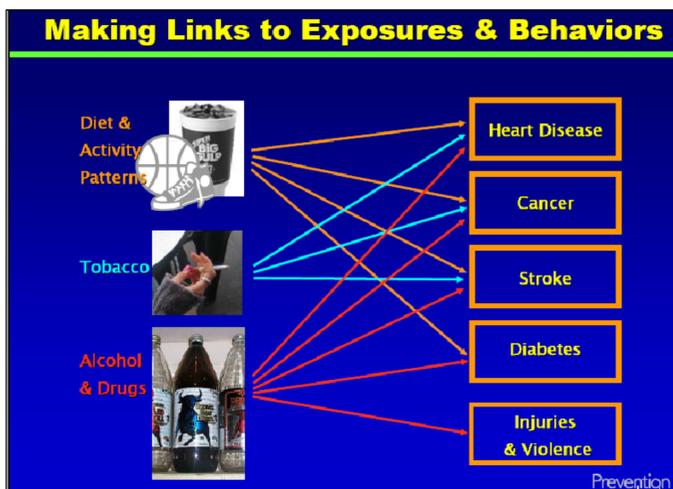


# Young Americans may be the very first generation to live shorter lives than their parents because obesity will shave two to five years off the average life expectancy by 2050



**\$40,000,000,000**

Approximate direct annual medical expenditures due to inactivity & poor nutrition, borne by taxpayers.

[www.cdc.gov/nccdphp/dnpa/](http://www.cdc.gov/nccdphp/dnpa/)  
*(Obesity Research, Finkelstein et.al., Jan, '04)*

## 4. Safety.

- Engineering can dramatically improve safety.
- Increasing pedestrian and bike trips *decreases* overall accident & fatality rates.

(Jacobsen P, *Injury Prevention*, 2003; 9:205-209.)

