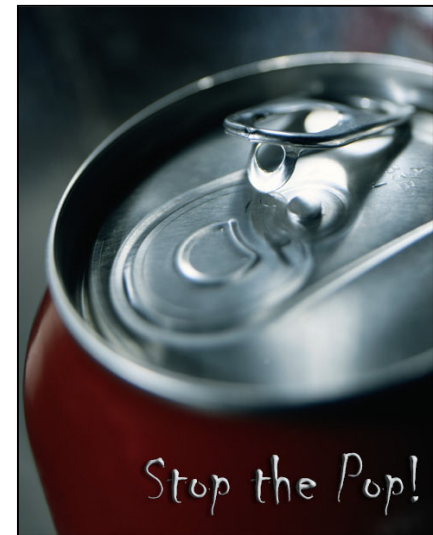




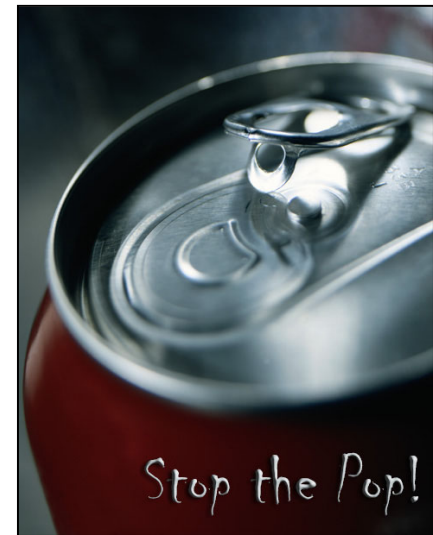
Stop the Pop!

Facts to Consider



Some Facts to Consider...

- **American consumption of soft drinks, including carbonated beverages, fruit juice and sports drinks has increased by 500% in the past 50 years.**



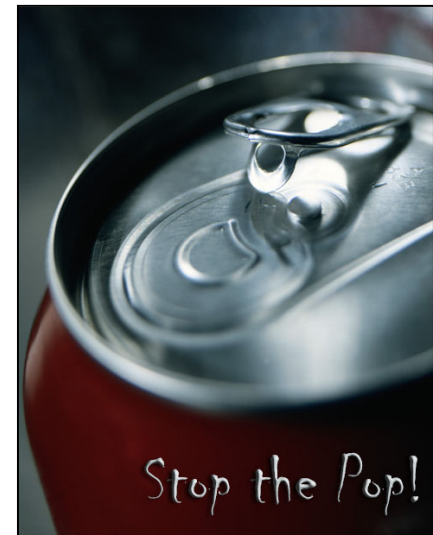
Some Facts to Consider...

- **In 1997, Americans spent over \$54 billion on soft drinks.**
 - The industry produced 14 billion gallons of soft drinks, twice as much as in 1974.
 - This equals 576 12-ounce servings per year OR 1.6 12-ounce cans per day for EVERY man, woman and child.



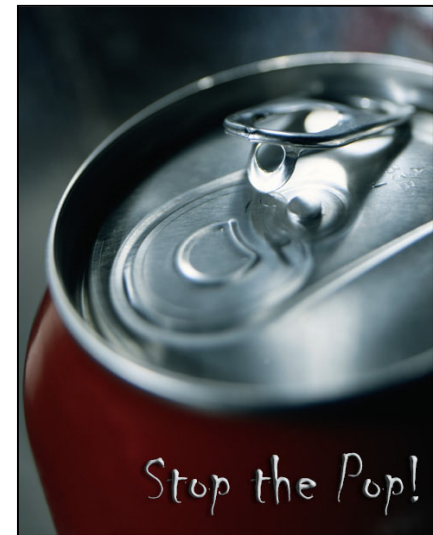
Some Facts to Consider...

- **Americans drank more than 53 gallons of soft drinks, per person, in 2000.**
 - This amount surpassed all other beverages.
 - 1 of every 4 beverages consumed today is a soft drink.
 - Because of this consumption, other more nutritious beverages are being displaced from the diet.



Some Facts to Consider...

- **Today, 1/5 of all 1- to 2-year-old children drink soda pop.**
- **Today, teens drink twice as much soda as milk.**
- **20 years ago, teens drank twice as much milk as soda.**



How sizes have changed.



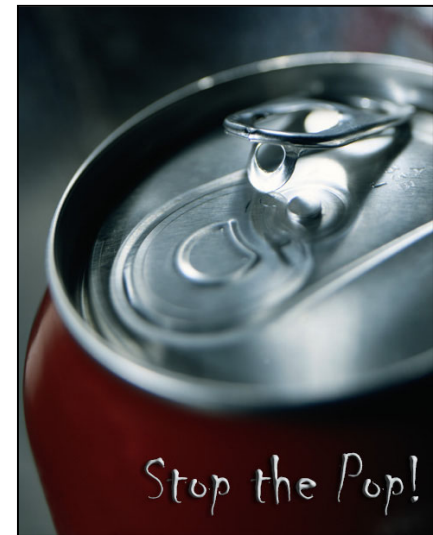
Original 1920s
size: 6.5 ounces

12 ounce cans
introduced in
the 1960s

20 ounce
contour bottles
introduced in
the early 1990s

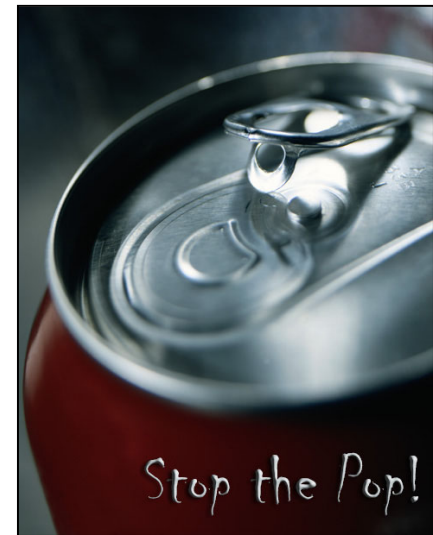
1 liter contour
bottles introduced
in late 1990s

Overall Health Implications



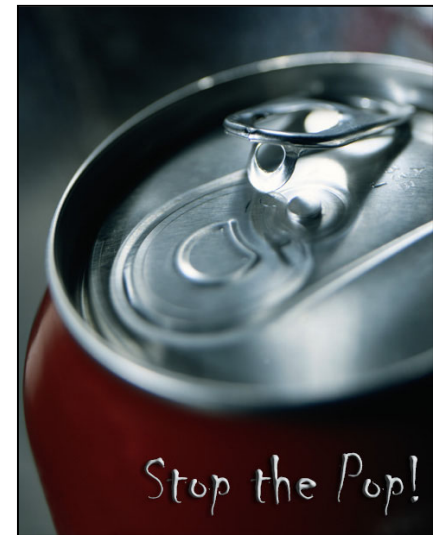
Some Facts to Consider...

- **In regular pop, all the calories come from sugar.**
 - Soda pop is America's single biggest source of refined sugar.
 - 12- to 19-year-old boys get **44%** of their 34 teaspoons of sugar a day from soft drinks.
 - The same age of girls gets **40%** of their 24 teaspoons of sugar from soft drinks.



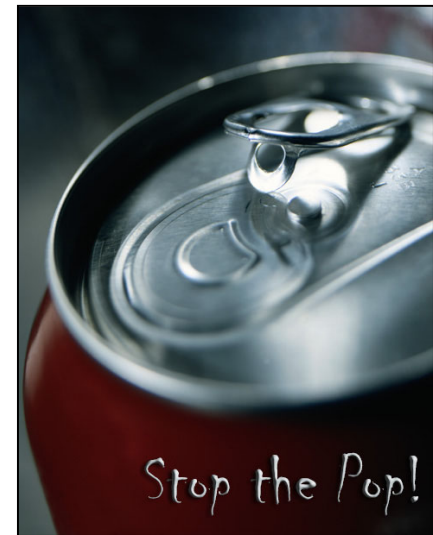
Some Facts to Consider...

- **12- to 19-year-old boys who drink pop consume an average of 81 gallons per year.**
- **Girls the same age drink an average of 61 gallons**



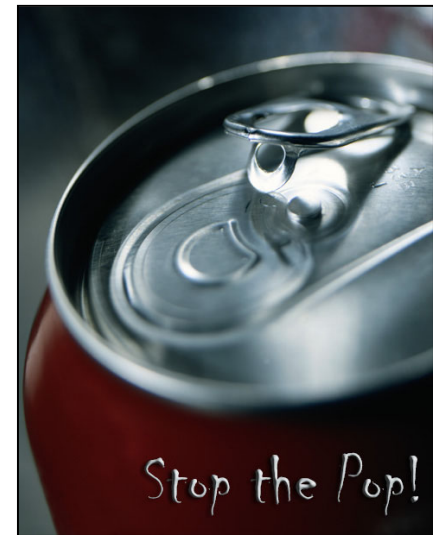
Some Facts to Consider...

- **For a healthy 120 lb. person who eats a healthy diet and exercises regularly:**
 - Drinking one 20 oz. soda everyday can contribute enough extra calories to equal 27 lbs. per year
 - It would take 2 hours of moderate walking to burn off the calories from one 20 oz. soda



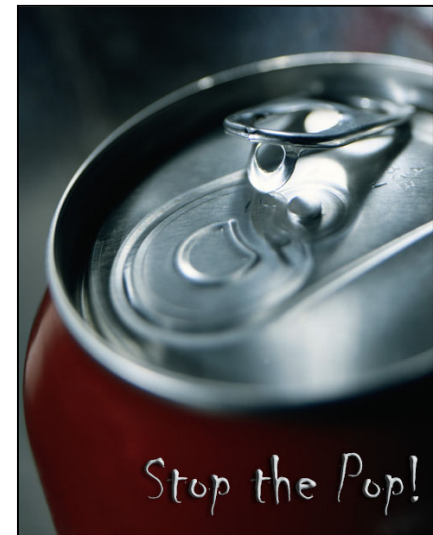
Some Facts to Consider...

- **A 20-oz. bottle of Mountain Dew contains 19 teaspoons of sugar. A person who drinks a bottle per day consumes just under 1.4 pounds of sugar per week from Mountain Dew alone.**
- **A 20-oz. bottle of Mountain Dew contains 92 mg of caffeine, nearly equivalent to an adult dose of NoDoz.**



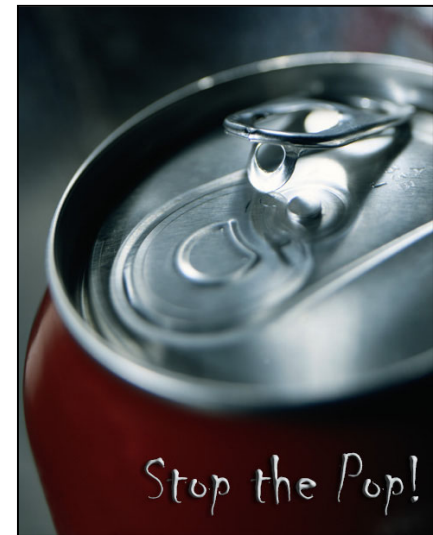
Some Facts to Consider...

- **70% of preteen girls and 60% of preteen boys are calcium deprived.**
- **70% of teen boys and 90% of teen girls fall short of calcium recommendations.**
- **Reduced calcium consumption during critical bone-building years is putting kids at risk for osteoporosis.**



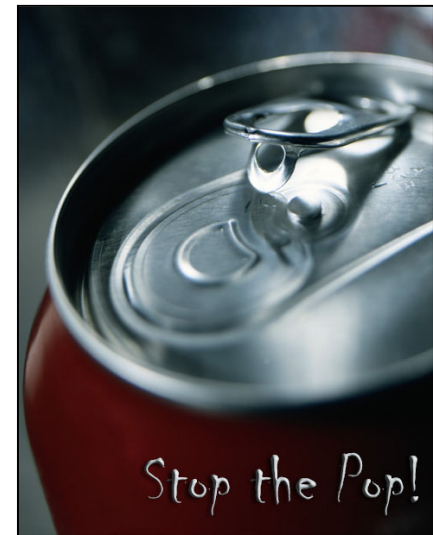
Some Facts to Consider...

- **In addition to cavities, heavy pop consumption has been linked to:**
 - Diabetes
 - Kidney stones
 - Heart disease
 - Osteoporosis
 - And most alarming...**Obesity**



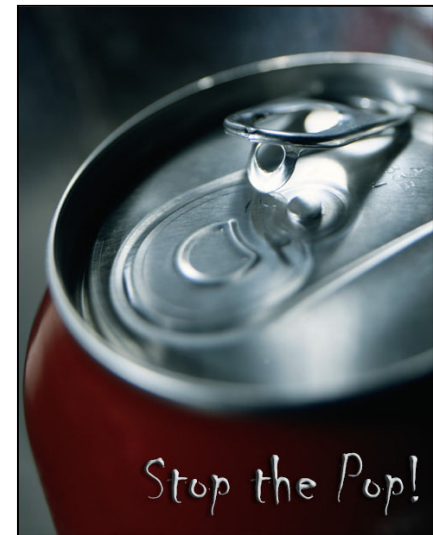
Some Facts to Consider...

- **Obesity is becoming a youth epidemic**
 - Obesity rates have risen in tandem with soda consumption. Childhood obesity in the U.S. has doubled in the last 10 years.
 - Obesity is linked to a variety of chronic diseases including:
 - **Type II Diabetes**
 - **Heart Disease**
 - **Cancer**
 - **Stroke**



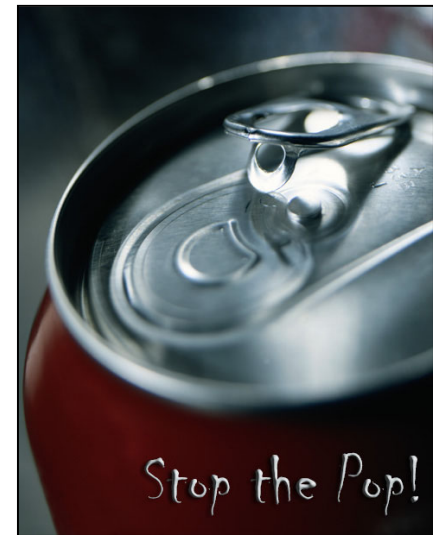
Some Facts to Consider...

- **Between 16% and 33% of children and adolescents are obese.**
- **80% of obese adolescents remain as obese adults.**
- **The annual cost to society for obesity is estimated at nearly \$100 billion.**



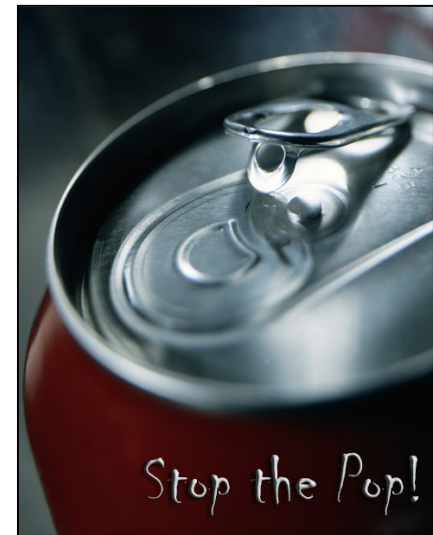
Studies Show...

- ***Children's Hospital Boston and Harvard School of Public Health*** found that
 - For each additional daily serving of a sugar-sweetened soft drink, the incidence of obesity was significantly increased.
 - Odds of becoming obese increased **1.6 times** for each additional can or glass of sugar-sweetened soft drink consumed above the daily average.

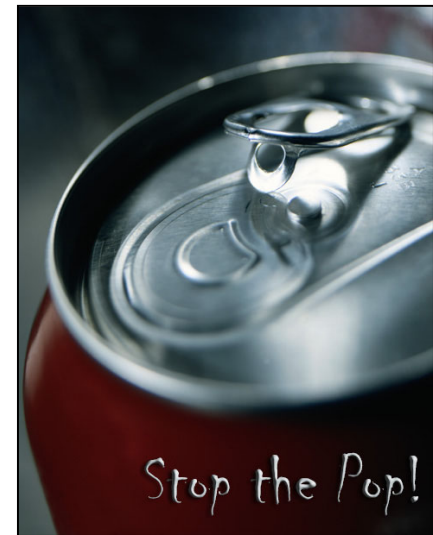


Studies Show...

- **A 1998 UCLA survey of 900 children in 14 Los Angeles elementary schools found:**
 - 40% were obese
 - An extra soft drink per day increases a child's risk for obesity by 60%
 - 9th and 10th grade girls who drank colas were 3 times more likely to develop bone fractures

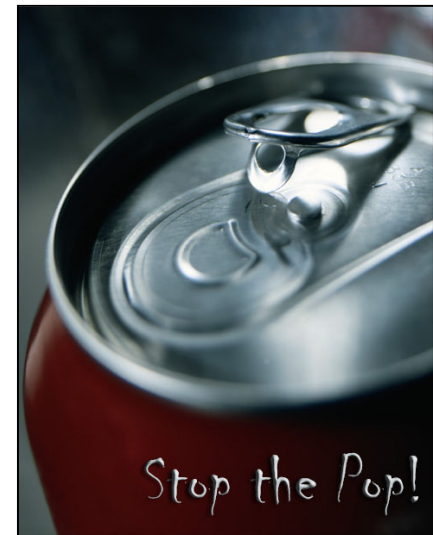


Oral Health Implications



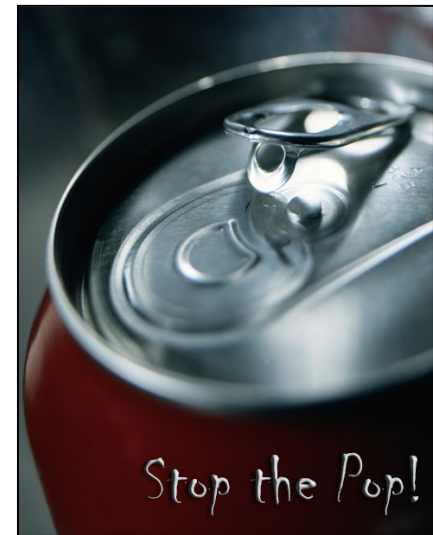
Parents – Caregivers – Educators

- Dentists around the country have seen a marked increase in cavities, and hypothesize this increase is, in part, related to soda consumption
- Increase in decay has been particularly noted in the past 5 to 10 years



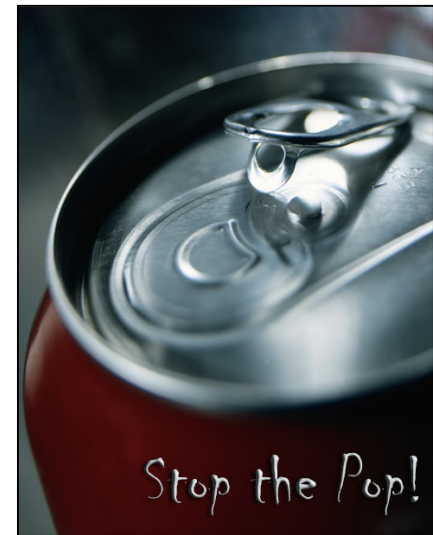
How Tooth Decay Starts

- Sugar in pop combines with bacteria in the mouth to form acid.
- This acid, in addition to the acid already present in the soft drink, attacks teeth.
- Each acid attack lasts about 20 minutes; Acid attacks start over again with every sip.
- Ongoing acid attacks weaken tooth enamel.
- Cavities begin when tooth enamel is damaged.



How Tooth Decay Starts

- **Remember! Diet or “sugar-free” pop still has acid that can harm your teeth.**
- **Although sweetened fruit and sport drinks aren’t carbonated like pop, they too have acid and sugar that can cause decay.**

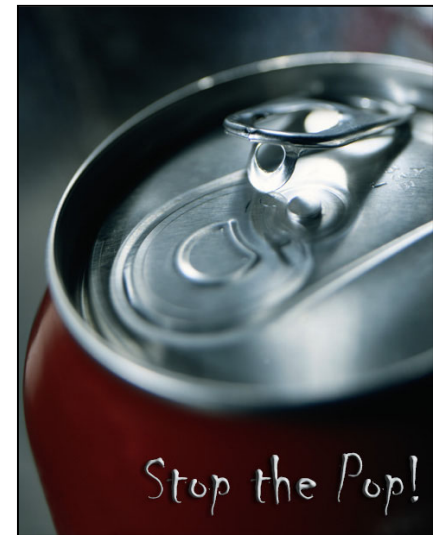


What tooth decay in youth can look like.



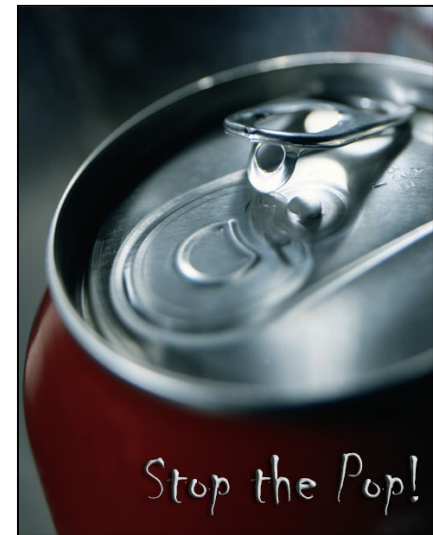
How to reduce decay

- **Drink soda pop and other sugar filled beverages in moderation.**
- **Don't sip on a soda for extended periods of time. Sipping exposes teeth to prolonged sugar and acid attacks.**
- **Use a straw to help keep the sugar away from your teeth.**
- **After drinking soda or other sugary drinks, rinse mouth with water to dilute sugar that can cause decay.**



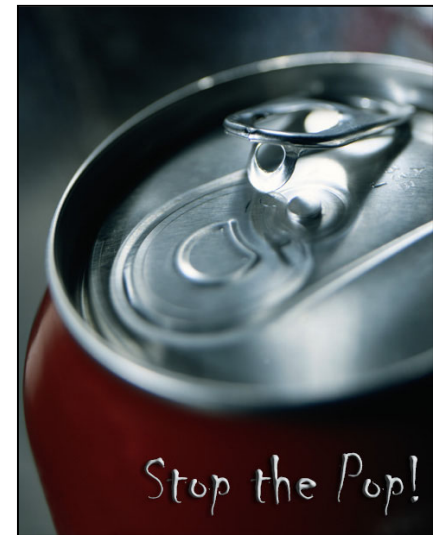
How to reduce decay

- **Never drink pop or juice before sleeping, without brushing teeth first.**
 - The liquid pools in the mouth and coats the tongue and teeth with sugar and acid.
- **Read labels.**
 - Regular pop is high in sugar and acid, and diet pop contains acid too. Both sugar and acid are bad for your teeth.
- **Drink water instead of pop.**
 - It has no sugar, acid or calories and, it contributes to overall health.

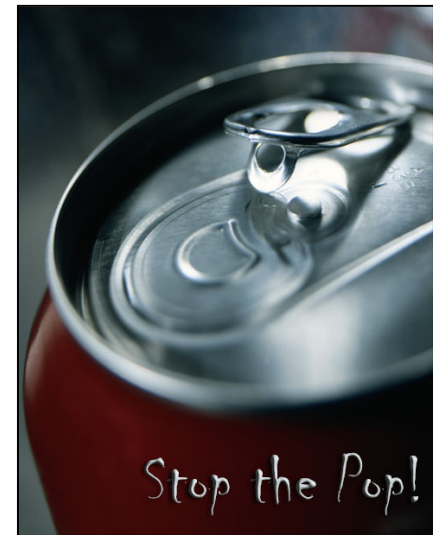


How to reduce decay

- **Get regular dental checkups and cleanings to remove bacteria buildup (plaque).**
- **Flossing regularly and using a fluoride toothpaste will also help prevent tooth decay.**

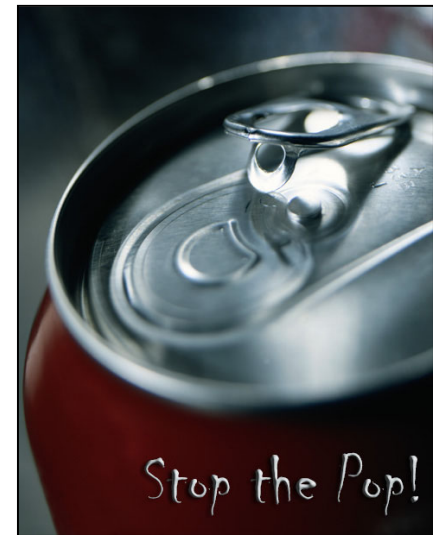


The Issues in our Schools



What is the Issue?

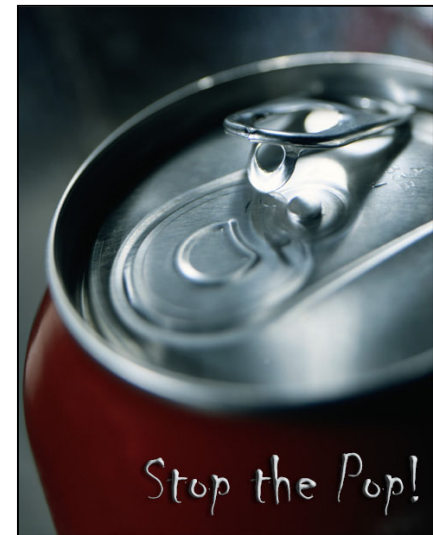
- **Soft drink companies pay school districts large royalties, cash up-front**
 - In exchange, the company gets the right to market their products exclusively in the schools.
 - Often, the company says how many vending machines will be in the school and where they will be located.
 - Companies provide monetary incentives for soft drink sales.



The “Perceived” Good

- **The “Perceived” Good**

- Contracts provide schools with an additional revenue source.
- Funds often are used for extracurricular activities and expenses.
 - **Band & sport uniforms**
 - **Field trips**
 - **Score boards & sporting facilities**
- Funds from soda contracts are sometimes even used for teacher salaries.



The “Realistic” Bad

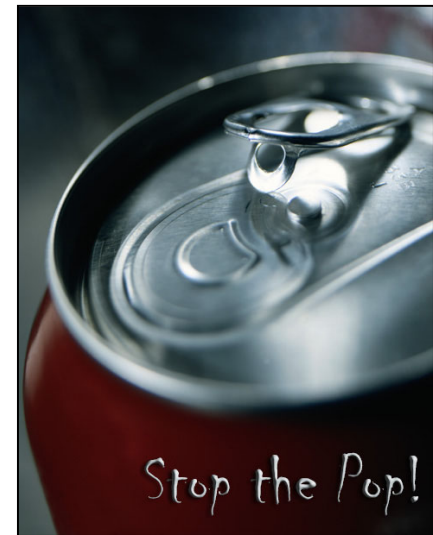
- **The “Realistic” Bad**

- Soft drink products are more easily available to youth through school distribution
- Greater availability = greater consumption
- Greater consumption can lead to greater chance for tooth decay (and other health problems)

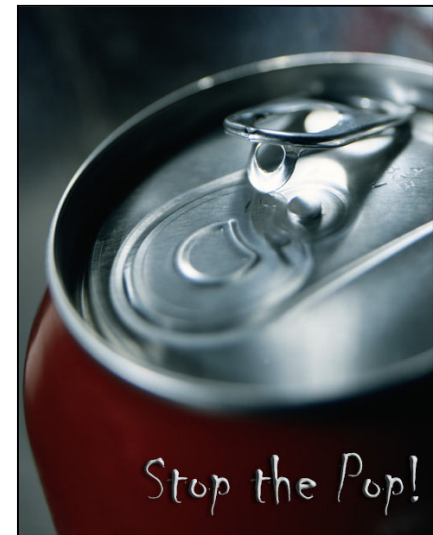


What's the Big Concern?

- **Being in school can increase soft drink consumption among youth.**
- **Brand endorsements and other marketing tactics can influence beverage consumption patterns among youth.**
- **Increased consumption has implications for both oral health and overall health.**



Possible Solutions



Parents – Caregivers – Educators

- **What are the possible solutions**

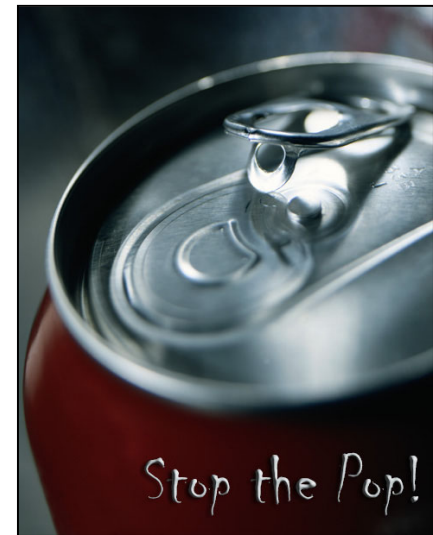
- If schools need to keep soft drink contracts for funding, make “healthier” vending options available AND affordable. Including:

- **Milk**
 - **Water**
 - **Fruit juice with greater than 50% real juice (preferably 100% juice)**
 - **Sports drinks (electrolyte beverages) with less than 42 grams of sugar per 20 oz. serving**



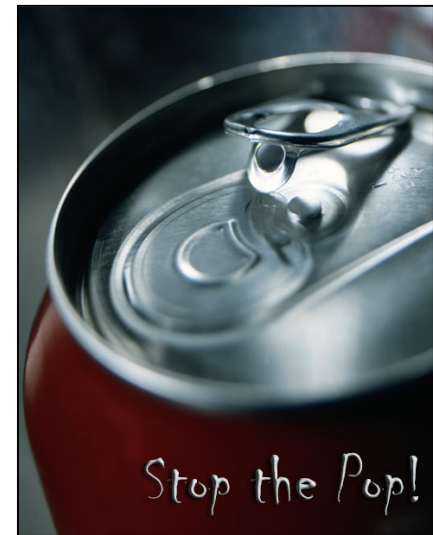
What you can do...

- **Educate yourself about your school's soft drink contracts.**
- **Educate other parents and your school board about hazards of soda consumption and vending contracts.**
- **Be proactive in voicing your opinion.**



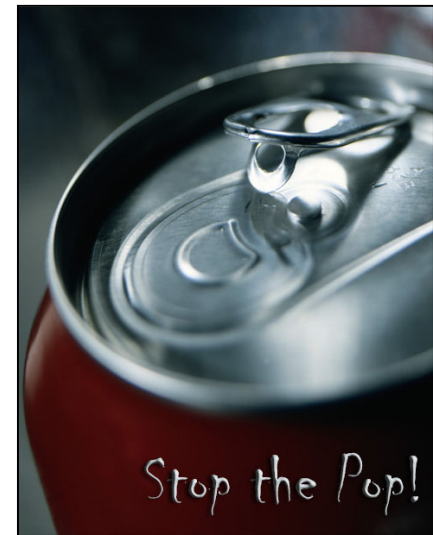
An Example Solution

- **Los Angeles School District said**
 - As of July 2004, only “approved beverages” can be sold in vending machines, cafeterias and student stores during, before and one half-hour after the school day.



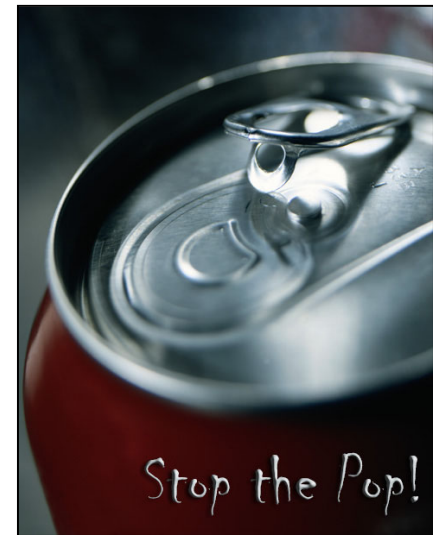
An Example Solution

- **In L.A. schools, approved beverages will be:**
 - Fruit-based drinks that have at least 50% fruit juice and no added sweeteners
 - Water
 - Milk, chocolate milk, non-dairy milk
 - Electrolyte beverages and vitamin waters that contain less than 42 grams of added sweetener per 20-ounce serving.



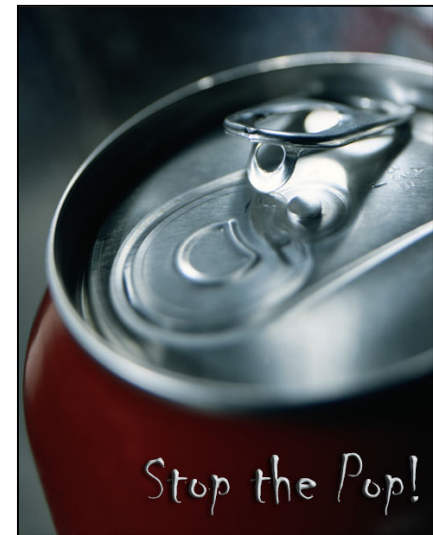
An Example Solution

- **Los Angeles schools will allow:**
 - Soft drinks may still be sold for fund-raising activities or at school events BUT must be at least one-half hour after the end of the school day.



The Bottom Line

- **If schools are going to TEACH nutrition, then schools need to SERVE nutrition.**
- **It's time to walk the walk and talk the talk: If we want our kids to be healthy, we need to provide them with healthy choices.**



For more information

- Visit www.modental.org for downloadable materials, links to news and research and more.
- Contact the Missouri Dental Association to receive Stop the Pop! materials to present to your PTA or school board (573-634-3436).
- Ask your dentist for more tips on preventing dental decay and improving oral health.

