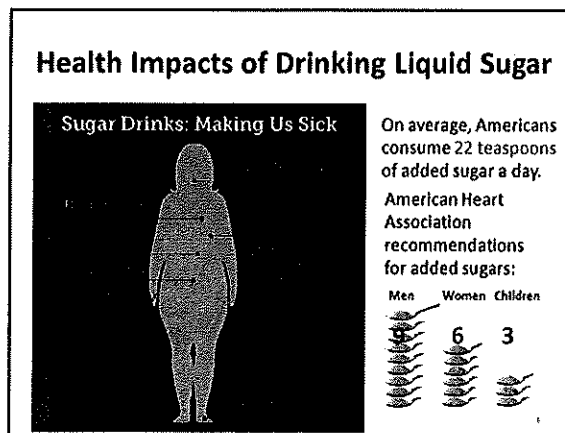
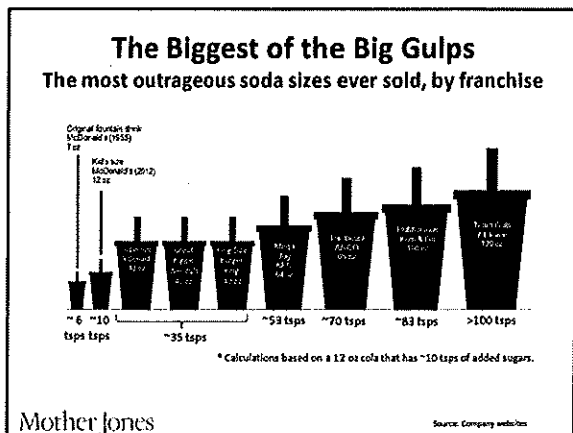
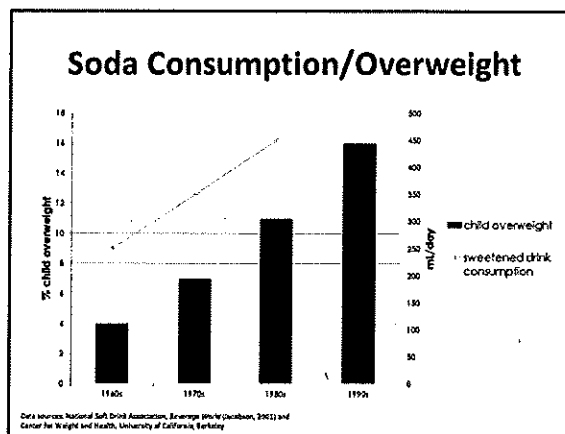
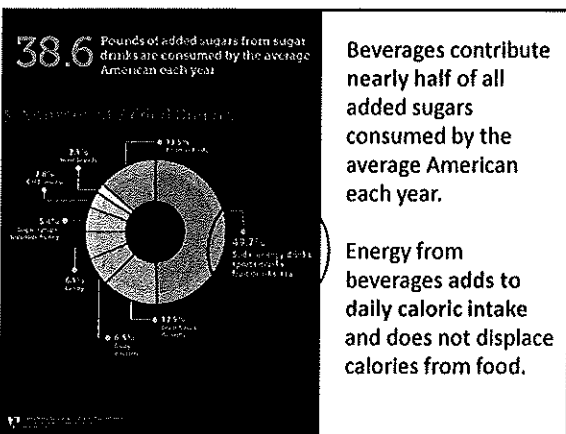
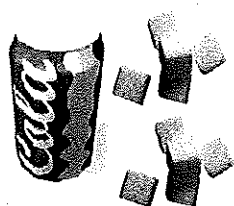


What Happens to Sugar in our Bodies?

- 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...

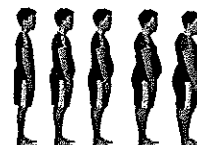


10 teaspoons of sugar

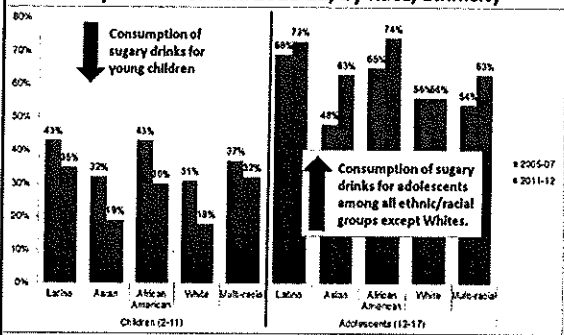
Health Consequences of Drinking Liquid Sugar



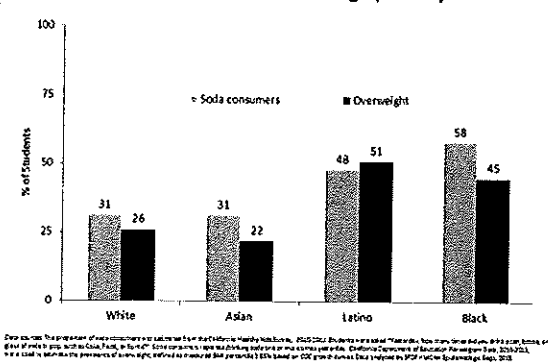
bone
max
Osteoporosis
fracture
disease
includes



Percent of Children (Ages 2-11) and Adolescents (Ages 12-17) Drinking At Least One Sugar-Sweetened Beverage per Day in 2005-07 and 2011-12, by Race/Ethnicity



Black and Latino 9th graders in San Francisco have twice the rate of soda intake and overweight/obesity



Parallels to the Tobacco Industry...

- Targeted Marketing
- Influencing Science
- Lobbying
- Public Relations
- Trade Groups
- Voluntary Self-Regulation



Targeting Black and Latino Children and Teens



Former Soda Exec Confesses to Targeting Kids

- 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.

Soda companies use philanthropy strategically to:

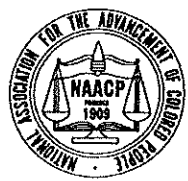

- Link their brands to health and wellness
- Increase brand awareness and brand loyalty
- Garner public trust and goodwill
- Court growing minority populations to increase sales and profits

GOAL: To increase brand awareness and brand loyalty

How the Soda Industry Uses Philanthropy to Sweeten its Profits



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



Michelle Obama: **GOOD LUCK CHERRY**

BE LIKE MIKE



LIVE FOR NOW



Arizona **SHAO** "TRY IT ON FOR SIZE"

New and Social Media

Pepsi Refresh \$1.3 million to grassroots orgs in 2010



GOOD IDEA

Social Vending




TAKE ON THE PROS




Laying the Foundation since 2008

DECREASING CONSUMPTION OF SUGAR SWEETENED BEVERAGES (SSB) IN SAN FRANCISCO

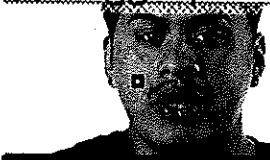
2007 Alameda County launches Soda Free Summer 10%

| | | | | |
|--|---|---|---|---|
| <p>2009</p> <ul style="list-style-type: none"> • 20 in San Francisco • 2009 "Soda Wars" - "Call the Other Soda" - Soda Wars to push and build public trust throughout SF • American Heart Association and other partners on sugar soda health • 2009 California Budget - Over report that significantly reduced consumption by 10% (up to 15%) • 2009 California Assembly Study - Assembly Bill 1033 • 2009 California Assembly Study - Assembly Bill 1033 • 2009 California Assembly Study - Assembly Bill 1033 | <p>2010</p> <ul style="list-style-type: none"> • 2010 San Francisco • 2010 San Francisco • 2010 San Francisco • 2010 San Francisco | <p>2011</p> <ul style="list-style-type: none"> • 2011 San Francisco • 2011 San Francisco • 2011 San Francisco • 2011 San Francisco | <p>2012</p> <ul style="list-style-type: none"> • 2012 San Francisco • 2012 San Francisco • 2012 San Francisco • 2012 San Francisco | <p>2013</p> <ul style="list-style-type: none"> • 2013 San Francisco • 2013 San Francisco • 2013 San Francisco • 2013 San Francisco |
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The Bigger Picture/Youth Speaks



www.thebiggerpicture.org

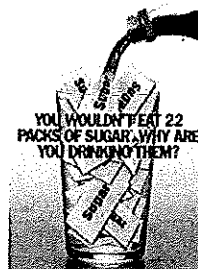


Roles for the Youth Commission

- Educate your peers
- Coordinate, collaborate and integrate health in all your messaging.
- Promote PSAs
- Become members of Shape Up SF Coalition



Contact



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