Campaign Updates

National Soda Summit
The National Soda Summit is fast approaching, so be sure to register today. We invite our Life’s Sweeter partner organizations to bring materials to display and share with attendees at the Summit. See page 2 for more Summit updates, including conference times and scholarship info.

Life’s Sweeter Welcomes New Partners:
In the past month, eight new partners joined the Life’s Sweeter Challenge. We would like to welcome these organizations to the campaign:
- Community Initiatives
- Cook Like a Chef!
- Franklin/Hampshire/North Quabbin WIC
- Greater Fall River Partners for a Healthier Community Inc.
- Healthy Kids Concepts
- Loesel-Schaaf Insurance Agency
- Lucile Packard Children’s Hospital
- Robert D. Wilson School

Click on the hyperlinks to learn more about these health-conscious organizations.

Sweet Action: Chippewa County Health Department

The Chippewa County Department of Public Health of Wisconsin teamed up with the New York City (NYC) Health Department to bring the city’s hard-hitting anti-soda ads to its local community. After receiving permission from the NYC Health Department, the County contracted with an independent ad agency to run NYC’s “Pouring on the Pounds” public service announcement (PSA) before movie screenings at the local cinema.

The County funded the ads with contributions from its local health coalition, the Chippewa Health Improvement Partnership. “We had some generous supporters,” says Judy Fedie, Public Health Nutrition Director at the Chippewa County Department of Public Health.

But bringing the message to the public wasn’t all smooth sailing. As a seller of sugary drinks, the cinema owner initially opposed the County’s plans to run the PSAs and wanted the ads scrapped. “With negotiations, the cinema owner came around…they also sell water and diet drinks,” says Fedie. St. Joseph’s Hospital, a member of the Chippewa Health Improvement Partnership.

IN THE NEWS

Sugary Drinks Raise Risk of Heart Disease for Men
A recent Harvard School of Public Health study shows men who drink at least one 12 ounce sugar-sweetened beverage daily have a 20% higher risk of coronary heart disease. These beverages include regular soda, fruit drinks, sport drinks, energy drinks, and sugar-sweetened water. – ABC News

U.S. Soft Drink Consumption at 16-year Low
Carbonated soft drink consumption has decreased in recent years. The total sales volume decreased by 1 percent in 2011, falling to levels last seen in 1996. Since 2005, soda sales have gradually declined due to health-conscious consumers buying healthier drink options. – Reuters
**IN THE NEWS**

**Pepsi and Coke to Reformulate Sodas**

In response to a chemical analysis released by the Center for Science in the Public Interest, Coca-Cola Co. and PepsiCo Inc. agreed to reduce the level of the coloring ingredient 4-methylimidazole (4-MI), a known animal carcinogen.

**Junk Food Taxes Gain Support of United Nations**

A recent United Nations report on solutions to eliminate the obesity epidemic, recommends that governments implement taxes on soda and junk food. According to the report, a soda tax would raise billions of dollars that could be used to support health measures.

**Conference Scholarships**

Though the early bird registration deadline has passed, limited funding is still available for potential participants who can demonstrate financial need. You can apply for a scholarship to attend this groundbreaking advocacy conference by writing to [fewersugarydrinks@cspinet.org](mailto:fewersugarydrinks@cspinet.org).

**Exhibiting Partner Materials**

We would like to invite our partner organizations to bring materials about their own initiatives and efforts to share with attendees at the conference. If you would like to bring materials to exhibit, please contact us at [fewersugarydrinks@cspinet.org](mailto:fewersugarydrinks@cspinet.org).

As always, you can help us spread the word about the conference by sharing this newsletter and by linking to the [conference information bulletin posted here](http://www.fewersugarydrinks.org).