

Global *Dump Soft Drinks* Campaign

www.dumpsoftdrinks.org

- An International Campaign
- Highlighting the Role Played by Soft Drink Companies in Increasing Obesity Rates

Outline

- Introduction
- Scientific studies
- Changes in consumption patterns and health outcomes
- ***Dump Soft Drinks*** Campaign: Global Demands
- What Can You Do?
- How to Join

3

Introduction

- Once primarily a problem in the United States (US) and Europe, obesity is becoming widespread.
- The obesity problem is also acute in countries such as Mexico, the Philippines, and South Africa.
- According to the World Health Organization, many developing countries now face a “double-burden” of malnutrition and obesity.

4

Introduction

- Developing countries represent the largest growth markets for soft drink producers as consumption has leveled off, or slightly declined, in the US and parts of Europe.
- Consumers in developing countries such as are being targeted by the soft drink industry with aggressive marketing often viewed by children.

5

Introduction

- Increasing soft drink consumption around the world is related to the increasing rates of overweight and obesity.

6

Studies

- **The Sweetening of the World's Diet.** Popkin, B. and S.J. Nielson. *Obesity Research*. 2003: Vol. 11, No. 11.
 - The use of caloric sweetener has risen across the world, and has contributed to an increasing number of calories consumed per day, which leads to weight gain. Sugared "beverage intake seems to be a major contributor" to the increasing rates of caloric sweetener consumption globally.

7

Studies

- **Preventing Childhood Obesity by Reducing Consumption of Carbonated Drinks: Cluster Randomised Controlled Trial.** James, J, Thomas, P, Cavan, D, and Kerr, D. *British Medical Journal*. April 2004; Vol. 328
 - "At 12 months the mean percentage of overweight and obese children increased in the control clusters by 7.5%, compared with a decrease in the intervention group of 0.2%." Additionally, "at 12 months, consumption [of sugar-sweetened beverages] decreased in the intervention group compared with the control group."

8

Studies

- **Intake of Sugar-Sweetened Beverages and Weight Gain: A Systematic Review.** Malik, V, Schulze, MB, and Hu, FB. *American Journal of Clinical Nutrition.* 2006; 84: 274-288.
 - "Weight of epidemiologic and experimental evidence indicates that a greater consumption of SSBs (sugar-sweetened beverages) is associated with weight gain and obesity."

9

Studies

- **Effects of Decreasing Sugar-Sweetened Beverage Consumption on Body Weight in Adolescents: A Randomized, Controlled Pilot Study.** Ebbeling, CB, Feldman, HA, Osganian, SK, Chomitz, VR, Ellenbogen, SJ, Ludwig, DS. *Pediatrics.* 2006; 117: 673-680.
 - "Decreasing SSB (sugar-sweetened beverage) consumption had a beneficial effect on body weight that was strongly linked to baseline BMI."

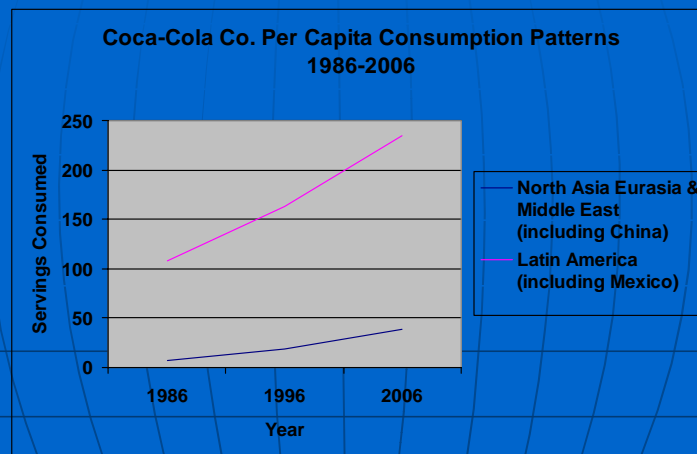
10

Studies

- **Relation Between Consumption of Sugar-Sweetened Drinks and Childhood Obesity: a Prospective, Observational Analysis.** Ludwig, DS, Peterson, KE, and Gortmaker, SL. *Lancet*. 2001; 357: 505-508
 - "The cause of this apparent obesity epidemic is likely to be multifactorial, our findings suggest that sugar-sweetened drink consumption could be an important contributory factor."

11

Global Consumption Patterns: Coca-Cola Co.



12

Global Consumption Patterns: Coca-Cola Co.

■ North Asia, Eurasia, and the Middle East

- Sales in 2005 increased 11 percent. China experienced a 15 percent growth in unit case volume in 2006.

13

Global Consumption Patterns: Coca-Cola Co.

■ Latin America

- Unit case volume grew by 7 percent from 2005 to 2006, and annual per capita consumption across the region (defined as eight ounce servings) has steadily grown from 108 servings in 1986 to 235 servings in 2006.

14

Global Consumption Patterns: Coca-Cola Co.

■ Africa

- Per capita consumption in Africa has grown from 18 servings in 1986 to 37 servings in 2006. Unit case volume sales are up 4 percent from 2005 to 2006. This growth was predominantly driven by 23 percent unit case volume growth in Egypt, after Coca-Cola opened a new divisional office in Cairo.

15

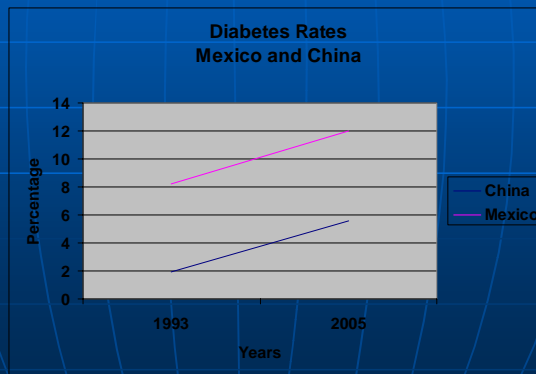
Global Consumption Patterns: PepsiCo Inc.

- In 2006, PepsiCo International's beverage division reported 9% volume growth, "reflecting broad-based increases led by double digit growth in the Middle East, China, Argentina, Russia and Venezuela. The Europe, Middle East and Africa region grew 11%, the Asia Pacific region grew 9% and the Latin American region grew 7%."

16

Health Outcomes

- As consumption of soft drinks has increased in Mexico and China, so has the prevalence of obesity and diabetes.



17

Global Demands

Governments Should Require
Soft Drink Companies to:

- Increase the promotion of new lower-sugar products, sell existing high sugar products in smaller servings.

18

Global Demands

- Cease all marketing of sugar-laden beverages to children under 16, including print and broadcast advertising, product placement, the Internet, mobile phones, athletic event sponsorship, signage, merchandising, and other means

19

Global Demands

- Prominently display the calorie content, per serving, of all beverages on the fronts of containers and the outer labels of multi-container packages, along with the number of servings per bottle or can;
- Sugary beverages should include rotating nutrition education messages such as "High sugar - drink only occasionally" or "For occasional consumption - drink water to quench thirst;"

20

Global Demands

- Stop selling sweetened beverages, including sports drinks and fruit flavored beverages and teas, in all public and private elementary, middle, and high schools;
- Acceptable beverages include water from free convenient drinking fountains, carbonated water, low fat milk, and fruit juice in containers of 250ml or less.

21

Global Demands

- Pay a modest Value Added Tax on soft drinks with governments returning the proceeds to consumers through provision of physical activity and nutrition education programs and through subsidies that reduce the costs of fruits and vegetables;

22

Global Demands

- Require that sponsorships involving the promotion of physical activity and health be made to blind trusts used by independent health charities or government agencies for programs not associated with the company's logo, brands, or other proprietary information.

23

What Can You Do?

- Organize a "No Soft Drink Week" in your community
- Sponsor "Dump Soft Drink" media events
- Urge children's publications not to carry advertising for sugary beverages

24

What Can You Do?

- Campaign for the removal of soft drinks from all schools
- Pressure stores to remove or cover soft drink company signs, clocks, and other logos
- Urge government agencies to require better labeling of soft drinks, and curb advertising viewed by children.

25

Join the Campaign!

- Visit our website at <http://DumpSoftDrinks.org>
- Read more information about the connection between soft drink consumption and overweight and obesity, as well as the marketing tactics undertaken by the big soda companies. Sign up to join the campaign and send us your complaints about Coke and Pepsi!

26