



## RESPONDING TO INDUSTRY ARGUMENTS

Match the industry argument with the appropriate public health response.

### INDUSTRY ARGUMENT

1. Education is the solution!
2. Parents are responsible for their children's health.
3. If soda consumption is down, why are rates of type 2 diabetes among kids still rising?
4. The key to combating rising rates of diet-sensitive chronic diseases is to increase physical activity.
5. A calorie is a calorie.

### PUBLIC HEALTH RESPONSE

- A. Physical activity is important to maintain overall health. But research shows it's far less important than calorie intake in explaining weight gain. The average American drinks nearly 40 gallons of sugary drinks a year -- we can't just walk that off.
- B. The industry undermines parents who try to protect their children from sugary drinks with millions of dollars of marketing, sponsorships, celebrity endorsements, product placements, etc.
- C. Drinking 200 "empty" calories of sugar is not the same thing as eating 200 calories of broccoli. Sugary drinks have no nutritional value and do not satisfy hunger like calories from solid food or milk.
- D. Education is important, but not enough, especially when youth are bombarded with more than \$1 million a day of soda marketing on billboards, in schools, in the windows of corner stores, in grocery aisles, on TV, the internet and more.
- E. Consumption of soda and other sugary drinks has more than doubled since the 1980s. Consumption of energy drinks, sports drinks, and flavored waters are still on the rise.