Life is Sweeter
Overcoming Challenges & Constructing Effective Responses to Sugary Beverages

Washington, D.C.
June 7, 2012

Lori Dorfman, DrPH
The Nanny
You only thought you lived in the land of the free.

Bye Bye Venti
Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve “sugary drinks” bigger than 16 oz. What’s next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?

New Yorkers need a Mayor, not a Nanny.
Find out more at ConsumerFreedom.com
Lessons from Research

• Most people believe obesity is caused by lack of willpower

--Niederdeppe et al 2011
The Media Context
Lessons from Research

• Most people believe obesity is caused by lack of willpower

BUT

• Opinion is moveable across the political spectrum
• Beliefs about food marketing’s causal role are correlated with support for tax policy

--Niederdeppe et al 2011
Framing Lessons from Tobacco

From smoking & smokers

to tobacco industry & government
Real People Need Real Help

To a mother, great mother, or great grandmother of kids, I urge you to please stop the food industry from putting advertising of junk foods and drinks in front of our kids. It is very important to some what about a growing population of kids from damaged addictions, existing masters as well as just in remedies.

We allow big business to control our laws.

Someone has to care enough to fight this.

I hope it is you.

Pamela Carrie O'Neill
Cigarette Tax Increased to Keep State Running
Pebbles in the Water

The New York Times

N.Y. / Region

Failure of State Soda Tax Plan Reflects Power of an Antitax Message

Image of a truck with an advertisement for Say No To The Beverage Tax.
NEWS

Beverage Industry Steady on Defense
ABA Taking Strong Stance Against Today's Key Issues, Which Revolve Around Taxes and Links to Obesity

By: Natalie Zrinjica
Published: March 07, 2011

Graphic images of gelatinous fat oozing out of soda bottles blanket the New York City subway. A research study promoted by the American Stroke Association recently trumpeted a link between diet soda and strokes. And a number of state and city governments are contemplating taxes on sweetened beverages to close budget gaps.

In short, it's a tough time to be the lead lobbyist and voice of the beverage industry.

Susan Neely, president-CEO of the American Beverage Association, admits her job has become more challenging as the number of obstacles for the industry mount. But Ms. Neely -- who has never worked for a beverage company -- is no shrinking violet. She repeatedly uses words such as aggressive, assertive, vocal and visible in describing the ABA's approach to critics.

"The volume of activity from what I would call activists in the public health community has increased, coupled with the fact that the economic downturn has policymakers looking for sources of revenue," she said. "It means that we've made the decision ... to be very forthright in making the case for our products. We also need to be equally aggressive in being part of the solution in very meaningful ways. We can't afford to be passive; we need to be assertive."

To that end, there's not a negative study or media report that goes unchallenged. The ABA published a rebuttal to the American Stroke Association's study within hours, refuting the link between diet soda and strokes.

In that case, the ASA's claims had not been extensively studied, but that didn't stop the story from spreading like wildfire across the internet and the major TV networks, which can't seem to pass up the latest dietary "research," no matter how baseless it may be.
…it's a tough time to be the lead lobbyist and voice of the beverage industry.

Susan Neely, president-CEO of the American Beverage Association, admits her job has become more challenging as the number of obstacles for the industry mount.”
Steinbeck youth football: Still chugging

Review: 'The Informant' a hoot

Study shows soda, weight-gain link

Father of Mormon's Meiere was a casual flies at 91

Steinbeck Center names Bailey as interim executive director

Baucus outlines health plan lacking GOP support

San Francisco Chronicle

S.F. looks at fee on soft drinks

Lab tech arrested, charged in Yale killing

Capitolist 'evil' caused crash, filmmaker says

In tough drought, state encourages use of graywater systems

Daily News

Health overhaul plan unveiled

City moves ahead on furloughs, layoff plan

Soda makes you fat

14% $41.9

50 56%
Kids twice as likely as adults to drink soda, research says
County urging sports leagues to offer more healthful alternatives

BY KEITH DARCE, UNION-TRIBUNE STAFF WRITER
THURSDAY, SEPTEMBER 17, 2009 AT 2 A.M.
Joey Zych, 4, of Lakeside waited for his mother to get change out of her purse so he could get a drink at a vending machine. (David Brooks / Union-Tribune)
Joey Zych, 4, of Lakeside waited for his mother to get change out of her purse so he could get a drink at a vending machine. (David Brooks / Union-Tribune)