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1 2 3 4

Consumption of sugary drinks in the U.S. more than doubled over the last 30 years. That didn't happen by chance.

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RESOURCES (rollover to expand)

Marketing

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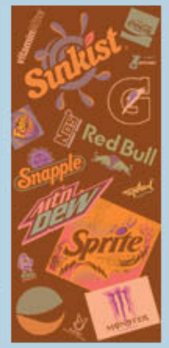


Product Availability

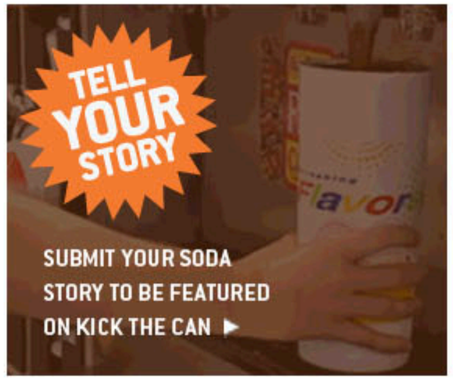
An ever expanding array of sugar- sweetened beverages is sold and marketed virtually everywhere...

Portion Size

Since the 1950s sugar- sweetened beverage bottles tripled in size from 6.5 to 20 ounces...

Price

"The inflation-adjusted price of sugar-sweetened beverages has dropped 35% since the 1980s compared to an increase of nearly the same amount for fresh fruits and vegetables....



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RESOURCES (rollover to expand)

Marketing

The beverage industry spends $500 million annually making their products attractive to children—more than the marketing budget for any other consumable product. They find ways to put their logos and messages almost everywhere you look.

See More

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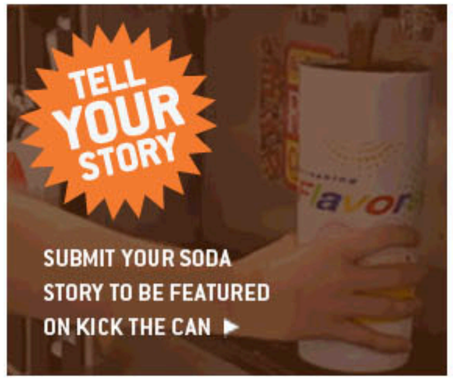

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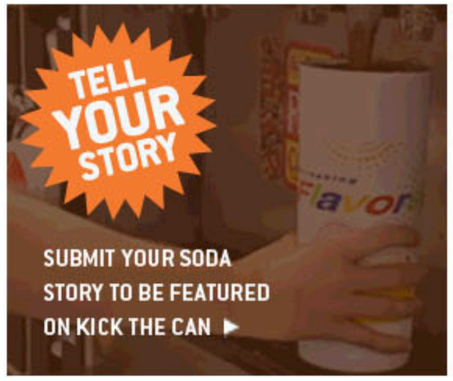

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Price

"The inflation-adjusted price of sugar-sweetened beverages has dropped 35% since the 1980s

compared to an increase of nearly the same amount for fresh fruits and vegetables. And if the price isn't already low enough, sugar-sweetened beverages are universally highlighted with "super specials" at fast food restaurants, supermarkets, and drug stores.

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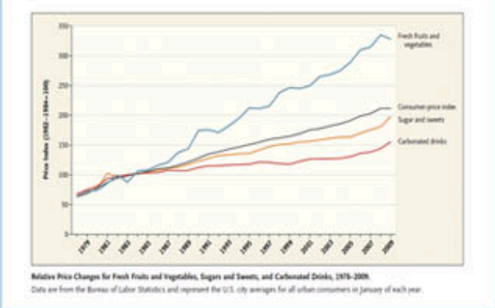

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Ounces of Prevention—The Public Policy Case for Taxes on Sugared Beverages
by Kelly Brownell and Thomas Frieden

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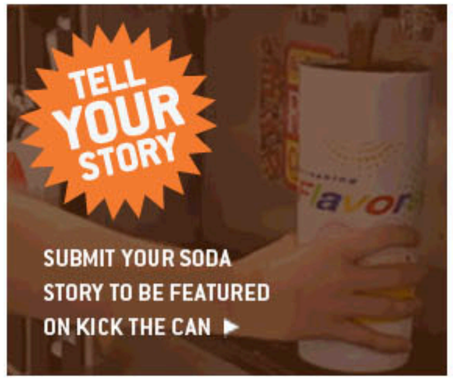

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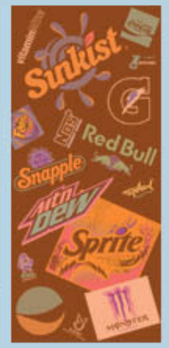

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Portion Size

Learn More ▶ ADA Journal

Since the 1950s

sugar-sweetened beverage bottles tripled in size from 6.5 to 20 ounces; fast food restaurants increased their typical portion to 32 ounces (with free refills!); and convenience stores began selling 64-ounce "Big Gulps," often for less than the price of a 20-ounce bottle.

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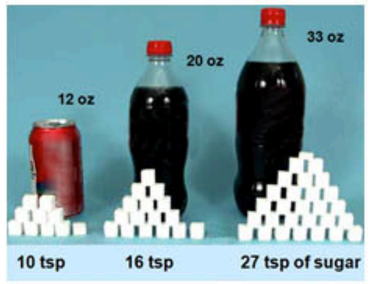

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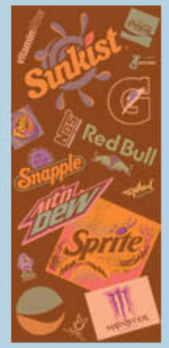

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"Who Owns What,"
a Soft Industry Structure Diagram

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We drink soda like it's water, but it's not.

A 20 ounce soda has 16 teaspoons of sugar. The average American drinks 50 gallons of sugary drinks a year... that's 39 pounds of sugar—as much as a 4-year-old child weighs!

Making matters worse, our body doesn't recognize liquid calories the same way it does solid food. As a result, the calories we drink tend to add to the calories we eat rather than replace them.

These liquid calories have made soda and other sugary beverages a huge contributor to the obesity epidemic. Extra sugar calories are directly linked to heart disease, diabetes, and tooth decay. (Remember what happens when you drop a tooth in a glass of soda?)

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RESOURCES (rollover to expand)

Consumption

The average American now drinks 50 gallons of sugar-sweetened beverages annually...

Sugar Diet

Sugar-sweetened beverages are the single largest source of added sugar in the US diet. Each 20 ounce bottle of soda contains 16 teaspoons of sugar! ...

Obesity

All lines of scientific evidence indicate a strong link between sugar-sweetened beverage consumption and obesity...

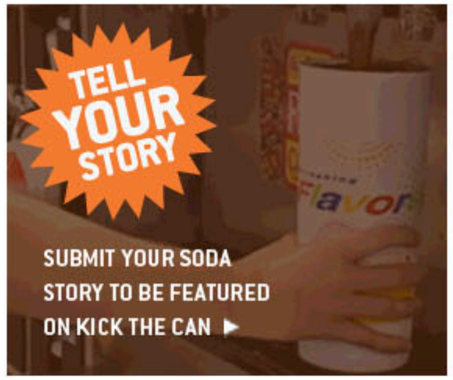
Diabetes and Heart Disease

Individuals who drink one to two sugar-sweetened beverages per day have a 27% higher risk for developing type 2 diabetes, and 20% higher risk of developing metabolic syndrome.

Young Children

Sugar-sweetened beverages are

lorem ipsum dolors epsilon sunt...



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RESOURCES (rollover to expand)

Consumption

Sugar-sweetened beverage consumption has doubled over the last 30 years, with the average American now drinking 50 gallons annually. During the 1990s, teens for the first time began drinking more sugar-sweetened beverages than milk; today, 13% of teen calorie intake comes from soda.

Learn More ▶

- Bubbling Over: Soda Consumption and its Link to Obesity
- FACT SHEET — Health Consequences of Sugar-Sweetened Beverages

Obesity

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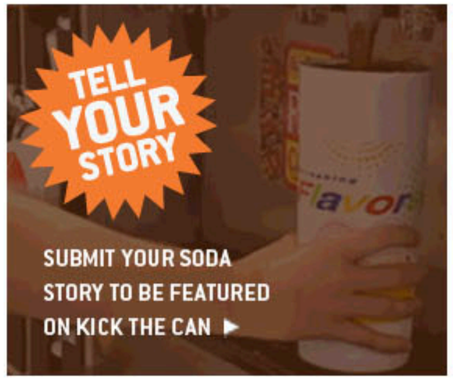

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RESOURCES (rollover to expand)

Diabetes and Heart Disease

Sugar-sweetened beverage consumption increases the risk for both diabetes and heart disease. Individuals who drink one to two sugar-sweetened beverages per day have 27% higher risk for developing type 2 diabetes, and 20% higher risk of developing metabolic syndrome. The American Heart Association estimates that 100,000 cases of diabetes over the last decade were caused by increased sugar-sweetened beverage consumption.

Learn More ▶

Dietary Sugars Intake and Cardiovascular Health
American Heart Association. A 2009 review paper that provides an important summary of sugar's effect on health and cardiovascular disease.

FACT SHEET **Health Consequences of Sugar-Sweetened Beverages**

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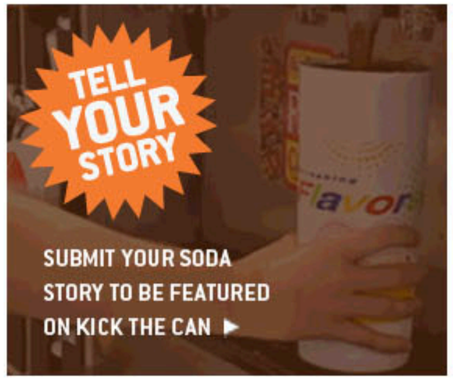

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Sugar-sweetened beverages are the single largest source of added sugar in the US diet. Each 20 ounce bottle of soda contains 16 teaspoons of sugar! Roughly one-third of added sugar in the US diet is consumed in the form of soda and other sugar-sweetened beverages.

Learn More ▶

- Center for Science in the Public Interest
- FACT SHEET — Sugar and Health
- The Bitter Truth *by Robert H. Lustig*

FIND OUT HOW MUCH SUGAR IS IN YOUR FAVORITE BRAND DRINKS... ▶

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Young Children

Sugar-sweetened beverages are lorem ipsum...

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The Negative Impact of Sugar-Sweetened Beverages on Children's Health
Healthy Eating Research, Robert Wood Johnson Foundation November 2009
A research review synthesizing the negative health impacts of sugar-sweetened beverage consumption on children.

Sugar-Sweetened Beverages and Young Children

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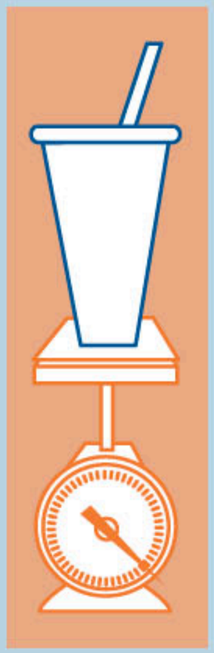

Sugar-sweetened beverage consumption has been a huge contributor to the obesity epidemic. All lines of scientific evidence indicate a strong link between sugar-sweetened beverage consumption and obesity.

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The weight of Americans has surged over the last 30 years for adults and youth alike.

If this trend continues, we could see the first generation of children in modern history to live shorter lives than their parents. And the obesity epidemic is also causing health care costs to skyrocket from increased levels of diabetes and other expensive obesity-related chronic illnesses.

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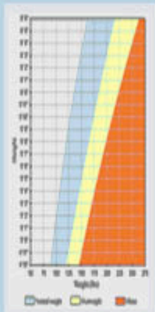
RESOURCES (rollover to expand)

Prevalence

Roughly two-thirds of adults are overweight and 34% of adults are obese...

Adult Obesity

Obesity is defined as a body mass index— BMI, a ratio of height to weight—greater than 30...



Childhood Obesity

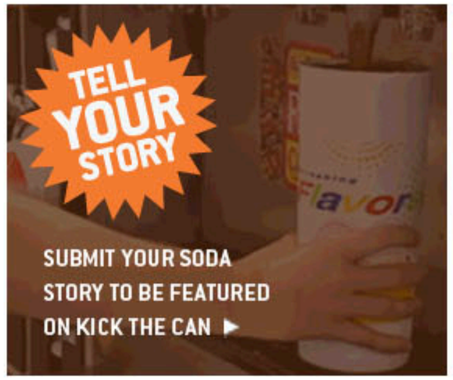
Childhood obesity is defined as a BMI greater than the 85th percentile BMI-for-age based on Center for Disease Control's growth chart...

Cost

Conditions caused by overweight and obesity account for as much as $168 billion, 16.5% of total US medical expenditures...

Disparities

"Blacks had 51 percent higher prevalence of obesity, and Hispanics had 21 percent higher obesity prevalence compared with whites."



FAST FACT: *American Beverage Association spent $9.4 million in four months to oppose New York's soda tax.* Learn more. Tweet this.

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RESOURCES (rollover to expand)

Prevalence

The percent of Americans—both children and adults—who are overweight or obese is staggering. Roughly two-thirds of adults are overweight and 34% of adults are obese.

Among children between 2 and 19 years old, 32%—nearly one-third—are overweight.

Learn More ▶

U.S Adult Obesity Trend Maps, Data and Statistics
Center for Disease Control

FACT SHEET — Overweight and Obesity

Childhood Obesity

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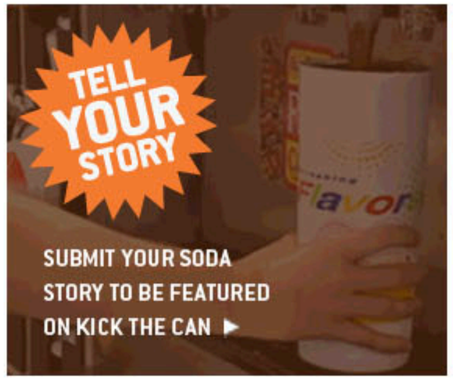

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RESOURCES (rollover to expand)

Cost

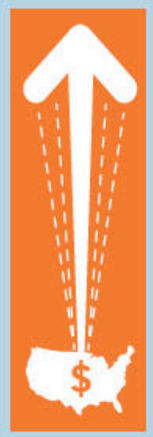
Obesity has serious economic consequences. Conditions caused by overweight and obesity account for as much as $168 billion, 16.5% of total US medical expenditures. In California, adult overweight and obesity cost the state $21 billion in lost productivity and health care.

Learn More ▶

The Medical Care Costs of Obesity
the National Bureau of Economic Research, 2010
Examines medical costs of obesity, and finds that the cost of treating obesity in adults the U.S. is $168 billion per year.

The Cost of Overweight and Obesity in California
Research brief commissioned by the California Center for Public Health Advocacy estimates the cost of overweight, obesity and physical inactivity in California through 2011, when cost to the state of California will be $52.7 billion.

The Economics of Childhood Obesity
Examines the economic causes and effects of childhood obesity, and how policies can be changed to address the childhood obesity epidemic.



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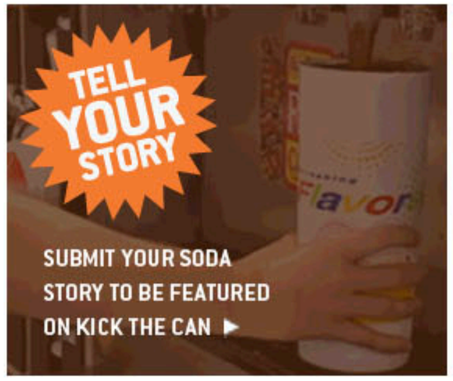

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Cost

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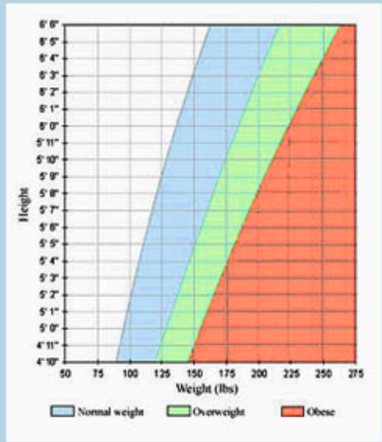
Adult Obesity

Obesity is defined as a body mass index—BMI, a ratio of height to weight—greater than 30. Overweight is defined as a BMI between 25 and 30. Overweight and obesity are linked to an extensive array of health problems, including coronary heart disease, type 2 diabetes, and some forms of cancer.



Learn More ▶

What is Obesity?
Medline Plus

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Disparities

According to the Center for Disease Control, in 2006-2008, "Blacks had 51 percent higher prevalence of obesity, and Hispanics had 21 percent higher obesity prevalence compared with whites. Greater prevalence of obesity for blacks and whites were found in the South and Midwest than in the West and Northeast. Hispanics in the Northeast had lower obesity prevalence than Hispanics in the Midwest, South or West."

Learn More ▶

5 Questions on Equity and Childhood Obesity
This video by the Robert Wood Johnson Foundation features Angela Glover Blackwell, Founder and Chief Executive Officer of PolicyLink, answering 5 Questions on Equity and Childhood Obesity.

Obesity by Race/Ethnicity 2006-2008
Center for Disease Control

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Childhood Obesity

Sugar-sweetened beverage consumption has been a huge contributor to the obesity epidemic. All lines of scientific evidence indicate a strong link between sugar-sweetened beverage consumption and obesity.

Learn More

Dietary Sugars Intake and Cardiovascular Health
American Heart Association, 2009
A 2009 review paper that provides an important summary of sugar's effect on health and cardiovascular disease.

FACT SHEET — **Health Consequences of Sugar-Sweetened Beverages**

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THE SOLUTION

More than we usually realize,

our beverage choices are influenced by the world around us—by where things are sold, how much they cost, how they are marketed, and the options offered to us.

To reduce soda consumption in the US, we must make it easier and more appealing for people to drink lower calorie beverages. State and local policies will play a critical role because they determine the rules for selling soda in your city and state. Changes in public policy are critical to solving big public health problems. That's a central lesson from other public health movements like tobacco, auto safety, and drunk driving.

Let's work together to Kick the Can!

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RESOURCES

How to Kick the Can?

Individuals and organizations can Kick the Can by learning about the health effects of sugar-sweetened beverages and taking steps to limit their consumption and establishing organizational policies to make only healthy beverages available in the workplace. Government, at the local, state and federal level, can help us all to Kick the Can buy enacting policies to improve the beverage environment and establish a soda tax to pay for needed obesity prevention programs.

Learn More ▶

What Can be Done to Kick the Can?

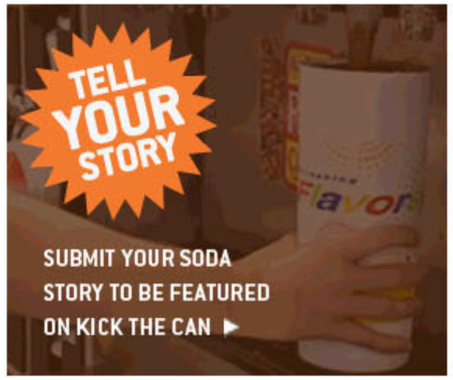
How to Build a Kick the Can Movement in your Community

See the Movement ▶

TAKE ACTION NOW

Public Health Works!

For more information on the public health successes of tobacco, auto safety, lead poisoning, and alcohol, visit our Public Health Works section. ▶



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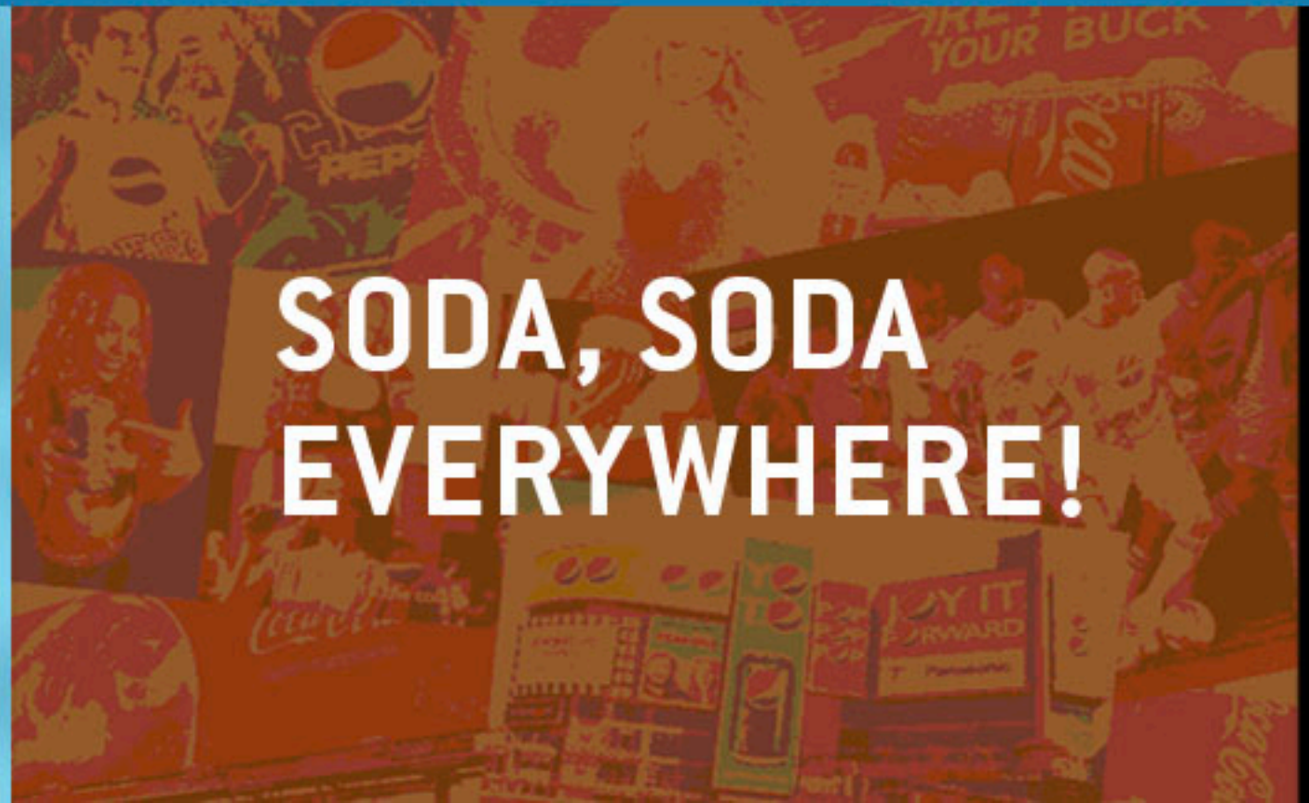

SODA, SODA EVERYWHERE!

Consumption of sugary drinks in the U.S. tripled over the last 30 years. That didn't happen by chance.

Beverage companies and retailers have used every trick in the book to get us to buy more. They recruited the biggest names in sports and entertainment to entice us (and our kids). They increased portion sizes, making 20 ounce bottles the vending machine default and supersized refillable cups the standard at fast food outlets. They kept prices remarkably low, with 12 pack super specials sometimes making soda even cheaper than water. And they make sure an assortment of

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- Overweight and Obesity
- Health Consequences of SSB
- SSB and Young Children
- Water
- Sugar and Health
- Rudd Center Fact Sheets (4)

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  - Industry Tactics
  - The 4 P's of Soda
  - Who Owns What?
  - Promotion
  - They Say, We Say
  - Sugar Water Gets a Facelift
- BEVERAGES AND EQUITY
- PUBLIC HEALTH WORKS
- HELP KICK THE CAN
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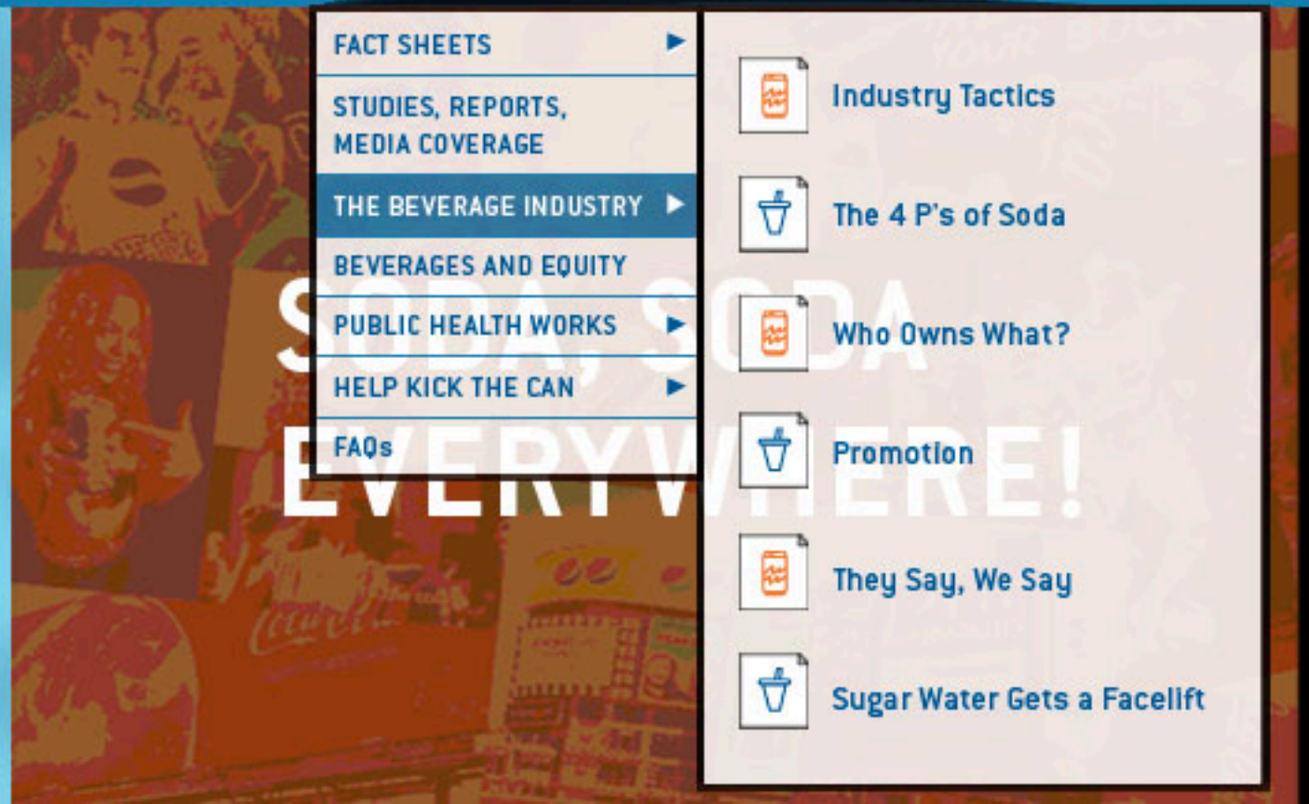

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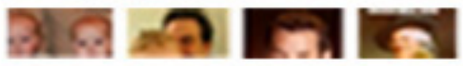

FREQUENTLY ASKED QUESTIONS

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Is soda really the problem?

There are many causes of obesity. Why are you singling out one product?

Obesity indeed has many contributing factors. But if we are serious about tackling this epidemic, we have to start where we can have some impact. That means soda and other sugar drinks because they are the biggest contributor of empty calories in the American diet. In fact, 43 percent of the additional calories Americans consume today compared to 30 years ago have come from sugary drinks.

Isn't the real problem inactivity? Isn't it that Americans sit at desk jobs all day and on the couch all night?

Physical activity is important. But when Americans are drinking 50 gallons of soda a year — that's 39 pounds of sugar — they can't just walk it off. Drinking one 20-ounce Coke, which is marketed and sold as a single serving, has more sugar than six Krispy Kreme donuts.

Whose responsibility is it to reduce soda consumption?

There are many causes of obesity. Why are you singling out one product? Isn't personal responsibility the key to maintaining a healthy body weight?

Though people do have choices about what they drink, soda companies make that choice much harder. They have created an environment saturated with soda and aggressive marketing encouraging us to drink more often and in more places than ever before. In America, people have the power to decide what kind of schools and communities they want for themselves and their children. A soda tax is one way people are coming together to do that.

Isn't it parents' responsibility if kids drink too much soda?

When it comes to childhood obesity, parents certainly have a big role to play. But parents also face the biggest challenge, because sodas are available everywhere and the industry spends more than $1 million every day marketing their sugar water to kids. Parents don't stock the shelves in the corner store their kids visit on the way home from school. And parents can't monitor every website or text message soda companies send to their kid's phones. Soda companies must stop undermining parents with their aggressive marketing.

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TELL US YOUR SODA STORY WITH VIDEO OR WORDS...

Kick The Can is looking for soda stories that:

- Illustrate the abundant availability of sugary drinks in your school, community, or city.
- Highlight soda advertising, marketing, or promotion in its myriad forms in your school, community, or city.
- Describe soda policy work in which you have been involved. We want to highlight your strategies, your challenges, and your successes to inspire others to change the beverage world they live in.

To be considered for posting on Kick The Can

VIDEOS MUST:

- Be 2.5 minutes or less in length
- Be posted on YouTube
- Include no inflammatory language or images

WRITTEN SUBMISSIONS MUST:

- Be 500 words or less in length
- Be submitted in PDF format
- Include no inflammatory language

Name:

Email address:

Are you a teen? Yes

Zip code:

☐ Remember details?

Link to video: http://

Upload Word doc:

Upload photos:

Category: Availability

SUBMIT

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Anti-Soda Ad Campaigns

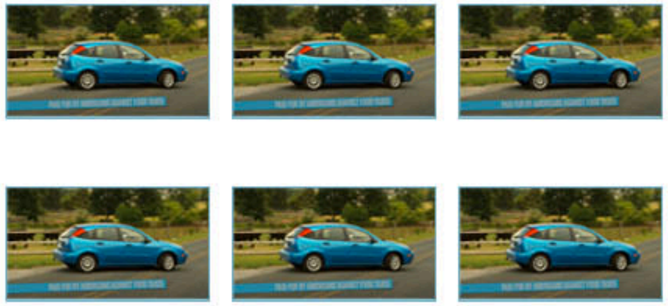
◄ 1 2 3 4 ►

"You Just Ate 16 Packs of Sugar" ◄ 1/9 ►

DESCRIPTION ►

These social marketing campaigns from New York City, Seattle-King County, and Philadelphia all educate viewers on the link between sugary soda and obesity, diabetes, and other health problems; however, they differ in their approach. New York City's Pouring on the Pounds campaign and a similar one in Seattle and King county both use graphic images to illustrate that soda contains grotesque amounts of sugar and encourage viewers to choose water, low-fat milk, seltzer, or non-sweetened teas instead. The Philadelphia campaigns accomplish the same thing but take a more subtle approach and put the issue in a local context. With the exception of an ad from Alliance for a Healthier New York, which calls for a tax on soda to reduce its consumption, the campaigns do not discuss taxing soda.

Most Watched



SUBMIT YOUR SODA STORY TO BE FEATURED ON THIS PAGE ►

OR SUBMIT PHOTOS AND WRITTEN STORIES ►

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KickTheCan.info Consumer and Nutrition Information for Cultivating a Healthier Relationship with Soda Beverages

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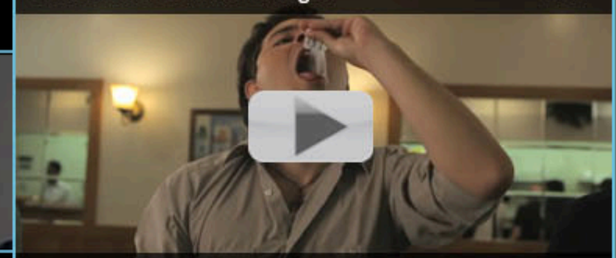

DESCRIPTION ▼

This ad, also part of New York City's campaign to encourage people to drink less soda and more water, takes a light-hearted approach to illustrate just how much sugar is in a 20-oz cola. Set in a diner, the ad shows a young man eating 16 packets of sugar. His neighbors at the diner counter watch in disgust, not realizing that the sodas they are drinking contain the same thing.

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New York City's Pouring on the Pounds campaign and a similar one in Seattle and King county both use graphic images to illustrate that soda contains grotesque amounts of sugar and encourage viewers to choose water, low-fat milk, seltzer, or non-sweetened teas instead. The Philadelphia campaigns accomplish the same thing but take a more subtle approach and put the issue in a local context. With the exception of an ad from Alliance for a Healthier New York, which calls for a tax on soda to reduce its consumption, the campaigns do not discuss taxing soda.

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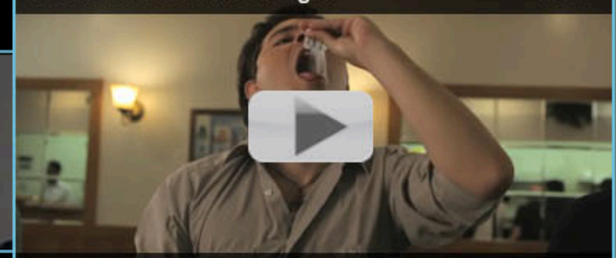
Anti-Soda Ad Campaigns

◄ 1 2 3 4 ►

"You Just Ate 16 Packs of Sugar" ◄ 1/9 ►



DESCRIPTION ▼

This ad, also part of New York City's campaign to encourage people to drink less soda and more water, takes a light-hearted approach to illustrate just how much sugar is in a 20-oz cola. Set in a diner, the ad shows a young man eating 16 packets of sugar. His neighbors at the diner counter watch in disgust, not realizing that the sodas they are drinking contain the same thing.

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proach.
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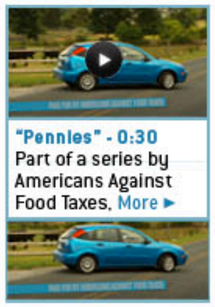
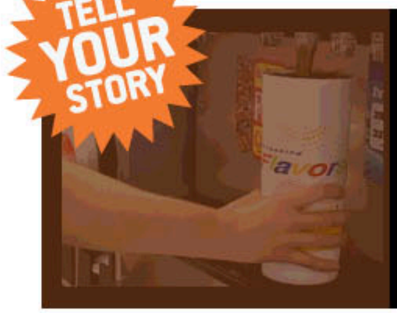


"Pennies" - 0:30
Part of a series by Americans Against Food Taxes. More ►

TELL YOUR STORY



SUBMIT YOUR SODA STORY TO BE FEATURED ON THIS PAGE ►

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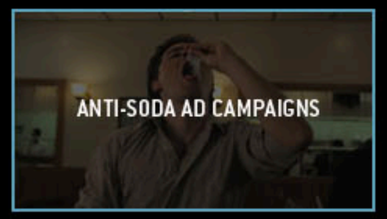
Industry Sponsored Ads against Soda Tax



The soda industry's ads against taxing their products are very consistent. Each one uses strong appeals to emotion to prey upon people's fears of government intrusion and higher taxes. The ads frequently show images of women shopping for groceries who are angered by the burden "a few pennies" will have on their livelihood. The women are so convincing, it's easy to forget they are actors. A common theme running throughout the ads is soda = food. The directors cleverly equate the two via the organization's name (Americans Against Food Taxes) and the location for the ads: grocery stores and kitchens. The ads also downplay the amount of soda people actually consume by casting it as a "simple pleasure" or treat, and leverage the economic downturn to heighten the tax's presumed effect on people's pocketbooks.

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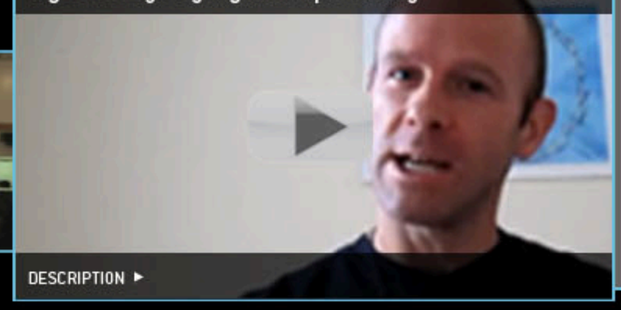
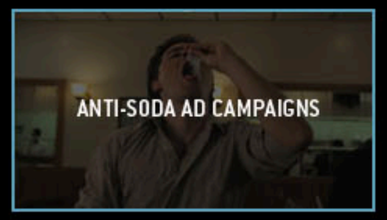
Soda Stories

◄ 1 2 3 4 ►

"My Soda Odyssey" by Randolph Bentley ◄ 1/9 ►



DESCRIPTION ►



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