

THE TRUTH SODA FACTS 101



Research has proven a direct relationship between consuming too many sugary drinks and obesity, which promotes diabetes, heart disease, stroke, and many other health problems.

Now you know the plight of The Real Bears. The greater plight is that all too many of us real humans are suffering the same health problems that the Bear family suffered. Here are the unhappy facts.

No.1

LIE “There is no scientific evidence that connects sugary beverages to obesity.”

- Katie Bayne, Coca-Cola President of Sparkling Beverages, North America

TRUTH Each additional sugary drink consumed per day increases the likelihood of a child becoming obese by about 60%. Sugary drinks are connected to other health problems as well.

Ludwig DS, Peterson KE, Gortmaker SL. Relation between consumption of sugar-sweetened drinks and childhood obesity: a prospective, observational analysis. *Lancet* 2001; 357: 505–08.

TRUTH Each soda consumed per day increases the risk of heart disease by 19% in men.

De Koning L, Malik VS, Kellogg MD et al. Sweetened beverage consumption, incident coronary heart disease and biomarkers of risk in men. *Circulation* 2012;

DOI:10.1161/CIRCULATIONAHA.111.067017. Available at: <http://circ.ahajournals.org>

No.1 (cont.)

TRUTH Drinking one or two sugary drinks per day increases your risk for type 2 diabetes by 25%.

Malik VS, et al. Sugar-Sweetened Beverages and Risk of Metabolic Syndrome and Type 2 Diabetes. *Diabetes Care*. 2010; 33:2477–2483

TRUTH Diabetes can lead to erectile dysfunction.

Matfin, Glenn (02/2005). "Erectile dysfunction: interrelationship with the metabolic syndrome". *Current diabetes reports (1534-4827)*, 5 (1), 64.

No.2

LIE "If you're consuming the calories from the banana and there is the same number of calories as in a beverage that you consume, the impact on your body is calories are calories."

- Maureen Storey, former Senior Vice President for Science Policy, American Beverage Association

TRUTH Liquid calories are more conducive to weight gain than solid calories, because the human body doesn't compensate by reducing calorie intake later in the day.

AJPH, April 2007.

TRUTH Sugary drinks are the single-largest source of calories in the American diet, providing an average of about 7 percent of total calories per person, and that average includes all the people who rarely drink them. The percentage of calories from sugary drinks is much higher for people who consume them often—such as several times a day.

HHS/USDA. 2010. *Dietary Guidelines for Americans*, Washington DC: U.S. Government Printing Office.

TRUTH Most sugary drinks are devoid of nutrition—vitamins, minerals, protein, or fiber—and contain only empty calories.

TRUTH It would take the average adult over one hour of walking to burn off the 240 calories in a 20-ounce Coke.

US Department of Health and Human Services. *Aim for a Healthy Weight*. NIH Publication No. 05-5213. August 2005. Available: http://www.nhlbi.nih.gov/health/public/heart/obesity/aim_hwt.pdf

TRUTH Americans consume about 38 pounds of sugar from sugary drinks each year.

No.3

LIE “At The Coca-Cola Company, we know our business can only be as strong and sustainable and healthy as the communities we serve.”

- Muhtar Kent, Coca-Cola Chairman and CEO

TRUTH If communities were healthier, Coca-Cola Co. would be selling a lot fewer Cokes.

The tripling of sugary carbonated drink consumption since the mid-1950s is one of the major causes of obesity.

Institute of Medicine. Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Washington, DC: National Academies Press; 2012.

<http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx>

Finkelstein EA, Ruhm CJ, Kosa KM. Economic causes and consequences of obesity.

Ann Rev Pub Health. 2005; 26:239-257.

TRUTH Between 20% and 50% of the approximately 300 calories Americans have added to their diets in the past 30 years is attributable to increasing soda consumption, now at an average of 178 calories for men and 103 calories for women per day.

Finkelstein, et. al., Ann Rev Public Health 2005; CDC, 2011.

TRUTH Coca-Cola plans to spend more than \$21 billion over the next five years to expand its business in just four countries: China, India, Brazil, and Mexico—which will undermine the health of “the communities we serve.”

India - \$5 Billion: Coca-Cola plans to invest \$5 billion in India by 2020. Reuters.

Retrieved September 14, 2012 from <http://www.reuters.com>

China - \$4 Billion: Coca-Cola to Invest \$4 Billion in China Over Three Years. Bloomberg News.

Retrieved September 14, 2012 from <http://www.bloomberg.com>

Mexico - \$5 Billion: Coca-Cola Announces \$5 Billion Investment in Mexico. Yahoo Finance.

Retrieved September 14, 2012 from <http://finance.yahoo.com>

Brazil - \$7.6 Billion: Five Regions Critical to Coca-Cola’s Success. Trefis.

Retrieved September 14, 2012 from <http://www.trefis.com>

TRUTH When Congress was considering a soda tax to help pay for health-care reform and improve the health of communities, Big Soda increased its lobbying expenses by 3,000% over 2005 levels.

U.S. House of Representatives Office of the Clerk

TRUTH Big Soda gives generously to community groups, organizations of public officials, minority groups, and medical and health groups to influence policy positions and discourage criticism of the companies for undermining the health of communities. Its philanthropy often “changes the conversation” by focusing on building playgrounds and encouraging physical activity.

No.4

LIE “[O]ur member companies do not advertise beverages other than juice, water or milk-based drinks to any audience that is comprised predominantly of children under 12...”

- American Beverage Association

TRUTH Not only do children under 12 see Coke and Pepsi logos everywhere, but Coca-Cola Co. promotes its products heavily at Disneyland, on American Idol, and on telecasts of the Olympics, all of which are seen by huge numbers of young children. Also, Coke sells kids' tee-shirts, toys, games, and stuffed animals with Coca-Cola logos at its web store, and the company licenses similar kid-friendly products at Toys "R" Us, and elsewhere.

TRUTH Coke has long reached millions of young children by marketing its drinks at child-friendly fast food restaurants, including McDonald's, the home of Happy Meals.

TRUTH While soda companies, thankfully, have not advertised on TV shows intended for little kids, they have spent heavily to get their brand names onto school scoreboards and their products into elementary, middle, and high schools. An internal 1995 Coke newsletter exclaimed, "The Coca-Cola Company is focusing upon the education market with revitalized efforts around the world." Only recently did public pressure force them to stop.

TRUTH Soft drink companies do market aggressively to teens. According to the Federal Trade Commission, in 2006, companies spent \$474 million marketing carbonated beverages directly to adolescents—more than twice the marketing budget for any other consumable product. FTC Report to Congress, July 2008, "Marketing Food to Children and Adolescents; A Review of Industry Expenditures, Activities, and Self-Regulation."

No.5

LIE "Coca-Cola is an excellent complement to the habits of a healthy life."

- Douglas Ivester, Former Coca-Cola Chairman and CEO

TRUTH Truth: Coca-Cola and other colas undermine that healthy life with loads of obesity-promoting high-fructose corn syrup, mildly addictive caffeine, caramel coloring with its carcinogenic h4-methylimidazole contaminant, and tooth-rotting phosphoric acid.

No.6

LIE Unfortunately, this is no lie: "There is a large portion of the population that relies on the carbohydrates and energy in our regular beverages."

- Katie Bayne, Coca-Cola President of Sparkling Beverages, North America

TRUTH Soft drink companies do market aggressively to teens. According to the Federal Trade Commission, in 2006, companies spent \$474 million marketing carbonated beverages directly to adolescents—more than twice the marketing budget for any other consumable product.

FTC Report to Congress, July 2008, "Marketing Food to Children and Adolescents; A Review of Industry Expenditures, Activities, and Self-Regulation."

TRUTH Far too many people do rely too much on soft drinks for their calories. Sugary drinks' empty calories displace healthier foods, and Americans already consume hundreds more calories per day on average than they did 30 years ago.

American Journal of Public Health, April 2007, CDC, 2004.

TRUTH Two-thirds of American adults and one-third of children are overweight or obese.

CDC, 2012.

TRUTH The American Heart Association urges Americans to consume 60% less sugary drinks by 2020.

NCHS Data Brief, Number 71, August 2011.

TRUTH Overall, males 12 to 19 years consume 273 calories per day from sugary drinks; female teens down 171.

Ogden CL, Kit, BK, Carroll MD, Park, S. Consumption of Sugar Drinks in the United States, 2005-2008. NCHS data brief, no71. Hyattsville, MD: National Center for Health Statistics. 2011.

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