Spoons Full of Sugar: How the Beverage Industry Markets Sugary Drinks to Youth

Purpose:
• Give an overview of sugary drink marketing practices that target youth
• Provide presentation materials that public health advocates can use in their own work

How to use:
• Public health advocates are welcome to incorporate any of the following slides into their own presentations
• The notes section of each slide contains background information and analysis where necessary
• Full citations are listed at the end of the presentation
• Please give ChangeLab Solutions credit for slides and analysis if you use any of these slides

About this Presentation

Topics
• Background: Sugary drinks and youth
• Youth-directed marketing practices
• Targeting African American and Latino youth
• Tangible solutions to targeted marketing

BACKGROUND: SUGARY DRINKS AND YOUTH
WHAT IS A SUGARY DRINK?

CHILD | TEEN
--- | ---
2 – 11 years | 12 – 17 years

YOUTH

DIETARY RECOMMENDATIONS

Youth should not consume more than 3 – 8 teaspoons of added sugar per day

Children and 12-oz Sugary Drinks

Maximum daily added sugar intake for children

- Regular soda
- Energy drinks
- Fruit drinks
- Iced tea
- Sports drinks
- Flavored water

Sources: Harris et al. 2011; Johnson et al. 2009
Teens and 12-oz Sugary Drinks

Maximum daily added sugar intake for teens

Regular soda 40%
Energy drinks 30%
Fruit drinks 25%
Iced tea 20%
Sports drinks 15%
Flavored water 10%

Children and teens, especially those who are African American, Latino, and low-income, are drinking a disproportionate amount of sugary drinks.

Daily Consumption of Sugary Drinks

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<thead>
<tr>
<th>Age</th>
<th>Males</th>
<th>Female</th>
</tr>
</thead>
<tbody>
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<td>2-19 years</td>
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Race and Sugary Drink Consumption in Children Under 2

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Sources: Harris et al. 2011; Johnson et al. 2009

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Sources: Harris et al. 2011; Johnson et al. 2009

Children and teens, especially those who are African American, Latino, and low-income, are drinking a disproportionate amount of sugary drinks.
Because of the increasing rates of obesity, unhealthy eating habits and physical inactivity, we may see the first generation that will be less healthy and have a shorter life expectancy than their parents.

**Daily Calories from Sugary Drinks**

Source: Ogden et al. 2011

**HEALTH CONSEQUENCES OF SUGARY DRINKS**


**YOUTH-DIRECTED MARKETING PRACTICES**

Source: Former Surgeon General Richard Carmona

Source: American Heart Association 2014

Source: En.wikipedia.org/wiki/Richard_Carmona
"There is no reason to give a child a soda or sugar-sweetened drink. Teens drink these beverages because they taste good, give an energy boost and they feel cool drinking them. The powerful influence of marketing and the targeting of young people cannot be ignored here."

Samantha Heller,
Clinical Nutrition Coordinator
at the Center for Cancer Care, Griffin Hospital

Each Year, the Beverage Industry Spends:

$516 million on youth-directed marketing

Types of Beverage Marketing

![Types of Beverage Marketing](image)

Source: Federal Trade Commission 2012

Sugary Drink and Energy Drink Television Commercials Seen by Youth per Year

![Sugary Drink and Energy Drink Television Commercials Seen by Youth per Year](image)

Source: Harris et al. 2011

How do soft drink marketers target youth?

Each Year, the Beverage Industry Spends:

- **$22** million on Cross-Promotion Licensing
- **$13** million on TV
- **$9** million on Events
- **$23** million on In-School

$516 million on youth-directed marketing

![Types of Beverage Marketing](image)

Source: Federal Trade Commission 2012

Sugary Drink and Energy Drink Television Commercials Seen by Youth per Year

- **213 ads** for Preschoolers (2-5 years)
- **277 ads** for Children (6-11 years)
- **406 ads** for Teens (12-17 years)

Source: Harris et al. 2011
Rapid Growth in New Media

Digital Marketing

Mobile Media and Social Media Marketing

Celebrity Endorsements
TARGETING AFRICAN AMERICAN AND LATINO YOUTH

How do Companies Target African American Youth?

- Feature African American spokespeople
- Sponsor:
  - Basketball and streetball events
  - Hip-hop music tours
  - Black History Month essay contests
- Launch culturally specific campaigns
- Target African American moms

Source: ChangeLab Solutions 2012
Photo Credit: Screenshot from http://www.sprite.com/basketball/sprite-dunk-gallery/

How do Companies Target Latino Youth?

- Sponsor community soccer events
- Latino celebrities
- Latin pop music
- Spanish language
- Bicultural themes that play on the mix of cultures and language
- Provide Spanish-language book covers to "Hispanic-designated" elementary schools

Source: ChangeLab Solutions 2014
Photo Credit: © 2014 ChangeLab Solutions

Targeted Television Advertising

- Every day, African American children see 81 percent more ads for sugary drinks and energy drinks on television than white children
- Every day, African American teens see 90 percent more ads for sugary drinks and energy drinks on television than white children

Source: Harris et al. 2011
Photo Credit: Creative Commons License http://media.fooducate.com/blog/posts/Junk-Food-Commercial.jpg
African American and Latino Communities Are Flooded with Advertisements

- Low-income Latino neighborhoods have nine times the density of unhealthy food and beverage advertising than high-income White neighborhoods.
- Low-income African American neighborhoods have six times the density of unhealthy food and beverage advertising than high-income White neighborhoods.

Source: Yancy et al. 2009

Photo Credit: © 2014 ChangeLab Solutions

Why do Companies Target African American and Latino Youth?

Voluntary Pledges

- 69% of pledged companies make pledges.
- 73% of all companies make pledges.

Source: Kunkel et al. 2013

Photo Credit: © 2014 ChangeLab Solutions
Celebrity Marketing

Example:
The Drink Water campaign was founded by professional snowboarders and encourages youth to drink water, rather than sugary drinks.

Incentivize Change

Policy Solutions

For more information, visit:
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