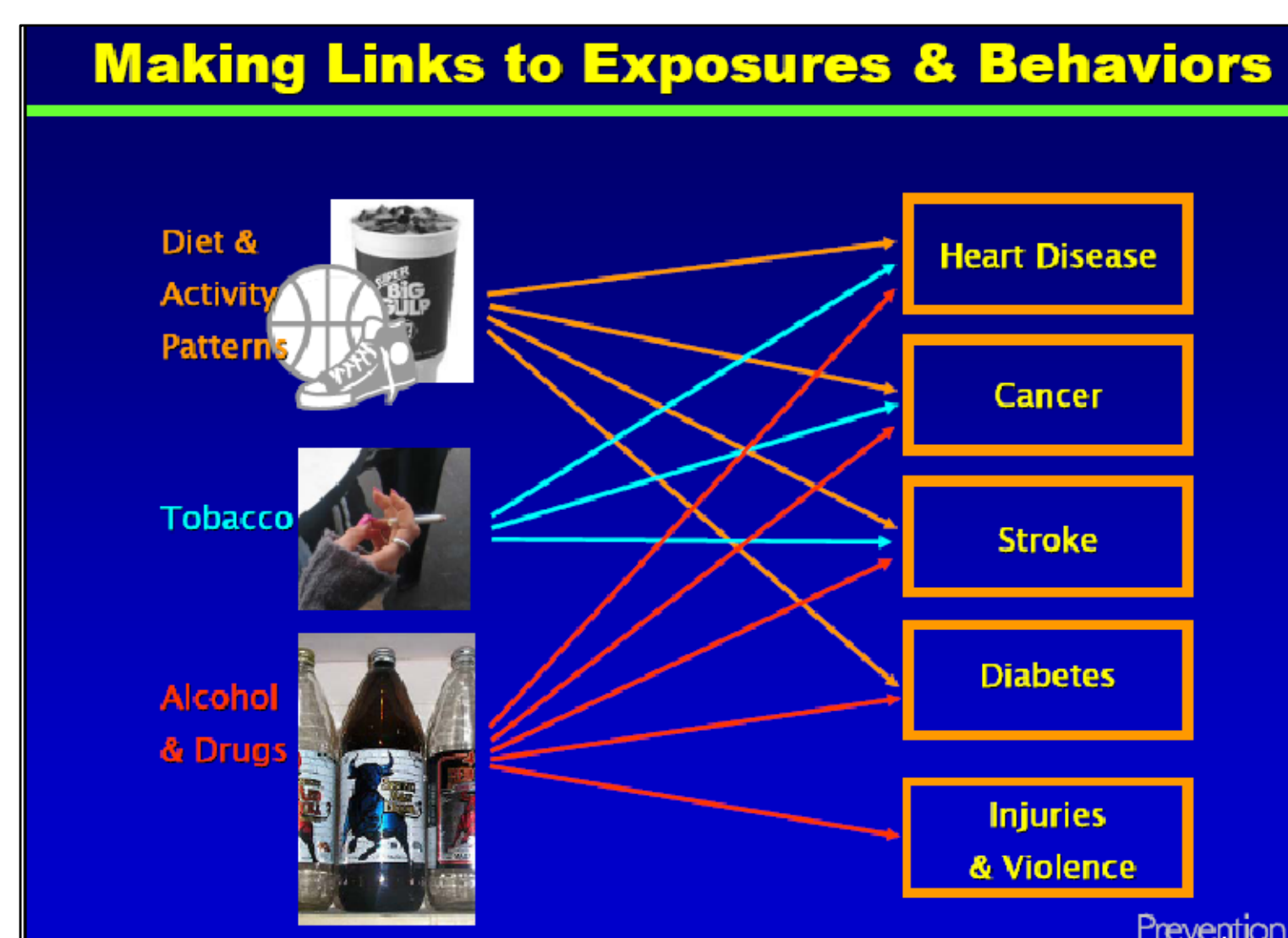


Young Americans may be the very first generation to live shorter lives than their parents because obesity will shave two to five years off the average life expectancy by 2050



\$40,000,000,000

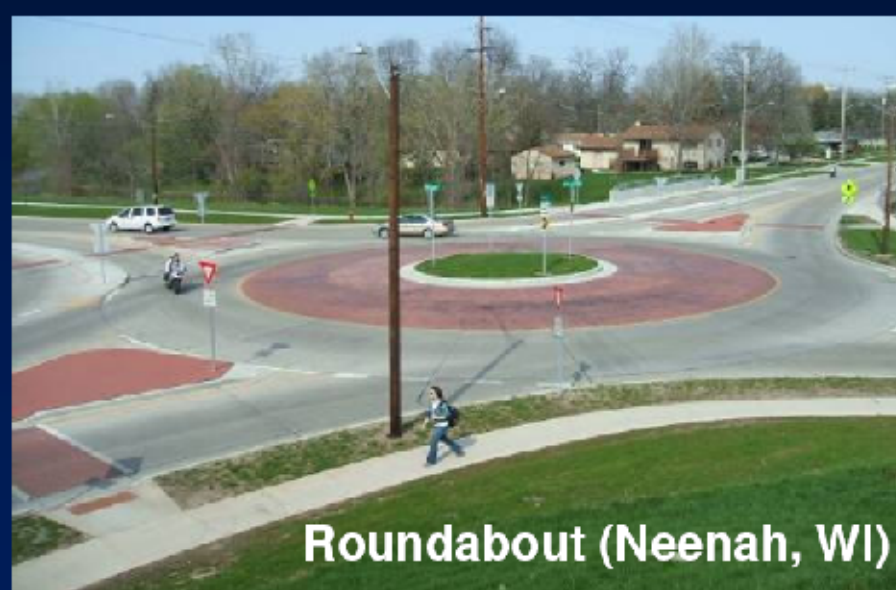
Approximate direct annual medical expenditures due to inactivity & poor nutrition, borne by taxpayers.

www.cdc.gov/nccdphp/dnpa/
(Obesity Research, Finkelstein et.al., Jan, '04)

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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.)

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