

# ***Disparities in Health in America:***

*Working Toward Social Justice*

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## **Grand Rounds Speakers**

### ***The Food Marketing Environments of African Americans: Clinical and Public Health Implications***

***Shiriki K. Kumanyika, PhD, MPH***

*Health Promotion & Disease Prevention*

*University of Pennsylvania School of Medicine*

*Associate Dean*

**TBA**

***Lovell A. Jones, PhD***

*UT M.D Anderson Cancer Center*

*Center for Research on Minority Health*

*Director / Professor*

**TBA**

***Aranthan S. Jones, II***

*Office of the Majority Whip*

*The Honorable Jim Clyburn*

*US Capitol*

*Policy Director*

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## **Shiriki K. Kumanyika, Ph.D., M.P.H.**

Shiriki Kumanyika is a Professor of Epidemiology at the Center for Clinical Epidemiology and Biostatistics, University of Pennsylvania School of Medicine. She is also Associate Dean for Health Promotion and Disease Prevention in the School of Medicine.

Her research efforts have focused on studying dietary change and weight management as strategies for control of chronic diseases. She has a special interest in culturally-adapted lifestyle change programs for African Americans and has developed and tested programs in clinical and community settings.

In addition to the SHARE study, Dr. Kumanyika is currently involved in a study to prevent weight gain and increase physical activity in African American women, in collaboration with the Black Women's Health Imperative (a Washington, D.C. based organization formerly known as the National Black Women's Health Project). She is also a co-researcher on a study to prevent excess weight gain in pre-adolescent African American girls recruited from the Memphis community, in collaboration with the University of Memphis.

Dr. Kumanyika directs a federally funded Center of Excellence on Inner City Health (EXPORT) that includes various academic and community outreach, training, and educational activities in partnership with Cheyney University of Pennsylvania. She holds her Ph.D. in the field of human nutrition.

**Shiriki Kumanyika, Ph.D., M.P.H.**

Abstract

The Food Marketing Environments of African Americans:  
Clinical and Public Health Implications

The behaviors that determine weight status are embedded in the core social and cultural processes and environments of day-to-day life. Identifying effective, sustainable solutions to obesity therefore requires an ecological model that is inclusive of relevant contextual variables. The African American Collaborative Obesity Research Network (AACORN) has articulated an expanded paradigm to broaden the approach to obesity research with the objective of improving the ability to address obesity-related health disparities. The paradigm's focus is on African Americans, but it may have broader implications. It incorporates both community and researcher perspectives, drawing on and integrating insights from an expanded set of knowledge domains to promote a deeper understanding of relevant contexts. To augment the traditional, biomedical focus on energy balance, the expanded paradigm includes insights from family sociology, literature, philosophy, transcultural psychology, marketing, economics, and studies of the built environment. This expanded paradigm, for which development is ongoing, poses new challenges for researchers who focus on obesity and obesity-related health disparities but also promises discovery of new directions that can lead to new solutions.