

Stop The Pop!

Dr. Bonnie Bruerd, DrPH
Health Policy Consultant
Salem, Oregon
bonnie.bruerd@attbi.com

Disclaimer

- Research on pop is often funded by industry
- Scientific evidence is poorly developed



Liquid Candy

- There are 9-12 teaspoons of sugar per 12oz pop



The Big Gulp

- Since 1960's, serving size raised from 6oz bottle to a 12oz can.
- At theaters and quick stores, most popular size is 64 ounces.
- There are 45-60 teaspoons of sugar per 64 ounce Big Gulp



Pop Consumption

- Pop is $\frac{1}{4}$ of all beverages consumed in the U.S.
- One can per day for every man, woman, and child.



Pop Consumption: Toddlers

- 20% of 1-2 yr olds drink pop, with an average consumption of 7oz per day.
- Pop adds more sugar to a typical 2-year-old's diet than cookies, candy and ice cream combined.



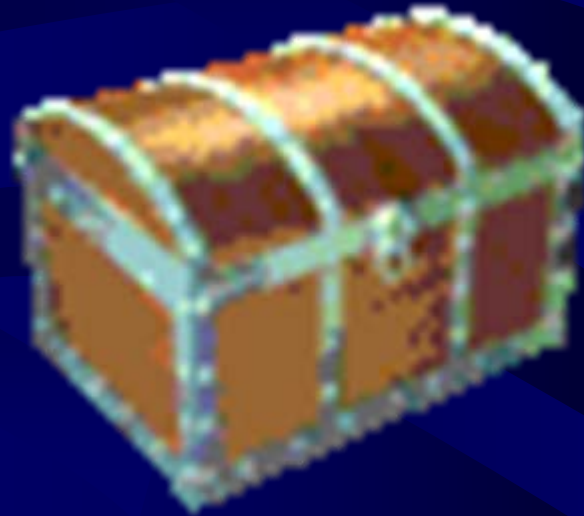
Pop Consumption: School-age

- 56% of 8-year-olds drink soft drinks daily
- Most teenage boys drink 3 or more cans a day, many a six-pack on a daily basis



School Contracts

- Pop is sold in over 60% of all middle and high schools
- Some schools give it away with school lunches.



Salem, Oregon

- Salem/Keizer schools received 5 million dollars over 10 years to grant an exclusive contract to Pepsi
- A bottled-water fundraiser was canceled



Head Start Center



Bottled City Water

- Dasani is bottled city water that has been run through a purifier and costs the same as pop. It may or may not be fluoridated depending on the city where it is bottled.



Health Effects

- Obesity
- Tooth decay
- Caffeine dependence
- Weakened bones



Obesity

- Schoolchildren who drink soft drinks add about 200 extra calories per day compared to those who don't drink pop
- For each additional daily serving of pop consumed during a two year prospective study, the risk of obesity increased 1.6 times.



Obesity

- Those extra calories are nutritionally empty and come solely from sugar.



Tooth Decay: Liquid Candy

- It is total sugar intake, not form, that is most important. Even the industry admits that pop causes cavities
- Phosphoric acid in pop plays a role in tooth decay



Tooth Decay: Liquid Candy

- The amount of sugar that a child consumes at age 3 is predictive of the amount of sugar she will be consuming at age 6 and also the amount of dental caries experienced at age 6.



Caffeine Dependence

- Same effects in children except children weigh less
- 28% of amount found in 8-ounce cup of coffee



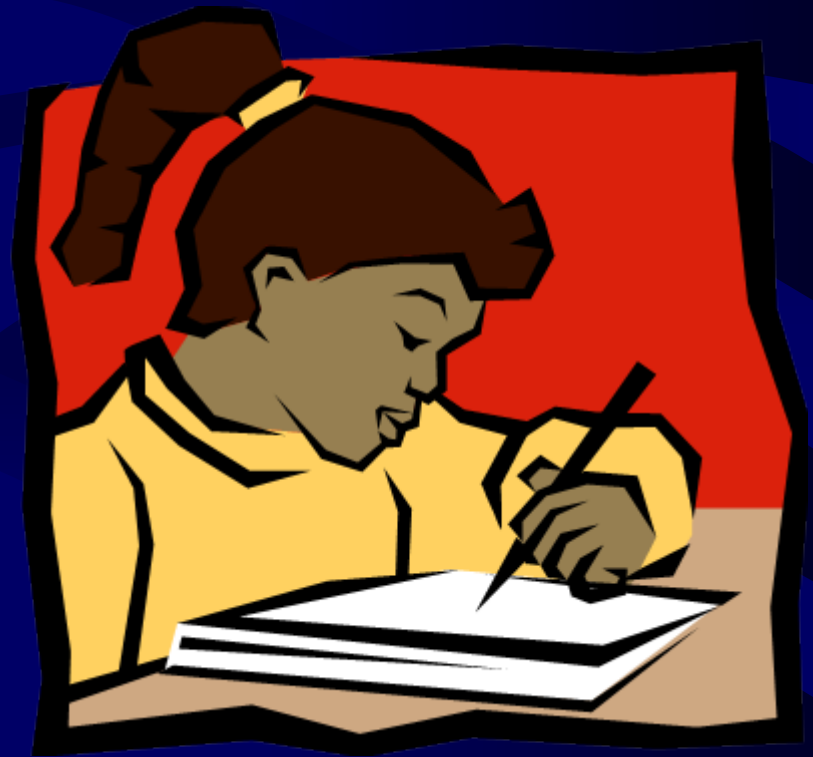
Caffeine in Pop

- 35-55 milligrams per 12-ounce can
- Contribute to habitual use, not flavor
- Sprite, 7-Up, ginger ale are caffeine-free



Caffeine in Pop

- The caffeine in pop can produce anxiety, mood, and sleep problems in children and teenagers.



Weakened Bones

- Girls who drank cola were about five times more likely to suffer bone fractures than girls who didn't consume soda pop. (Harvard Study, 1994)
- The phosphorus in pop robs bones of calcium.



Pop has Displaced Milk in U.S. Children's Diets



- As pop consumption doubled and tripled in the U.S., milk consumption decreased proportionately.



Calcium Crisis

- About 1/2 of children 5 years and under get the RDA of calcium



Calcium Crisis

- 13.5% of girls and 36.3% of boys age 12-19 in the U.S. get the recommended daily amount of calcium
- 90% of adult bone mass is established by the end of this age range



Daily Calcium Recommendations

Age Group	Recommendation	% Meeting Recommendations
Birth-6 months	400 mg	69.4%
6-12 months	600 mg	45.4%
1-10 years	800 mg	45-50%
11-24	1,200-1,500 mg	14-35%

Milk Matters

- Calcium in milk is well absorbed by the body
- 300 mg in 8 ounces
- No other form is as effective, without supplements



Stop the Pop Summary

- Pop has no place in a preschooler's diet.
- Pop contributes to obesity, tooth decay, and weakened bones.
- Parents should discourage pop use and promote milk at mealtimes.



Stop the Pop Summary

- Remember, teens need even more milk than toddlers!
- Schools are not on our side. Schools are taking industry money to promote pop use



Stop the Pop!

What will YOU do about it ??