

TRANSCRIPT FOR AUDIO-ONLY FILE

Bubbling Over: *Soda Consumption and Its Link to Obesity in California*

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TRT: 6:59

EMBARGOED UNTIL THURSDAY, SEPT. 17, 2009

Excerpts from interview with Dr. Harold Goldstein, study author and Executive Director, California Center for Public Health Advocacy – 0:13

Scientific Proof (00:14;15)

0:13 Dr. Harold Goldstein: You know, we've all thought for a long time that there'd be a link between soda consumption and obesity. With this study we now have hard scientific proof, for the first time, of the direct link between soda consumption and obesity here in California.

Pepsi Generation (00:16;11)

0:29 Dr. Harold Goldstein: You know the scariest part of this study is that already two-thirds of Californians are overweight or obese. With 40 percent of our kids and 62 percent of adolescents drinking soda every day, we just can't afford to raise another Pepsi Generation.

Historic Perspective (00:43;29)

0:47 Dr. Harold Goldstein: The average American is drinking almost 300 calories more per day than they did in 1977. Of those calories, 43 percent of those are new soda calories. And in large part, the reason they are new soda calories is because we are drinking a whole lot more soda than we used to. Here's what a soda used to look like in say the 1960s or 1970s. This is eight ounces of soda, one serving. Now, the average person goes to a convenience store, the market – this is 20 ounces of soda. When you go to a fast food restaurant – this is 32 ounces of soda – and there are a lot of people who are drinking things like this that are 64 ounces of soda.

Soda is everywhere (00:17;13)

1:33 Dr. Harold Goldstein: The enormous availability, the massive marketing and the low price of sugar-sweetened beverages are all encouraging children, teens and adults – encouraging all of us – to drink this product even though it's contributing to our obesity epidemic.

Sugar delivery devices (00:16;12)

1:53 Dr. Harold Goldstein: All these really are are sugar delivery devices. We are drinking bottles and bottles of sugar every day and that sugar is contributing directly to California's \$41 billion obesity epidemic.

Sugar-sweetened beverages (00:36;26)

2:11 Dr. Harold Goldstein: Sweetened beverages include the whole range of products – the growing range of products – that are available in California and across the country. We're talking about soda pop, we're talking about Vitamin Water, we're talking about sports drinks – products that more and more that are being marketed as if they're healthy because they might contain electrolytes when really what they're doing is contributing to our obesity epidemic with all the added sugar that we just don't need. No one in California needs to be drinking 17 teaspoons of sugar a day.

Solutions (00:46;05)

2:44 Dr. Harold Goldstein: Soda is everywhere in California. There's something for each of us to do to begin to turn the tide on sugar-sweetened beverage consumption. If you're drinking soda we'd suggest you drink at least one soda less a day than you are now. But there are also changes that we can make in the beverage environment. Right now, sodas are available virtually everywhere. There are walls of soda in aisles in supermarkets. When you go to a convenience store, much of what's available in convenience stores now are sugar-sweetened beverages. There are public policies that need to be changed so that cities and counties are no longer perpetuating this epidemic of sugar-sweetened beverage consumption.

Excerpts from interview with Dr. Dexter Louie, Board Chair, California Medical Association Foundation – 3:39

Metabolizing soda (00:22;02)

3:39 Dr. Dexter Louie: Well, we've moved to a society that depends on fast foods and one of the worst offenders is soda because it's full of sugar and no nutrients, at all. In fact, after you've drunk a soda and the sugar is metabolized you don't even know that you've had those calories at all.

Tucked away calories (00:36;24)

4:03 Dr. Dexter Louie: Well unfortunately what happens is that one soda is sugar that's added on to what you normally eat during the course of the day. And when you drink that one soda your body doesn't really recognize it as something that its using for sustenance, for nutrition. And so those calories are just tucked away, but not used. So your body, you're still looking for nutrients so you tend to eat as much as you normally eat plus the soda. That's right, it's an add on and roughly one soda a day for a month is one pound. So, to get rid of the one pound you've got to run a marathon.

From a treat to a staple (00:19;07)

4:41 Dr. Dexter Louie: If you go back 20, or 40, or 50 years water is what we drank. Sodas were a treat. Now sodas have become a staple, part of a regular diet for many people and that's the sad part. One and two generations ago it wasn't the case.

Consumers Talking About Soda – 5:07

5:07 Deanne Andres, Danville: Well, I'm sure there are other elements too that are contributing to obesity, but definitely soda is one of them because it's kind of the silent calorie counter. You don't really realize how much you're drinking. You know, it's what? 160 calories per soda? And how many do kids drink a day and adults? You just don't even think about it because it's a liquid form of calories.

5:33 Marcia Elliot, Pleasant Hill: I would say yes and the reason I would say yes is because people that I know that drink soda have it next to them all the time in the same way that you would water. You know, instead of having a big jug of water they get their cans of soda and they drink it and then they go get another one and just have it throughout the day. Well, all those calories add up.

5:56 Trevor S. Rice, Danville: I don't really know what to say beyond the fact that it's way too accessible for kids and people don't really understand how much sugar and carbs are in that stuff. It's way too accessible and kids just suck it down – I did growing up. One day I was on the treadmill and ran for 20 minutes. It said you burned 130 calories and I went home and had a Coke and it was like 130 calories. And I'm like, I just negated what I just did and I hated running, so that was it.

6:27 Matthew Bornstein, Minneapolis, MN: For me, I can talk about myself. I quit drinking soda and dropped 25 pounds, not doing anything else but just cutting out soda. We don't feed our children, we don't give them soda. He doesn't even drink juice – pretty much just water, milk.

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