

# WEEK 10 CASE STUDY I:

## SODA POLITICS

# A MISALIGNMENT OF INTERESTS

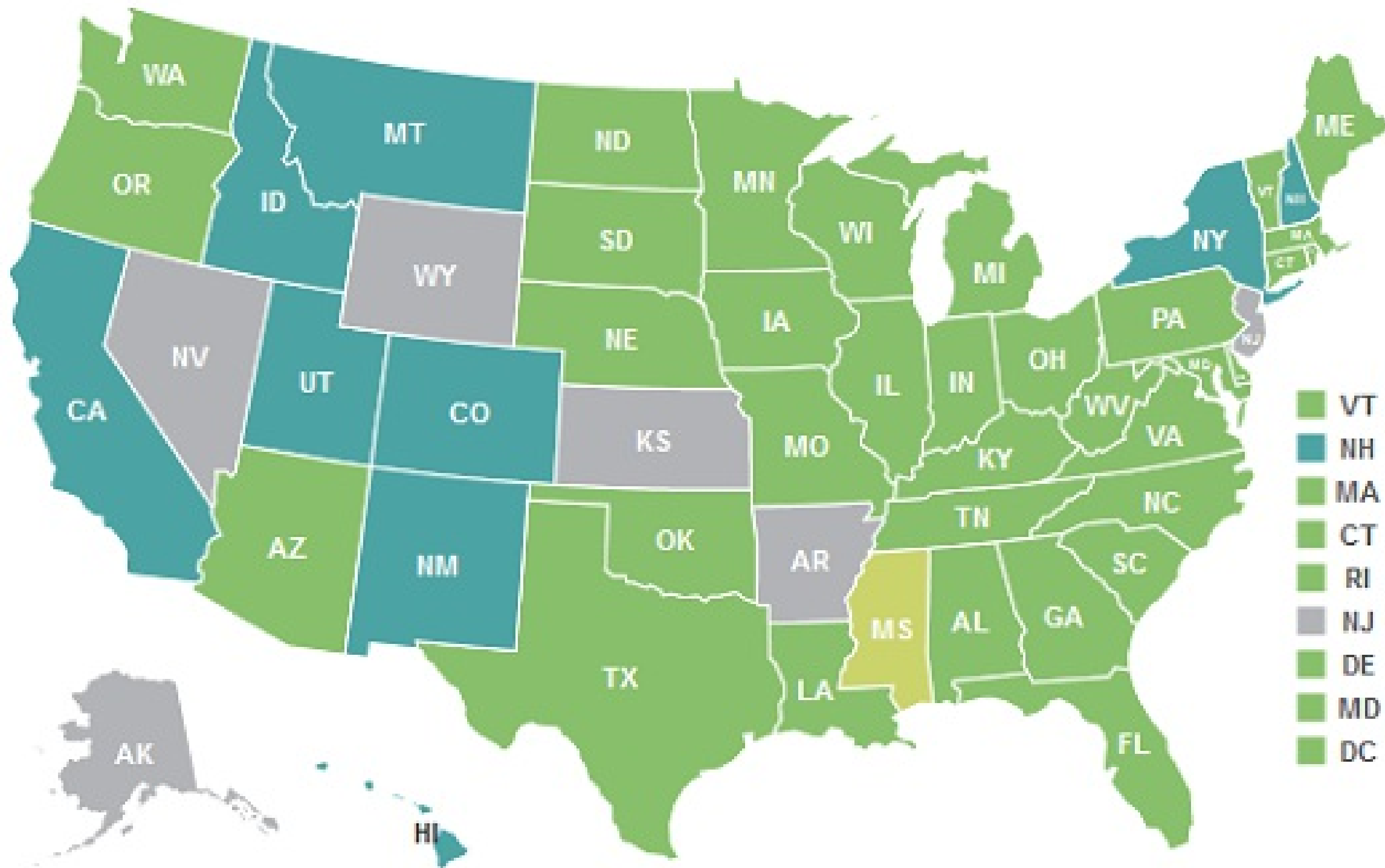
- It is in the interest of food companies to get us to eat more (or as much as possible) while it is in the interests of public health for us to less (and as healthily as possible)

# OBESITY

- **Obesity** is a medical condition involving an excess of body fat that has a negative impact on one's health
- Global obesity rates have doubled since 1980
- In the USA more than one-third of adults, 39.8% (over 93.9 million people) and 18.5% (13.7 million) children and adolescents are obese (c. 2016 data)

## Percent of obese adults (Body Mass Index of 30+)

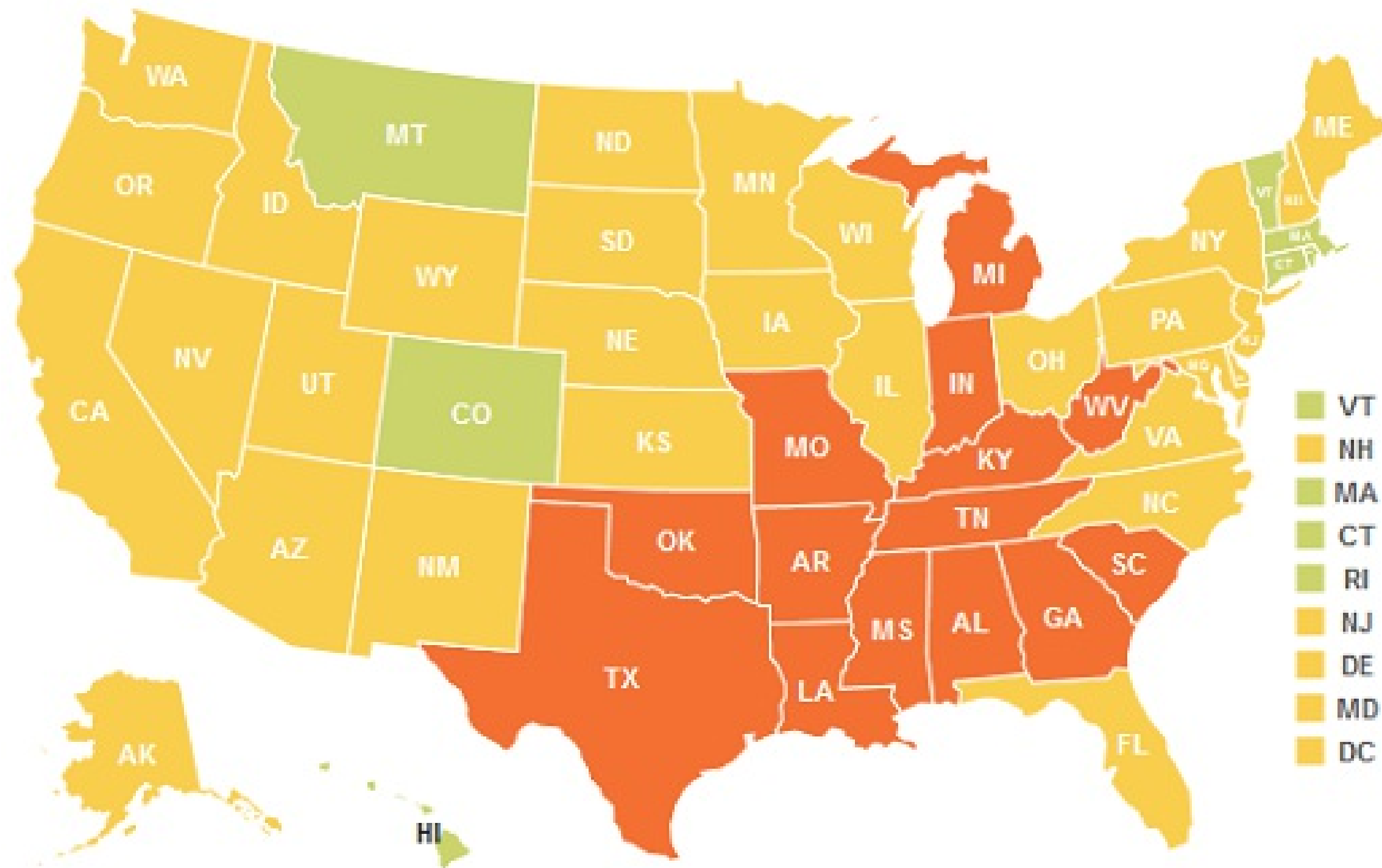
0 - 9.9%   10 - 14.9%   15 - 19.9%   20 - 24.9%   25 - 29.9%   30 - 34.9%   35%+



Obesity Rates 1990

### Percent of obese adults (Body Mass Index of 30+)

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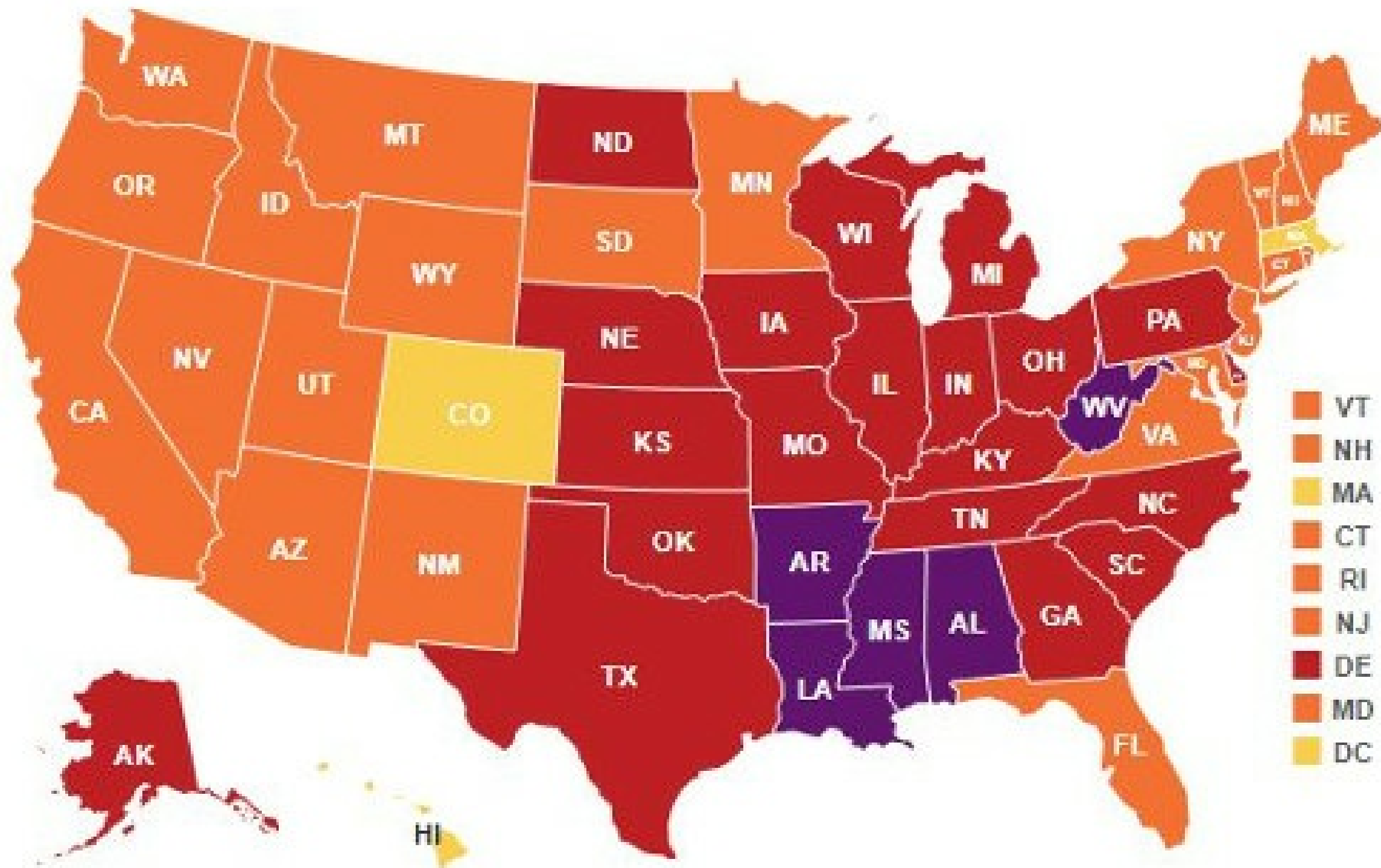
Obesity Rates 2005

3.2

3.3

## Percent of obese adults (Body Mass Index of 30+)

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Obesity Rates 2016

# DEFENDING PUBLIC HEALTH

- If obesity is a major health problem, what should we do about it?
  - Personal choice
  - Governmental oversight
  - Industry self-regulation

# INDUSTRY STRATEGIES FOR COMBATING REGULATION

- Blame personal responsibility
- Dispute the science
- Defend self-regulation
- Fund oppositional research
- Co-opt professional organizations
- Attack critics
- Lobby against public health measures
- File lawsuits



# THE NYC SODA RULE

- 2013 NYC Sugary Drink Portion Cap Rule or “soda ban”
  - Prohibited sale of sugar-sweetened drinks larger than 16oz
  - Struck down by NY State Supreme Court

# The Nanny

*You only thought you lived in the land of the free.*



## **Bye Bye Venti**

*Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve "sugary drinks" bigger than 16 oz. What's next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?*

**New Yorkers need a Mayor, not a Nanny.**

Find out more at [ConsumerFreedom.com](http://ConsumerFreedom.com)

## 2013 NYC Soda Ban

# HEALTH & CHOICE

- What is more important: freedom of choice in a market or public health?

