

# Stop the Pop Display

Would you like to set up a Stop the Pop display in your school? It's easy and it's a great way to get students' and teachers' attention about the issues surrounding soft drink consumption! The collective quantity of the materials displayed is enough to make people stop and think!

## Here's what you need:

1. 576 (or more – see notes below) empty 12-ounce cans of soda<sup>1</sup>
  - If your school sells soda through vending machines, it's easy to collect these; if not, ask your students to bring in empty cans from home.
  - Sign is included with these materials for display
2. 15, 4-pound bags of sugar (or more – see notes below)
  - This is the amount of sugar in those 576 cans of soda.<sup>2</sup>
  - Sign is included with these materials for display
3. A large mattress bag or other clear plastic bag to put cans in for display
  - If you go to your local furniture store, you can purchase these bags for a few dollars or they may even give them to you.
4. Various sizes of bottled and canned soda to show how sizes have changed
  - A good idea is to try and get a 6.5-ounce Coke bottle from the 1920s (a replica is suggested), and to go to your local convenience store and purchase a 12-ounce can, a 20-ounce bottle and a 1-liter bottle.
  - Sign is included with these materials for display
5. A clear plastic bag or container with 10 teaspoons sugar inside.
  - This is the average amount of sugar in a 12-ounce can of non-diet soda
  - Sign is included with these materials for display

**Note:** Various signs are included with these materials to be used with your display. Simply print them off and laminate or paste on foam board to go with your display. You are encouraged to refer to the Stop the Pop presentation and brochure for more facts and figures that can be used in education and display materials.

## Endnotes

1. In 1997, Americans spent over \$54 billion to buy 14 billion gallons of soft drinks. That amount is equivalent to more than 576, 12-ounce servings per year or 1.6, 12-ounce cans per day for every man, woman, and child. Boys 12 to 19 drink an average of almost 2.5, 12-ounce sodas (28.5 ounces) per day. This equates to 867 sodas each year. This same age group if girls drink slightly less, but still large amounts. Girls 12 to 19 consume about 1.7 sodas per day or an average of 621 sodas each year. *Liquid Candy How Soft Drinks are Harming Americans' Health* by Michael F. Jacobson, PhD. [http://www.cspinet.org/sodapop/liquid\\_candy.htm](http://www.cspinet.org/sodapop/liquid_candy.htm).

2. *Dry measure:*  $576 \times 10$  teaspoons sugar (average amount in 12-ounce can) = 5,760 teaspoons sugar. There are 96 teaspoons in 1 pound.  $5,760/96 = 60$  pounds.  $60 \text{ pounds}/4\text{-pound bags of sugar} = 15$  bags. *Liquid Measure:* 16 ounces = 1 pound. 1 teaspoon =  $1/6$  (.167) ounces.  $5,760 \text{ teaspoons} \times .167 \text{ ounces} = 961.62$  ounces.  $961.62 \text{ ounces}/16 \text{ ounces} = 60.12$  pounds.  $60.12 \text{ pounds}/4\text{-pound bags of sugar} = 15$  bags. (The liquid measure is provided because soda is liquid and sugar is liquid in the form of high-fructose corn syrup; however it is still converted to dry sugar because this is easier to display dry sugar.) *Note:* These same equations can be used to determine the amount of sugar in 867 cans (amount 12 to 19 boys drink annually) and 621 cans (amount 12 to 19 girls drink annually). 867 cans = just over 22.5, 4-pound bags of sugar. 621 = just over 16, 4-pound bags of sugar.

**In 1997, Americans spent over \$54 billion to buy 14 billion gallons of soft drinks. That amount is equivalent to more than 576, 12-ounce servings per year or 1.6, 12-ounce cans PER DAY for EVERY man, woman, and child.**

**576**

**12-ounces cans of soda**

*Source: Liquid Candy How Soft Drinks are Harming Americans' Health*  
by Michael F. Jacobson, PhD. [http://www.cspinet.org/sodapop/liquid\\_candy.htm](http://www.cspinet.org/sodapop/liquid_candy.htm).

**Amount of sugar in 576  
12-ounce cans of soda**

**15**

**4 lb. bags**

**Boys 12 to 19 drink an average of almost 2.5, 12-ounce sodas (28.5 ounces) per day. This equates to 867 sodas each year.**

This same age group if girls drink slightly less, but still large amounts. Girls 12 to 19 consume about 1.7 sodas per day or an average of 621 sodas each year.

**867**

**12-ounces cans of soda**

*Source: Liquid Candy How Soft Drinks are Harming Americans' Health*  
by Michael F. Jacobson, PhD. [http://www.cspinet.org/sodapop/liquid\\_candy.htm](http://www.cspinet.org/sodapop/liquid_candy.htm).

**Amount of sugar in 867  
12-ounce cans of soda**

**22.5**

**4 lb. bags**

**Girls 12 to 19 consume about 1.7 sodas per day  
or an average of 621 sodas each year.**

Boys 12 to 19 drink an average of almost 2.5, 12-ounce sodas (28.5 ounces) per day. This equates to 867 sodas each year.

**621**

**12-ounces cans of soda**

*Source: Liquid Candy How Soft Drinks are Harming Americans' Health  
by Michael F. Jacobson, PhD. [http://www.cspinet.org/sodapop/liquid\\_candy.htm](http://www.cspinet.org/sodapop/liquid_candy.htm).*

**Amount of sugar in 621  
12-ounce cans of soda**

**165**

**4 lb. bags**





**Original 1920s size  
6.5-ounce glass bottle**



**New in the 1960s  
12-ounce aluminum cans**



**The early 1990s brings  
20-ounce plastic bottles**



**In the late 1990s  
1 liter plastic bottles**

**How soda sizes have changed!**

# *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

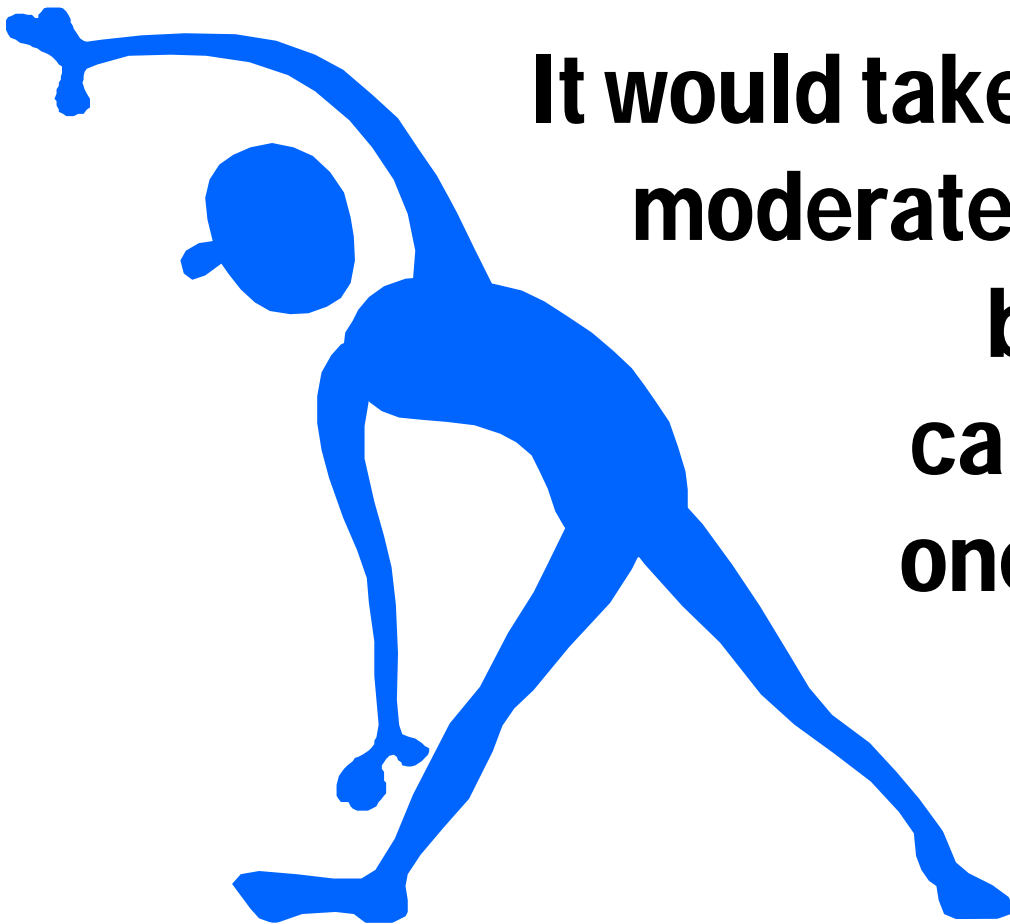
**Average amount of sugar in  
one 12-ounce can of soda**

**10**

**teaspoons**

# **For a healthy 120 lb. person who eats a healthy diet and exercises regularly**

**Drinking one 20-ounce soda  
everyday can contribute enough  
extra calories to equal 27 pounds  
per year.**



**It would take 2 hours of  
moderate walking to  
burn off the  
calories from  
one 20-ounce  
soda**

**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 No-Doz!**

