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.

Beverages contribute nearly half of all added sugars consumed by the average American each year.

Energy from beverages adds to daily caloric intake and does not displace calories from food.

The Biggest of the Big Gulps
The most outrageous soda sizes ever sold, by franchise

Health Impacts of Drinking Liquid Sugar

*Calculation based on a 12 oz can of tea with 12 tsp of added sugar.

Source: www.motherjones.org
To give some perspective...

10 teaspoons of sugar

Health Consequences of Drinking Liquid Sugar

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
- Beverage companies view Latino and black kids 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 59% 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
- Count on program with public trust and goodwill
- Court growing minority populations to increase sales and profits

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

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

New and Social Media

Celebrity Endorsements

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.

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