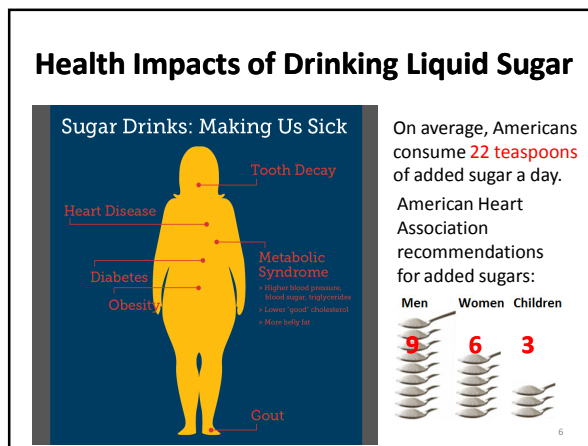
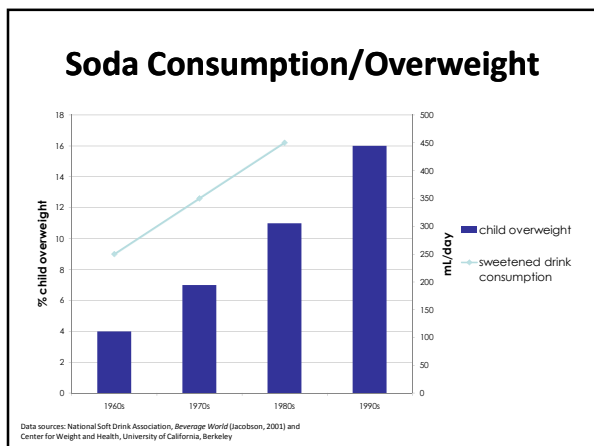
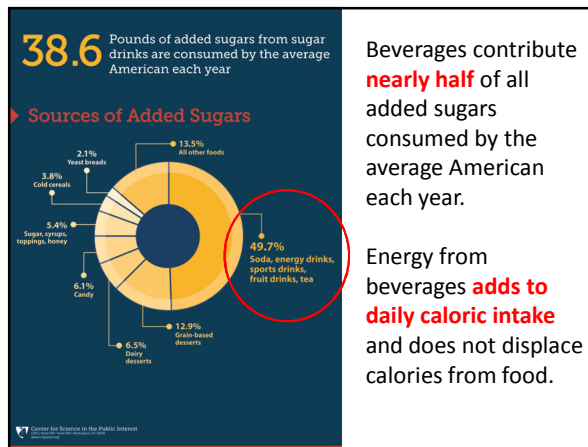





### What Happens to Sugar in our Bodies?

- Sugar suppresses our body's ability to burn fat.
- Added sugars are **metabolized** differently than natural sugars and converted into fat by liver.
- Too much sugar alters our **hunger response**.
- Too much sugar **alters the reward center** in our brains; similar to alcohol, cocaine, nicotine, and other addictive substances.



### To give some perspective...



10 teaspoons of sugar

### Drinking Soda and Oral Health




Drinking sugar is worse for your teeth than eating sugar due to the length of time the sugar is on the tooth surface.

### CDC: Diabetes to afflict 1 in 3 born in 2000

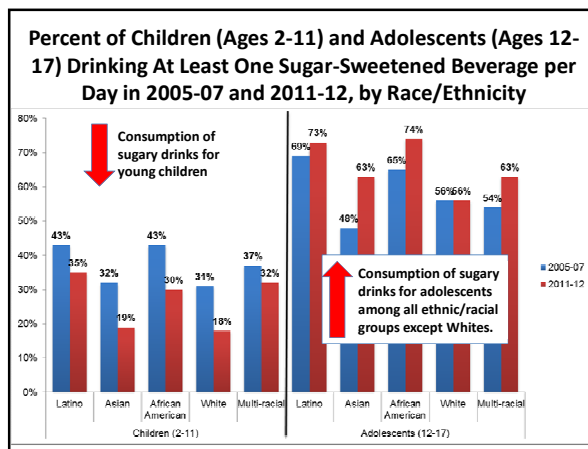
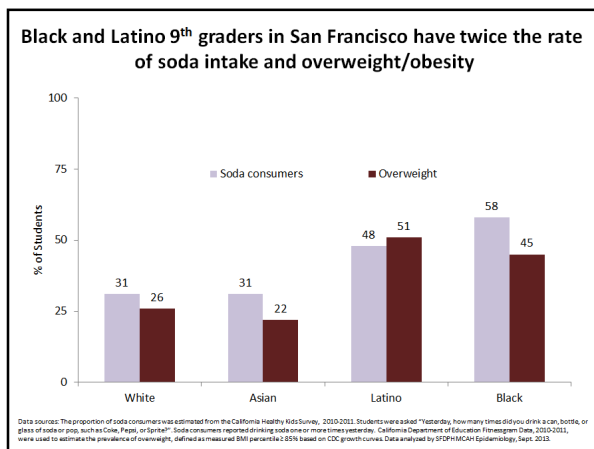
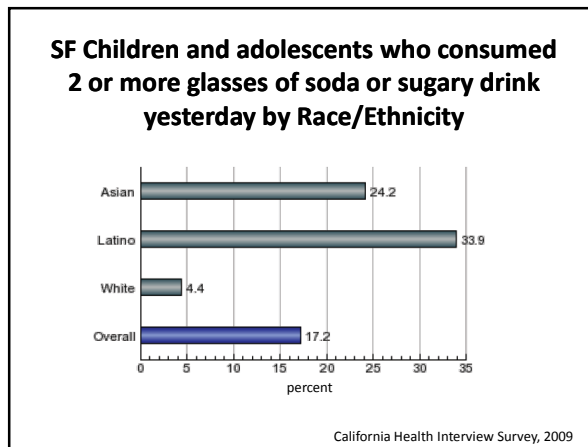
Scientist says kids must eat healthier, exercise more

**1 in 2 African American and Latino Children**



The Atlanta Journal-Constitution / Sunday, June 15, 2003

In 2000, 29 million, or one out of every 10 Americans, were obese. That number is projected to rise to 48 million by 2010, according to a report from the Centers for Disease Control and Prevention. The report says that the increase in obesity is largely due to changes in diet and lifestyle. The report also says that the increase in obesity is largely due to changes in diet and lifestyle. The report also says that the increase in obesity is largely due to changes in diet and lifestyle.





**Industry Tactics to Increase Sugary Drink Consumption**

**Former Soda Exec Confesses to Targeting Kids**

Former Coca-Cola executive speaks out on marketing sugary drinks to children.

abc 7

RELATED LINKS:

- WATCH: Michelle Obama, Disney on Learning Junk Food Add
- WATCH FULL BROADCASTS

## Targeting Black and Latino Children and Teens




- Beverage companies view Latino and blacks, and teens as a source of future growth for sugary drink product sales.
- Black children and teens saw 80% to 90% more ads compared with white youth.

- Marketing on Spanish-language TV is growing. From 2008 to 2010, Hispanic children saw 49% more ads for sugary drinks and energy drinks, and teens saw 99% more ads.
- Hispanic preschoolers saw more ads for Coca-Cola Classic, Kool-Aid, 7 Up and Sunny D than older Hispanic children or Hispanic teens did.

## Parallels to the Tobacco Industry...

- Targeted Marketing
- Co-Opting Science
- Lobbying and Interference
- Public Relations
- Trade/Front Groups
- Voluntary Self-Regulation



EXTRA! EXTRA!  
PROPOSED SODA TAX GOES FLAT IN COMMITTEE...  
A VICTORY FOR CONSUMER CHOICE!  
CALIFORNIANS FOR FOOD AND BEVERAGE CHOICE  
USA  
Choose Freely America  
Happy Independence Day

## Selfish Giving

How the Soda Industry Uses Philanthropy to Sweeten its Profits

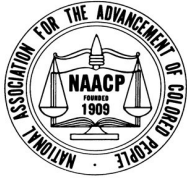

Soda companies use philanthropy strategically to:

- Link their brands to health and wellness
- Gain a partnership with professional health and fitness organizations
- Garner public trust and goodwill
- Court growing minority populations to increase sales and profits

**GOAL: To increase brand awareness and brand loyalty**



Coca Cola has awarded the NAACP \$2.1 million since 1986...

**YOU DECIDE THE ENDING OF Coca-Cola's BIG GAME AD**

Grab up to 20 Bonus Points.

...which is about half the cost of one 30-second Super Bowl Commercial!

## Celebrity Endorsements



**BEYONCÉ**

**LIVE FOR NOW**

pepsi

### New and Social Media

Pepsi Refresh  
\$1.3 million to grassroots orgs in 2010

pepsi loot

Social Vending

SOCIAL LIKE YOU'VE NEVER SEEN IT.

pepsi PULSE

Introducing a new social experience that let's you watch and influence what's trending - instantly.

### Shape Up SF Coalition



- Awareness Campaign to launch in early 2014
- Convened Rethink Your Drink workgroup
- Ongoing education and outreach
- Funded two public service announcements by Youth Speaks poets about sugary drinks.
- Phase 2 of campaign to focus on industry.

### The Bigger Picture/Youth Speaks



### Help change the beverage environment

- Educate your peers
- Coordinate, collaborate and integrate health in all your messaging.
- Promote PSAs
- Other ways to partner?



### Contact



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