

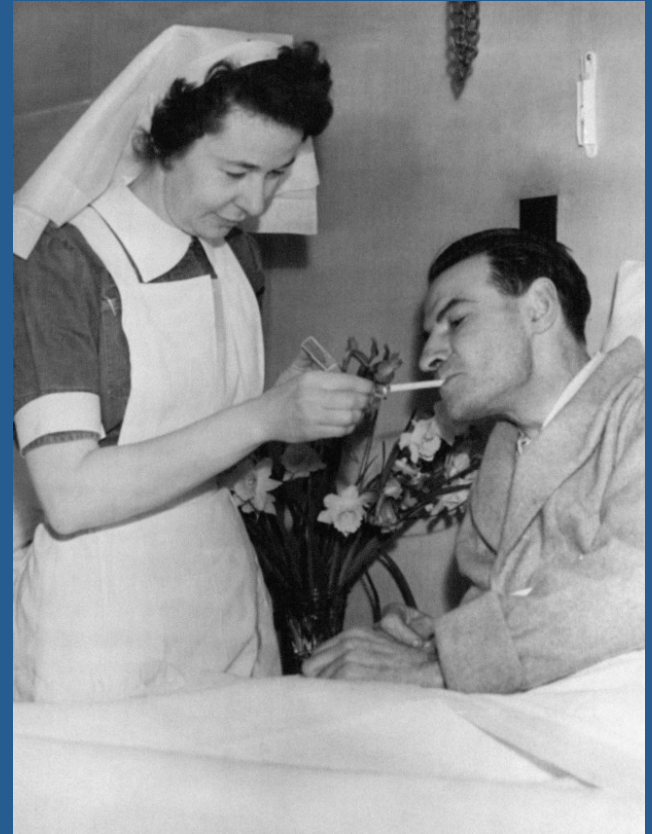
THE AFTERMATH

“The Soda Wars”

“Our Achilles heel is the discussion about obesity...It’s gone from a small, manageable US issue to a huge global issue. **It dilutes our marketing and works against us.** It’s a huge, huge issue.”

--Coca-Cola Marketing Executive,
Advertising Age 2007

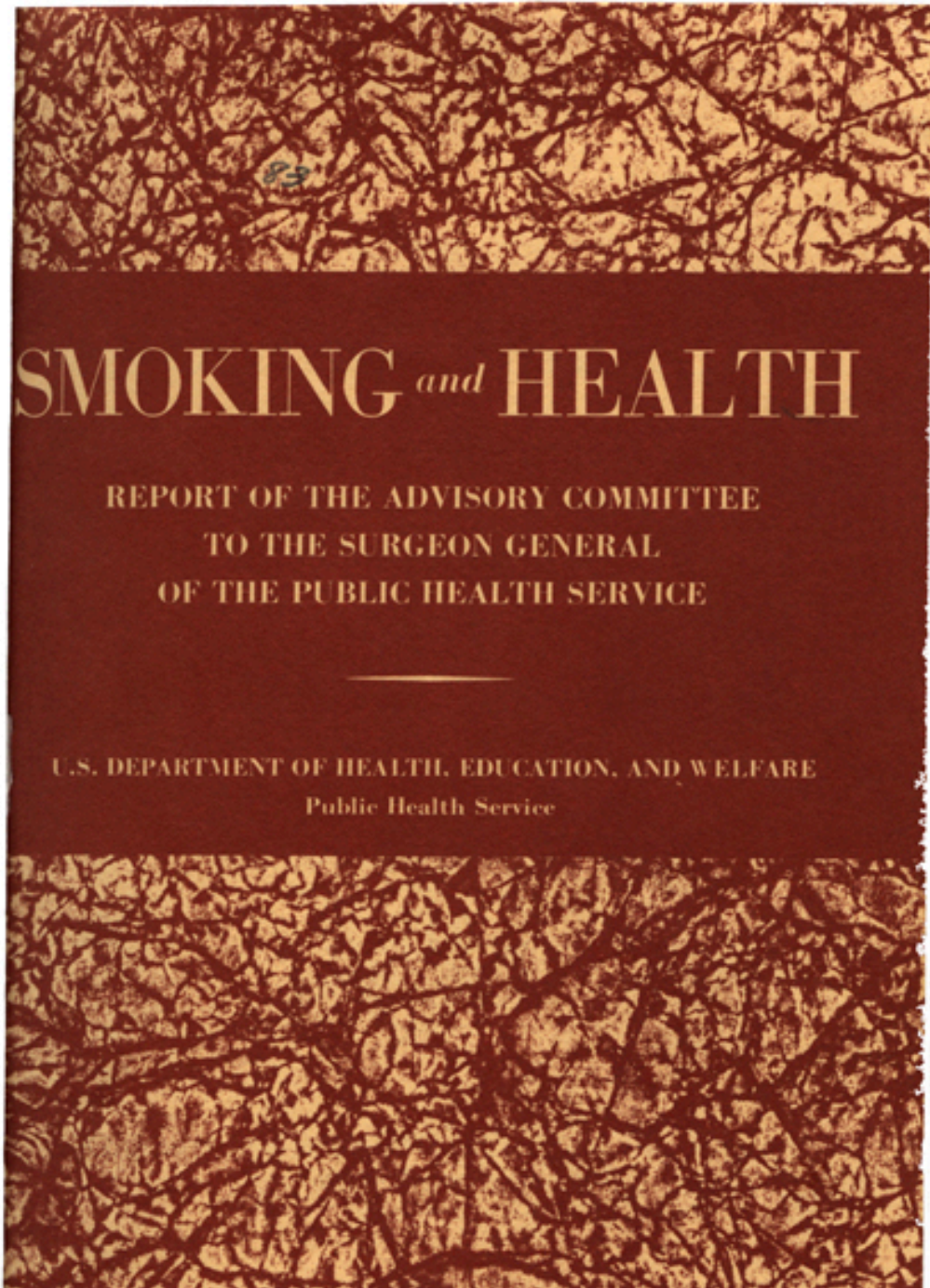
How Quickly We Forget



What Happened With Tobacco?

1. Courageous public health officials spoke out
2. Triggering a “virtuous cycle” of state and local policymaking that started with taxation
3. Eventually resulted in landmark global treaty

Courageous Public Health Officials Spoke Out

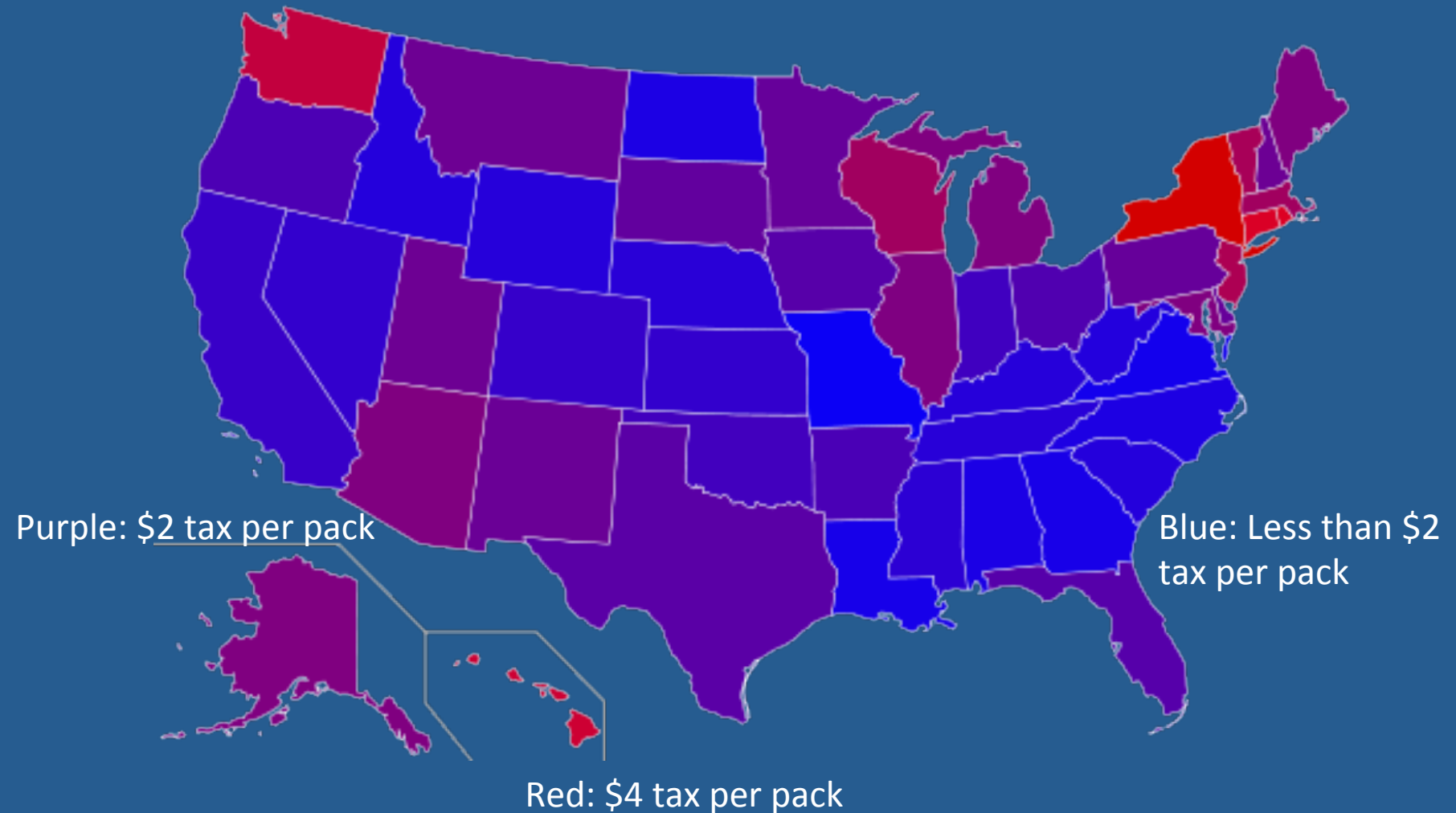


SMOKING *and* HEALTH

REPORT OF THE ADVISORY COMMITTEE
TO THE SURGEON GENERAL
OF THE PUBLIC HEALTH SERVICE

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service

Tobacco Taxes Started Small and Grew



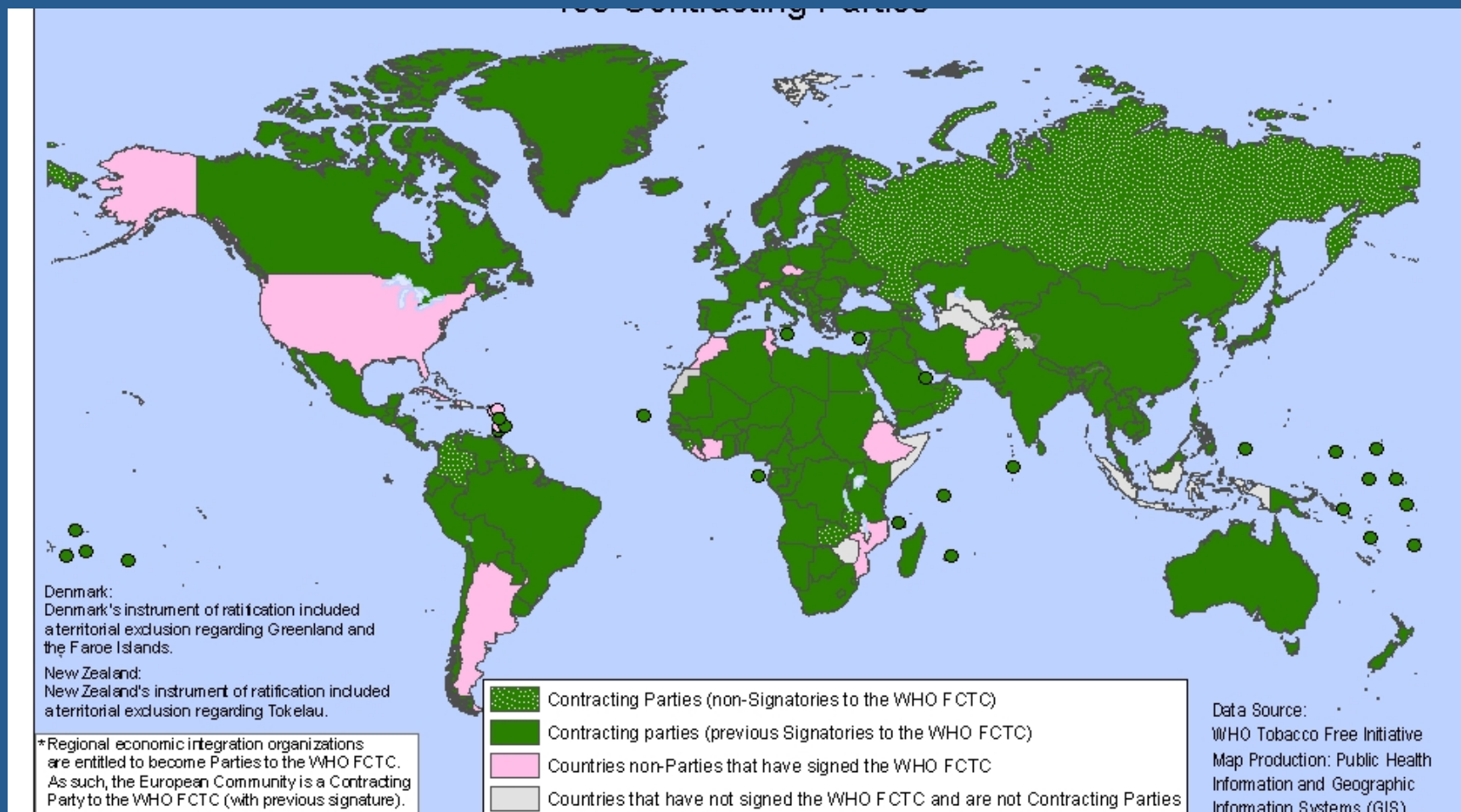
Tax Proceeds Were Spent on Public Education



Tax Proceeds Were Spent on Public Education



Eventually, the 2003 UN Framework Convention on Tobacco Control



Effective Solutions Target Environmental Saturation

Reduce
Availability



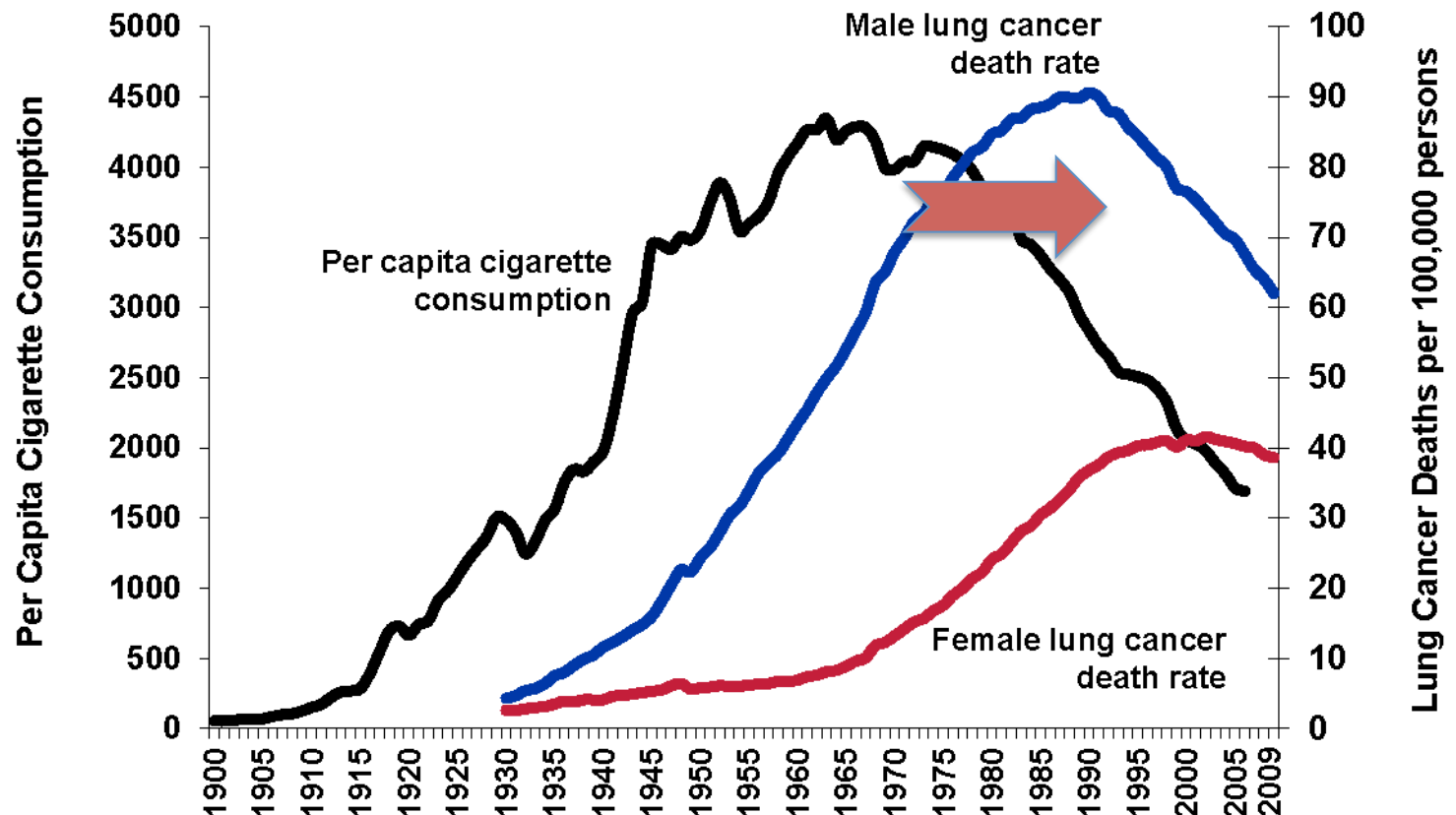
Reduce
Consumption



Reduce Harm



Trends in Tobacco Use and Lung Cancer Death Rates* in the US



*Age-adjusted to 2000 US standard population.

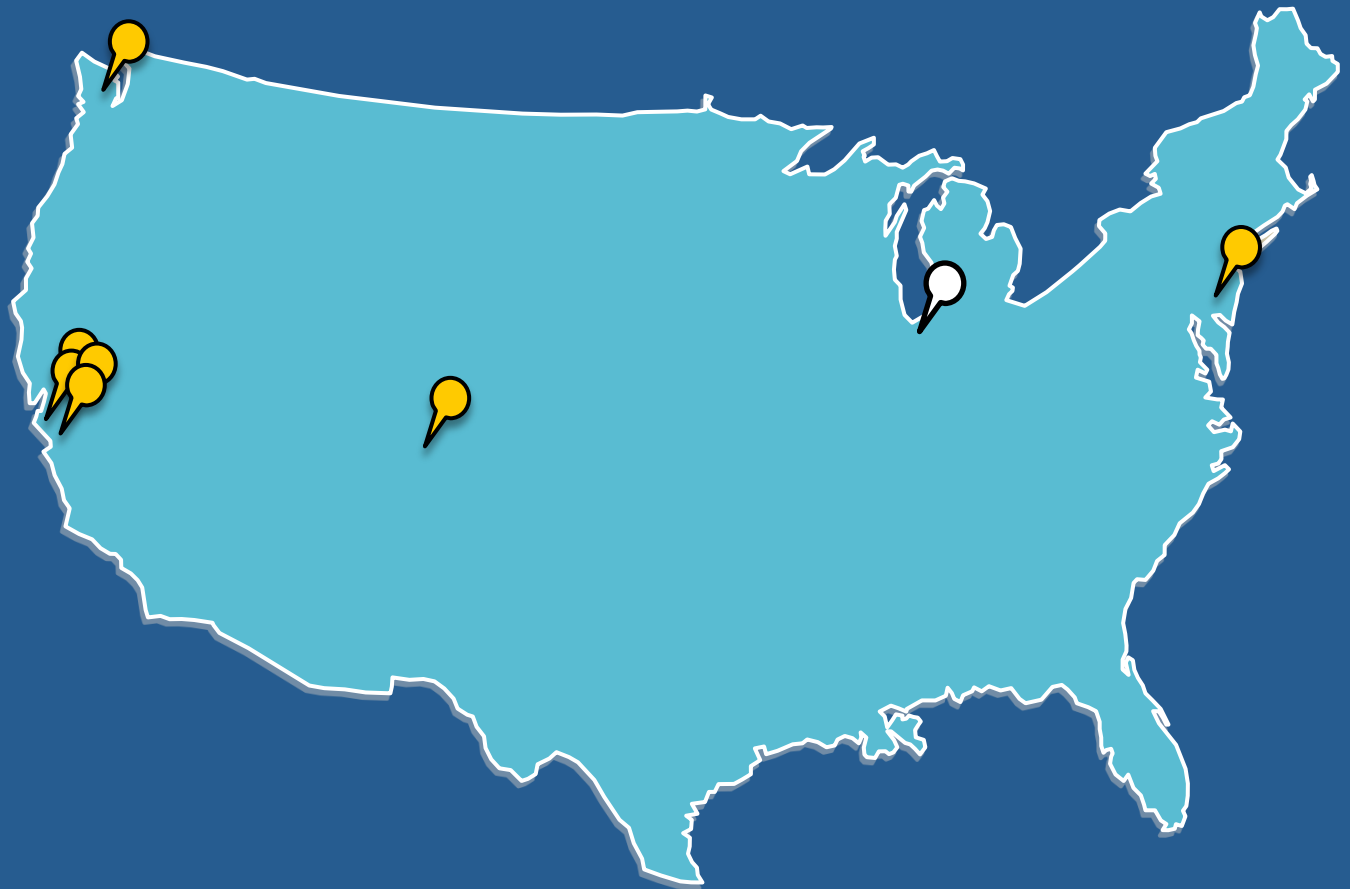
Source: Death rates: US Mortality Data, 1960-2009, US Mortality Volumes, 1930-1959, National Center for Health Statistics, Centers for Disease Control and Prevention. Cigarette consumption: US Department of Agriculture, 1900-2007.

THE VIRTUOUS CYCLE UNDERWAY

Sugary Beverage Taxes – United States

USA

Berkeley, 2015
Albany, 2017
Oakland, 2017
Philadelphia, 2017
Boulder 2017
Chicago, 2017
San Francisco, 2018
Seattle 2018



Sugary Beverage Taxes— World

Barbados
Chile
Dominica
Fiji
Finland
France
French Polynesia
Hungary
Ireland
Mauritius
Mexico
Nauru
Norway
Philippines
Portugal
Samoa
Saudi Arabia
South Africa
Tonga
United Arab
Emirates
United Kingdom
USA



**COURAGEOUS OFFICIALS
HAVE BEGUN TO SPEAK**

Enjoy
Coca-Cola

WARNING

Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay. This is a message from the City and County of San Francisco.

The Coca-Cola Company
#31651 30' x 70'

**COURAGEOUS
OFFICIALS
HAVE BEGUN TO
SPEAK OUT**



ARE YOU POURING ON THE POUNDS?

DON'T DRINK YOURSELF FAT.

Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

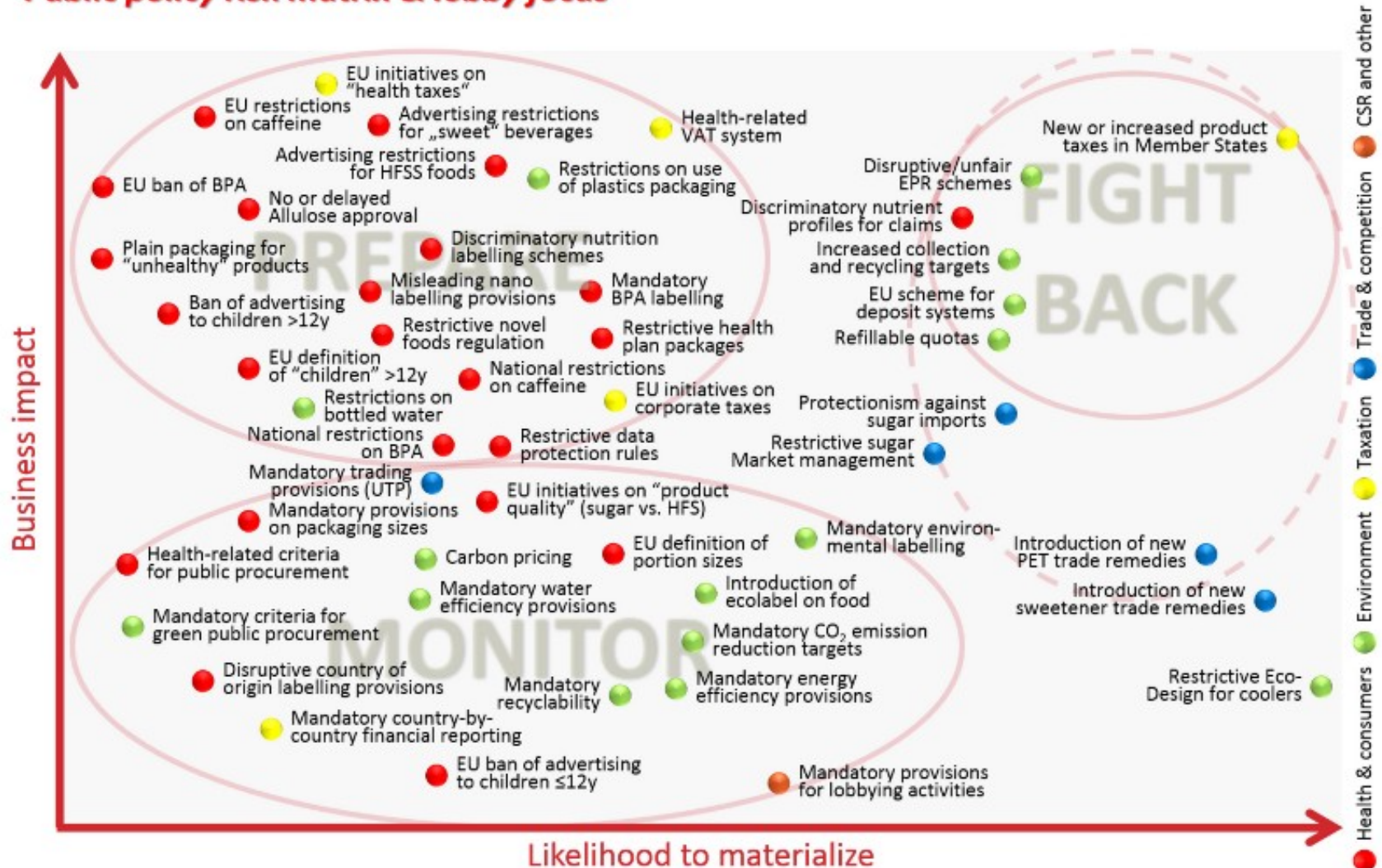
NYC
Mayor's Office of
Health Promotion

Department of
Health & Mental
Hygiene
Thomas P. Hays, M.D., M.P.H.,
Commissioner

BARRIERS TO REFORM

COCA-COLA'S EUROPEAN OFFENSIVE

Public policy risk matrix & lobby focus



Source: [DCLeaks](#)

Classified - Internal use

Coca-Cola Europe

Campaigning for Fitness

“We understand and recognize that obesity is a complex public health challenge...All of our products can be part of an active, healthy lifestyle that includes a sensible and balanced diet, proper hydration and regular physical activity. However, when it comes to weight management, all calories count, whatever food or beverage they come from, including calories from our beverages.”

--Coca-Cola Annual Report to the SEC, 2013

American Beverage Association: “Balanced Calories Initiative”



INDUSTRY EFFORTS

BEVERAGE CHOICES

COMMUNITY SUPPORT

ENG

ESP



Find a Balance that Works for You


America's beverage companies—Coca-Cola, Dr Pepper and Pepsi—have come together to support your family's efforts to balance what you eat, drink and do. We know an important part of finding that balance is reducing the sugar from beverages in your family's diet. So we're backing you up with ways to make it easier. Learn more about what we're doing through our **industry efforts**, **beverage choices** and **community support**.

5by20 • #cokestyle • Water Replenishment • Supplier Diversity • Giving Back • Diversity & Inclusion • Our Commitment to Transparency

FRONT PAGE > STORIES > OPINION: SOLVING CHILDHOOD OBESITY REQUIRES MOVEMENT

Opinion: Solving Childhood Obesity Requires Movement

By: **Brenda Fitzgerald, MD** | Apr 17, 2013

 Like 2 people like this. [Sign Up](#) to see what your friends like.

SHARE:



Brenda Fitzgerald, M.D., is Commissioner of the Georgia Department of Public Health (DPH) and State Health Officer.

ANOTHER SIP

What is Weighing Us Down? Calorie Imbalance Impacts Us All

Obesity are serious health issues in the United States. The following statistics were compiled by The Coca-Cola Company and third-party researchers to promote understanding of calorie (energy) balance and active, healthy

More Calories

Rhona Applebaum

What Is Weighing Us Down? New Infographic Shows How Calorie Imbalance Impacts Us All

Ashley Callahan

Together for Good

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The Coca-Cola Australia Foundation • Wellbeing

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OUR COMMITMENT TO TRANSPARENCY

Title	Type	Organization	Amount	Date
Dance Unlimited*	Partnership	CPL – Choice, Passion, Life (Cerebral Palsy League Of Queensland)	AU\$24,800	2016
Snow Sports Camp*	Partnership	Cerebral Palsy Alliance	AU\$22,452	2016
Wheelchair Sports NSW 2017 Junior Wheelies' Christmas Camp*	Partnership	Wheelchair Sports New South Wales Incorporated	AU\$11,544	2016
Athlete leadership Program*	Partnership	Special Olympics Melbourne Inner East	AU\$10,000	2015
Building youth buoyancy through blind swimming*	Partnership	Blind Sports and Recreation Victoria	AU\$9,750	2015
Empowering Young People*	Partnership	Communities @ Work	AU\$9,900	2015
Get Involved*	Partnership	Australian Paralympic Committee	AU\$75,000	2015
Hoop Dreams*	Partnership	E-Focus as Heidelberg Training and Resource Centre	AU\$9,690	2015
Junior Wheelchair Sports Program*	Partnership	Wheelchair Sports NSW	AU\$9,858	2015
L2R Dance Safari*	Partnership	L2R Next Gen Inc	AU\$10,000	2015
Project Re-Boot*	Partnership	Australian Circus and Physical Theatre Association	AU\$10,000	2015
South West Highschools (Bicycle) Tour*	Partnership	K-Equip Ltd	AU\$10,000	2015

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Our Mission

*Bringing scientists together to improve
environmental sustainability and human health*

The International Life Sciences Institute (ILSI) Research Foundation is a non-profit organization that advances and disseminates science for public benefit.

ISCOLE STUDY: Physical Inactivity as Cause of Global Childhood Obesity

ClinicalTrials.gov

A service of the U.S. National Institutes of Health

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[Home](#) > Study Record Detail

International Study of Childhood Obesity, Lifestyle and the Environment (ISCOLE)

This study has been completed.

Sponsor:

Pennington Biomedical Research Center

Collaborator:

The Coca-Cola Company

Information provided by (Responsible Party):

Peter T. Katzmarzyk, Pennington Biomedical Research Center

ClinicalTrials.gov Identifier:

NCT01722500

First received: October 29, 2012

Last updated: February 4, 2016

Last verified: February 2016

[History of Changes](#)

Full Text View

Tabular View

No Study Results Posted

[Disclaimer](#)

[? How to Read a Study Record](#)

► Purpose

The primary aim of the International Study of Childhood Obesity, Lifestyle and the Environment (ISCOLE) is to determine the relationship between lifestyle characteristics and obesity in a large multi-national study of 10 year-old children, and to investigate the influence of behavioral settings and physical, social and policy environments on the observed relationships within each country.

Condition

Childhood Obesity