



# SOLUTIONS *science*

Children and families live in a world full of threats to their health and healthy development. Practical, effective solutions are within reach. We envision a world where the leading causes of illness, suffering, disability and death are prevented in childhood rather than treated in adults.

We conduct creative, solution-oriented research to answer the questions that will most efficiently and effectively improve health and wellbeing; what works and how to do it? We explore new ways to design and conduct research to more directly inform public policy, public health, and medical practice.

## **Designing Solutions to Meet Global Needs**

The Solutions Science Lab is part of the Stanford Prevention Research Center (SPRC) and the Department of Pediatrics at Stanford University School of Medicine. The Lab develops and rigorously tests theory-driven strategies to prevent obesity, improve nutrition, increase physical activity, enhance psychological well-being, and promote environmental sustainability. The Lab specializes in applying innovative behavioral, social, technological, environmental and policy strategies to improve children's and families' health. We design solutions to meet global needs and emphasize work with low-income, ethnic-minority families and communities—the fastest growing and highest-risk segments of the population.

The Solutions Science Lab excels at merging perspectives from across disciplines to produce novel, synergistic solutions, benefiting from discoveries from basic biomedical research, psychology and neuroscience, behavioral economics and marketing, product design, media and communications, sociology and education.

## today's children

MAY BE THE FIRST GENERATION  
TO LIVE SHORTER LIVES  
THAN THEIR PARENTS

## one third

OF U.S. CHILDREN ARE OVERWEIGHT  
OR OBESE (15% WORLDWIDE)

## 1 in 3

OF TODAY'S CHILDREN WILL  
ACQUIRE DIABETES IN THEIR  
LIFETIMES (1 IN 2 AFRICAN-  
AMERICAN AND LATINA GIRLS)

## 25%

OF POTENTIAL U.S. MILITARY  
RECRUITS ARE TOO OVERWEIGHT OR  
TOO UNFIT TO SERVE

## >\$150 billion

THE MEDICAL COSTS OF OBESITY  
PER YEAR IN THE U.S.