

LIQUID CANDY

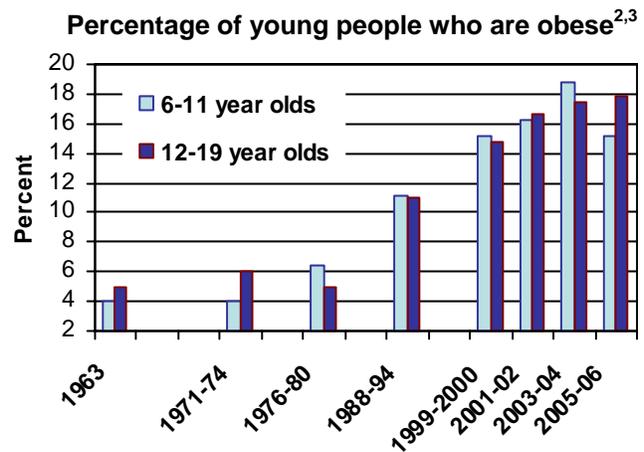
HOW SOFT DRINKS ARE HARMING AMERICA'S HEALTH

OBESITY IS ONE OF THE GREATEST HEALTH CHALLENGES OF OUR TIME

A 2005 CDC study estimated that approximately 112,000 deaths are associated with obesity each year in the United States, making **obesity the second leading contributor to premature death**.¹ It is equivalent to a jetliner full of 300 people crashing every day.

Obesity rates have doubled in adults and tripled in children and adolescents over the last two decades.

- Two-thirds (66%) of American adults are seriously overweight or obese.²
- One in five young people are obese and one in three are overweight.³
- Obesity increases the risk of heart disease, high blood pressure, diabetes, arthritis-related disability, and cancer.⁴

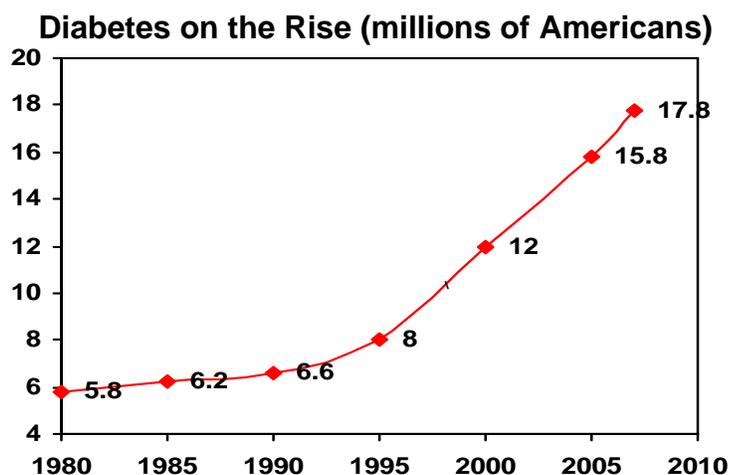


Diabetes: Obesity's Twin Epidemic

Type 2 diabetes is no longer called "adult onset" diabetes because of rising rates in children. One in three Americans born in 2000 will develop diabetes in their lifetime.⁵

Most (90-95%) of diabetes is type 2 diabetes, which is closely linked to diet and weight. Between 50% and 80% of diabetes cases are associated with unhealthy eating patterns and sedentary lifestyles.⁶

Through physical activity and healthy eating, the onset of type 2 diabetes was reduced by 60% in at-risk individuals.⁷ (By comparison, the diabetes drug metformin reduced the onset of type 2 diabetes by only 30%).



Unhealthy Eating Is a Leading Cause of Premature Death

- **Americans are eating more calories.** According to national surveys, men on average consumed 168 more calories per day in 2000 than in 1971 and women consumed 335 more calories per day in 2000 than in 1971.⁸
- **Much of our nation's disease burden is preventable.** Approximately 70% of premature deaths are caused by poor nutrition, physical inactivity, and tobacco use.^{9,10}
- **Diet and inactivity are cross-cutting risk factors,** contributing significantly to four out of six leading causes of death.¹¹

Cause of Death ¹¹	# Deaths	Cause of Death	# Deaths
1. Heart Disease	652,091	9. Nephritis	43,901
2. Cancer	559,312	10. Septicemia	34,136
3. Stroke	143,579	11. Suicide	32,637
4. Chronic Lower Respiratory Diseases	130,933	12. Chronic Liver Disease/Cirrhosis	27,530
5. Accidents	117,809	13. Hypertension	24,902
6. Diabetes	75,119	14. Parkinson's Disease	19,544
7. Alzheimer's Disease	71,599	15. Homicide	18,124
8. Influenza and Pneumonia	63,001		

Poor Diet and Physical Inactivity Contribute to the Leading Causes of Disability among Americans

- Chronic, disabling conditions cause major limitations in activity for more than 25 million people.¹²
- Each year, 12,000 to 24,000 people with diabetes become blind, almost 150,000 receive treatment for kidney failure, and 82,000 undergo diabetes-related lower-extremity amputations.¹³
- Stroke is a leading cause of serious long-term disability. 2.2 million Americans have disabilities resulting from high blood pressure.¹⁴
- Most hip fractures are caused by osteoporosis.¹⁵ Of people over age 50 who fracture a hip, 24% die within one year and 20% require long-term care.¹⁵

Number of Americans Affected by Diseases to which Diet and Inactivity Are Major Contributors

Overweight/Obese¹⁴	142,000,000
High Blood Pressure¹⁴	73,000,000
Diabetes¹⁶	17,800,000
Coronary Heart Disease¹⁴	16,000,000
Cancer¹⁷	11,000,000
Osteoporosis¹⁵	10,000,000
Stroke¹⁴	5,800,000

Poor Diet and Physical Inactivity Are Causing “Adult” Diseases in Children

Because of the rising obesity rates, this may be the first generation of children who live shorter lives than their parents.¹⁸

25% of children ages 5 to 10 years have a relatively high cholesterol, high blood pressure, or other early warning sign for heart disease.¹⁹ Autopsy studies of teenagers and young adults have shown that one in ten had advanced fibrous plaques in their arteries.¹⁸

As the number of young people with type 2 diabetes increases, diabetic complications like limb amputations, blindness, kidney failure, and heart disease will develop in more people of younger ages (likely in their 30s and 40s).



The Consequences of Childhood Obesity²⁰

Physical Health

- Glucose intolerance and insulin resistance
- Type 2 diabetes
- High blood pressure
- High cholesterol
- Hepatic steatosis
- Cholelithiasis (gallstones)
- Sleep apnea
- Menstrual abnormalities
- Impaired balance
- Orthopedic problems

Emotional and Social Health

- Low self-esteem
- Negative body image
- Depression
- Stigma
- Teasing and bullying
- Negative stereotyping
- Discrimination
- Social marginalization

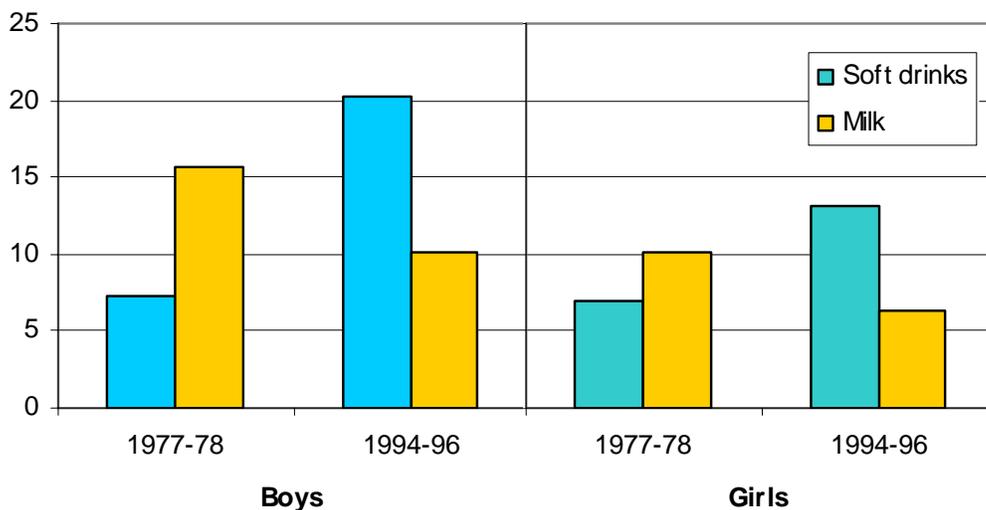
- ❖ According to the U.S. Department of Agriculture (USDA), children (2 to 18 years) consumed an average of **118 more calories per day in 1996 than they did in 1978.**²¹ (An extra 118 calories per day, if not compensated for through increased physical activity, would translate into an average of 12 pounds of extra weight gain per year.)
- ❖ Over two-thirds of all foods consumed by school children are foods that are recommended for occasional consumption.²²
- ❖ Only 30% of children attend daily physical education classes.²³

Children and Soft Drinks

While obesity is a complex, multi-factorial problem, soft drinks play a key role. **Children who consume more soft drinks consume more calories (about 55 to 190 per day) than kids who drink fewer soft drinks^{24, 25} and are more likely to become overweight.²⁶**

- Sodas and fruit drinks are the biggest single source of calories and added sugars in the diets of teenagers.²⁷
- Increases in children's calorie intake during the 1990s were driven by increased intakes of foods and beverages high in added sugars.²⁸
- A study conducted by the Harvard School of Public Health found that for each additional serving of soda or juice drink a child consumes per day, the child's chance of becoming overweight increases by 60%.²⁹
- A health-education program encouraging elementary school students to decrease soft drink consumption reduced rates of overweight and obesity.³⁰
- Consumption of soft drinks can displace healthier foods from children's diets, like low-fat milk, which can help prevent osteoporosis.^{27,28,31,32,3}
- As teens have doubled or tripled their consumption of soft drinks, they have cut their consumption of milk by more than 40 percent.³⁴

Boys' and girls', aged 12-19, average daily consumption of milk and soft drinks (oz.)³⁴



The Costs of Diet, Inactivity, and Obesity-Related Diseases Are Borne by Individuals, Businesses, and Governments

Costs of Diseases to which Diet and Inactivity Are Major Contributors*

Cancer ³⁵	\$219 Billion
Diabetes ³⁶	\$174 Billion
Coronary Heart Disease ¹⁴	\$156 Billion
Obesity ³⁷	\$123 Billion
High Blood Pressure ¹⁴	\$66 Billion
Stroke ¹⁴	\$57 Billion

*Estimates of annual direct + indirect costs.
 **Figure includes direct costs only.

- The total U.S. health-care costs due to obesity were \$123 billion in 2003.³⁷ Half of direct medical expenditures was paid through Medicare and Medicaid.³⁸
- According to a 1999 estimate by the USDA, healthier diets could prevent at least \$87 billion per year in medical costs, lost productivity, and lost lives.³⁹
- CDC estimates that if all physically inactive Americans became active, we would save \$55 billion (2008 dollars) in annual medical costs.⁴⁰
- Health care spending is expected to rise by 25% by 2030, due to the aging of the American population. Chronic diseases are responsible for more than 75% of health-care costs.¹²
- From 1979 to 1999, annual hospital costs for treating obesity-related diseases in children rose three-fold (from \$35 million to \$127 million).⁴¹
- Obesity increases inpatient and ambulatory health care costs by \$395 per person per year -- more than smoking or problem drinking.⁴²
- Diet- and inactivity-related diseases increase costs to businesses. Medical costs of General Motors employees increased from \$2,225 to \$3,753 per year with increasing body mass index (BMI) of the employee.⁴³
- Because of the extra weight that Americans gained over the last decade, the airline industry spends an additional \$275 million a year on jet fuel.⁴⁴
- The average health-care costs for a person with diabetes are more than \$13,000 per year compared to \$2,500 for a person without diabetes.⁴⁵
- Employers pay an average of \$4,410 more per year for employee beneficiaries who have diabetes than for beneficiaries who do not have diabetes.⁴⁶

Federal Medicaid & Medicare Costs, 2000⁴⁷

Disease	Cost
Heart Disease	\$43.1 billion
Cancer	\$18.8 billion
Diabetes	\$14.5 billion
Stroke	\$7.0 billion

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