

**open truth**  
SUGARY DRINKS ARE MAKING US SICK

Marianne Szeto, MPH  
Shape Up San Francisco Coalition  
Presentation to Youth Commission  
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**sugarscience™**  
the unsweetened truth

Too much added sugar from soda and sports drinks can overload critical organs

Too much added sugar doesn't just make us fat. It can also make us **SICK**

The most frequent form of liver disease, fatty liver, has been linked to the high fructose corn syrup found in many soft drinks and sports drinks

**SUGAR** can damage your liver, just like too much **ALCOHOL**

DIABETES  
HEART DISEASE  
LIVER DISEASE

[www.sugarscience.org](http://www.sugarscience.org)

2

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**Sugar Drinks: Making Us Sick**

OSTEOPOROSIS  
Heart Disease  
ERECTILE DYSFUNCTION  
INFERTILITY  
Tooth Decay  
LIVER DISEASE  
ENDOMETRIAL CANCER  
Gout

**PREMATURE DEATH**

Higher blood pressure, blood sugar, triglycerides  
Lower "good" cholesterol  
More body fat

Source: CDC

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**DECREASING CONSUMPTION OF SUGARY DRINKS**

**2007**

- Alameda County launches Soda Free Summer (SFS)

**2009**

- SFS in San Francisco
- 25K "Drink Water!" sold the Otter books were distributed to SF pre-k and kinder garden classes.
- American Heart Association releases guidelines on sugar intake.
- CCPHA releases *Bubbling Over* report, scientifically linking soda consumption to overweight & obesity.
- SFDPH releases review study examining feasibility of SSB legislation in SF.
- Organizations implementing Soda Free Policies: Boys and Girls Club, Junior Giants, Sundry Streets.

**2010**

- SFS in San Francisco.
- SFDPH leads NYC's Pouring on the Pounds campaign on MUNI buses.
- Mayer Neuman signs Executive Directives: Healthy & Sustainable Foods and Healthy Vending.
- Healthy Meals Ordinance passes.
- Organizations implementing Soda Free Policies: SF Recreation and Parks, Bay Area SCORES, Kai Ming Head of Class.

**2011**

- SFS in San Francisco.
- Poster the Otter launches.

**2013**

- SFS in San Francisco.
- SUSF convenes BeThink Your Drink Workshop.
- Senator Noening introduces SB-622 to establish statewide soda tax and create a Children's Health Promotion Fund.
- SF Public Utilities Commission convenes Water Hearing.
- Mayor Lee and 17 other mayors urge congressional leaders to ban use of food stamps to buy sugary drinks.
- Organizations implementing Soda Free Policies: YMCA of SF Bayview Hunters Point Foundation, Children's Council of SF
- SUSF secures \$250K to run campaign.
- SUSF funds The Bigger Picture to develop sugary drink PCA.
- SF Board of Supervisors unanimously pass resolution in support of SB-622.
- California hosts its 1<sup>st</sup> Healthy Beverage Summit.

**2014**

- SUSF launches Choose Healthy Drinks Campaign with Alameda, Sonoma, & San Marin counties.
- SUSF launches Sugar Science trainings to educate people about health impacts of sugary drinks and Big Soda tactics.
- TBP launches GenZie campaign.
- 66% of SF voters supported a ban on sugary drink distributors. While it did not reach the 2/3 majority needed to pass the special tax, over 123K San Franciscans voted yes, more than any other city in the world.
- Berkeley becomes 1<sup>st</sup> city in US to pass a water approved soda tax.
- UCSF launches www.SugarScience.org.

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**YOU WOULDN'T EAT 22 PACKS OF SUGAR. WHY ARE YOU DRINKING THEM?**

Drinking even one sugary drink a day may lead to cavities, obesity and diabetes. Choose healthy drinks like tap water.

ChooseHealthyDrinks.org #ChooseHealthyDrinks

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## The Open Truth Campaign

**open truth**

**Sugary drinks are making us sick. Find out how the sugary drinks industry targets us... and how you can take action.**

[www.opentruthnow.org](http://www.opentruthnow.org)

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**Big Soda, stop targeting me.**  
Your products hurt our community.

**Big Soda says open happiness.**  
What's happy about diabetes?

OPEN TRUTH SUGARY DRINKS ARE MAKING US SICK  
TAKE ACTION AT  
**OPEN TRUTH NOW.ORG**

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TAKE ACTION AT  
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Open Truth was developed by People Up San Francisco, with writing by Michelle Farris.

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### Goals of Open Truth *The 3 T's*

- 1. Tell the TRUTH:** Increase awareness about how sugary drinks are making us sick;
- 2. Expose TARGETING:** Expose the tactics of the beverage industry, which targets young people, parents, and communities of color; and
- 3. TAKE ACTION:** Inspire policy changes to increase access to healthy drinks.

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### TRUTH: Sugary Drinks are Making Us Sick

Sugary drinks and...

The youth targeted by sugary drinks companies are the 1<sup>st</sup> generation of Americans expected to live shorter lives than their parents due to chronic diseases such as type 2 diabetes and heart disease.<sup>10</sup>

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## TARGET: Exposing Big Soda's Tactics

### How Big Soda Targets Us

To maximize profits, the beverage industry targets youth of color as their future growth market, even though their products are linked to devastating disease.

Big Soda uses the 3Ms: Marketing, Money and Misinformation.



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## TAKE ACTION: Raise Your Voice

5 Things you can do to help counter Big Soda's marketing:

1. Tweet or Email Big Soda executives
2. Communicate with local leaders
3. Share these videos on social media
4. Learn about sugary drink warning label legislation in California
5. Learn about common sense labels on drinks

Tell Big Soda executives what you think!

Listen up @CocaCola @Pepsi People who consume sugary drinks regularly have 26% greater risk of type 2 diabetes #StopTargetingUs #OpenTruth

— [Click Here to tweet this](#)

Hey @CocaCola @Pepsi Stop targeting youth of color when your products cause devastating diseases #ShameOnBigSoda #SodaKills #OpenTruth

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## What YOU can do:

**Big Soda, stop targeting me.**

Your products hurt our community.



**SHARE** our [website](#) and The Bigger Picture [videos](#)

**FOLLOW US** on [Facebook](#), [Instagram](#) and [Twitter](#) @OpenTruthNow

**PARTICIPATE** in the conversation

**OPEN TRUTH NOW.ORG**

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**Learn more at**  
[www.opentruthnow.org](http://www.opentruthnow.org)

**Questions?**  
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The views expressed herein do not necessarily reflect the official policies of the City and County of San Francisco or Shape Up San Francisco, nor does mention of the San Francisco Department of Public Health imply its endorsement.

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