

Stories Designed to Camouflage Health Issues Related to Obesity: “Coke Latino” Ad

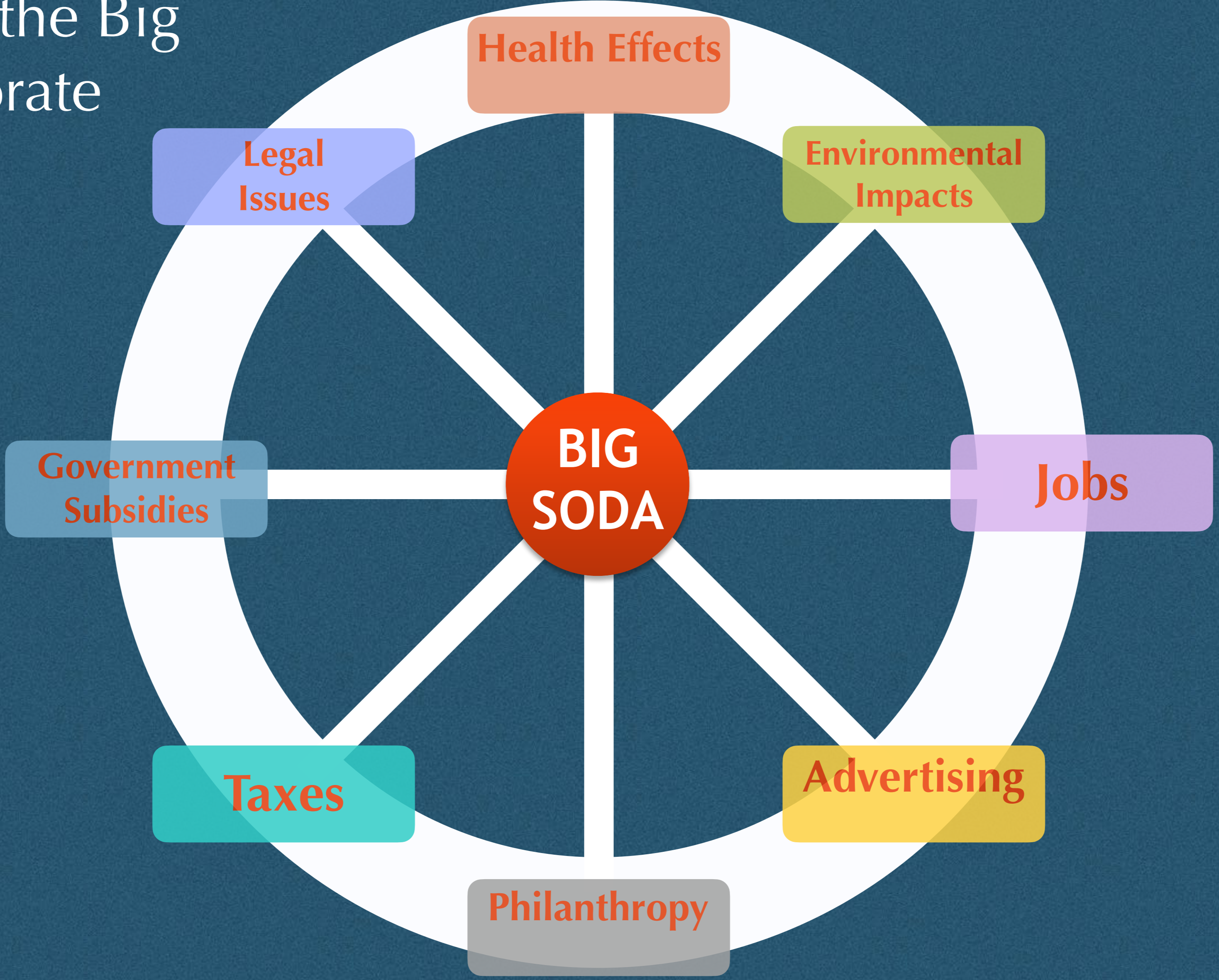
Roundtable on *Obesity Solutions*

April 19, 2022



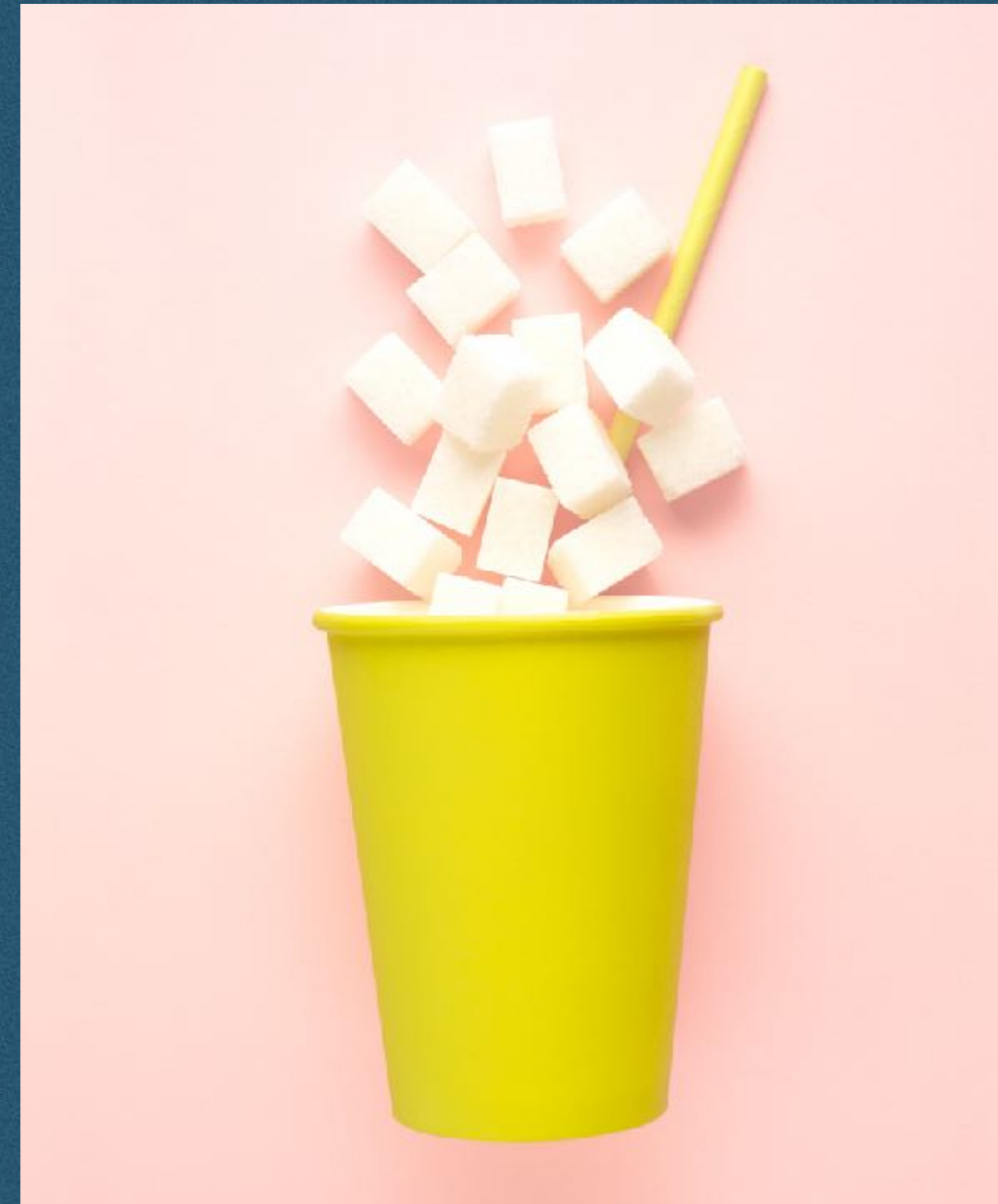
The story of soda is a remarkable tale of how a product with **no nutritional value** that **costs pennies to make** came to be a **mammoth profit leader** through **ingenious advertising, lobbying, and marketing**. Soda is the **largest** contributor of sugar in our diet.

The Spokes of the Big Soda Corporate Wheel



Health Effects of Soda

- #1 contributor of sugar to diet
- Obesity
- Type 2 Diabetes
- Cancer
- Heart Disease
- Stroke
- Dental Health



USDA Guidelines: 2020-2025

- “Intake of sugar-sweetened beverages should be limited to small amounts and most often replaced with beverage options that contain no added sugars, such as water.”



Sugar Consumption and Obesity

- “Americans consume on average more than 200 calories each day from sugary drinks — four times what they consumed in 1965 — and strong evidence indicates that our rising thirst for ‘liquid candy’ has been a major contributor to the obesity and diabetes epidemics.”

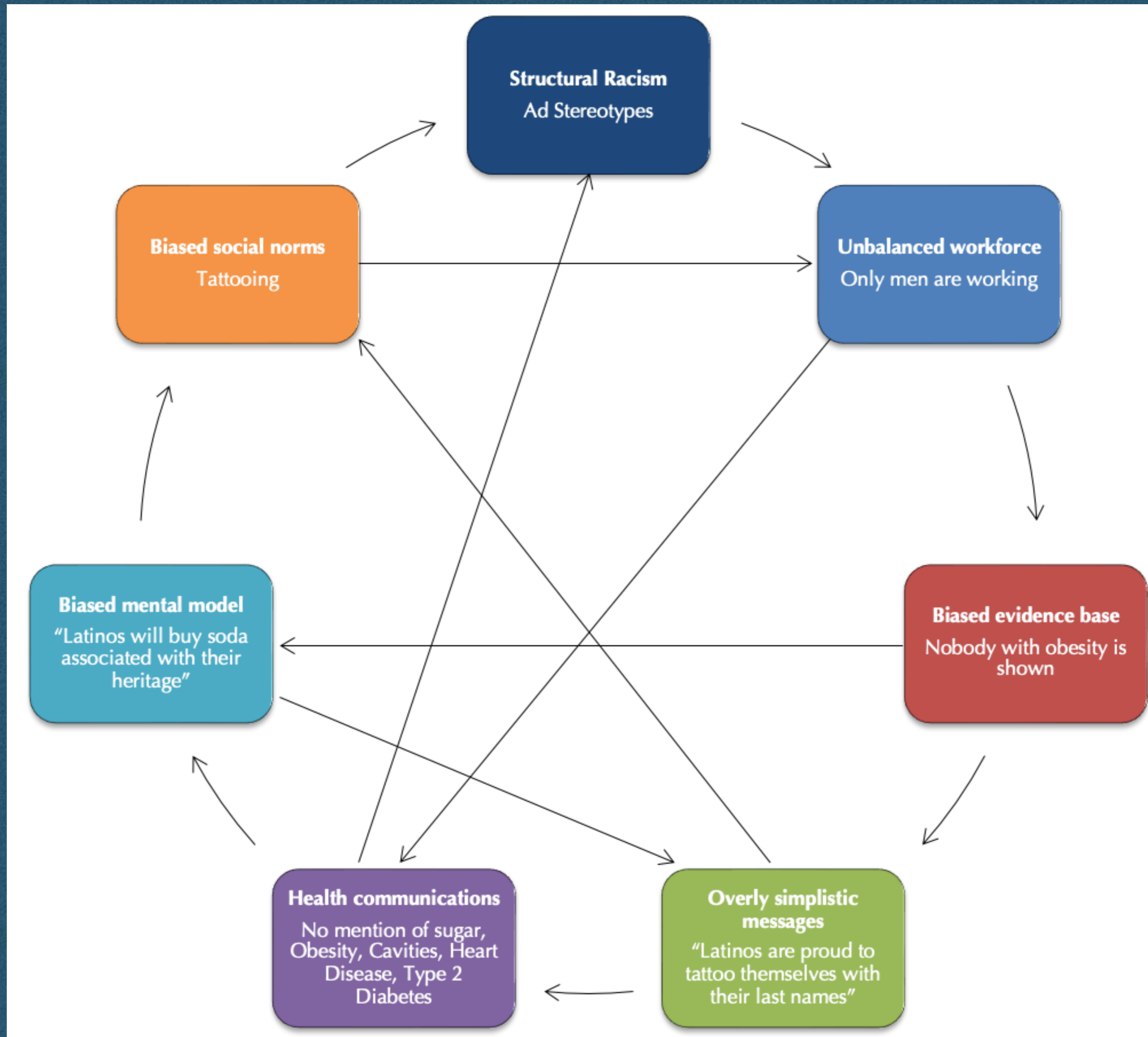


<https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/beverages-public-health-concerns/>

Advertising



Using a Loop Diagram to Analyze a Soda Advertisement



The soda industry can be used as a paradigm for exploring the health, social, cultural, political, and economic impact of other industries.

