

Making the Healthy Choice the Easy Choice: Using Emerging Evidence to Improve Impact

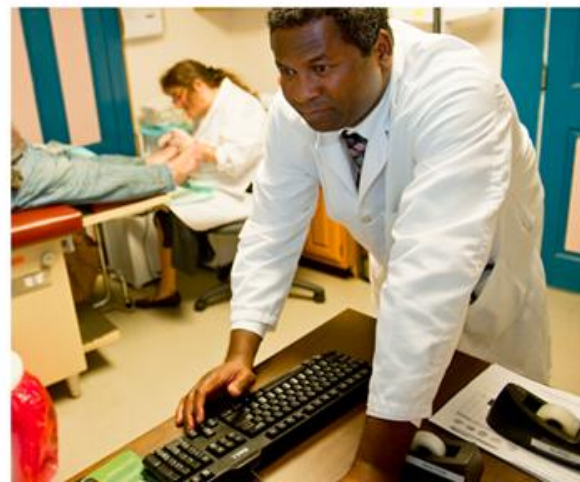
Health Research Alliance Members' Meeting

Lori Melichar
March 12, 2018









22%

of African
Americans have
avoided medical
care due to
concern of racial
discrimination.





BUSINESS

PepsiCo Wants to Sell Healthy Food, Consumers Want Chips

The food and beverage giant says it wants to make more 'good for you' snacks, but much of its revenue growth comes from high-fat, high-salt standbys such as Doritos and Cheetos



Photo: Flickr/[Samdogs](#)







TO /
LAS VEGAS
NEVADA


YESCO



Photo:
Flickr/Pattie





INDULGENCE[®]

Decadence you Deserve



French Vanilla 12 FL OZ (355 mL)

Indulge yourself with this rich and creamy blend of all of our premium ingredients - sumptuously smooth ice cream, satin whole milk, and sweet vanilla. It is heaven in a bottle and irresistibly gratifying.

**smooth, rich,
and delicious!**



Sensi-Shake[®]

Guilt Free Satisfaction

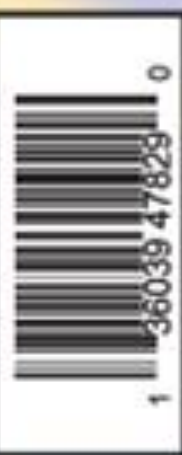
0% fat
0 added sugar
140 calories!



French Vanilla

12 FL OZ (355 mL)

Get sensible with the new light healthy **Sensi-Shake**. It has all the taste, without the guilt - no fat, no added sugar and only 180 calories! **Sensi-Shake** is light and tasty enough to enjoy every day.







401K

Photo: Flickr/[Tax Credit](#)









“ I’ll have what she’s having ”







Photo: Flickr/[Brooke Anderson](#)

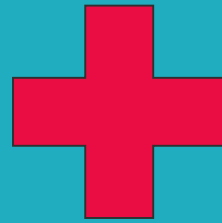


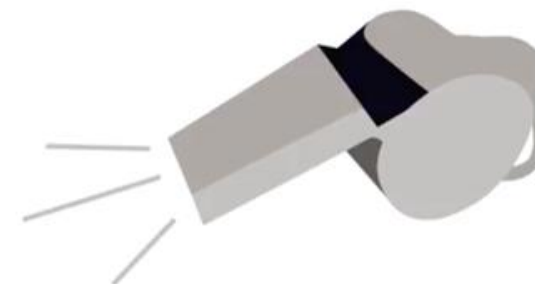
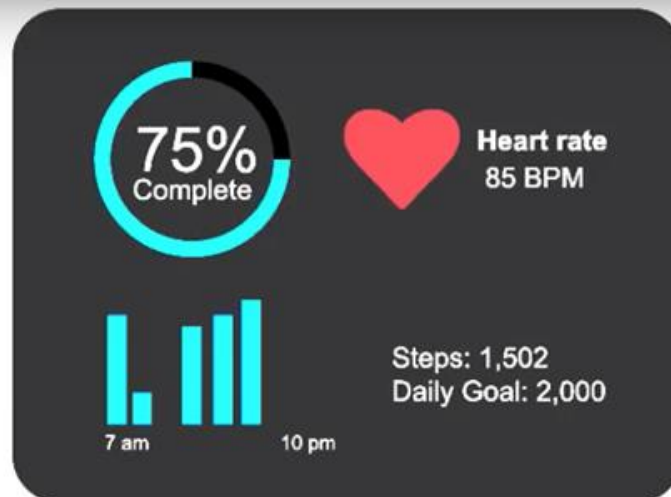
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THANK YOU

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