Obesity and Sugar Sweetened Beverages

Presented to the Chicago City Council Health and Environmental Protection Committee
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Healthy Chicago

Goal: Prevent and control overweight, obesity and related chronic disease

- Reduce adult and childhood obesity by 10%.
- Decrease the proportion of youth and adults consuming less than five servings of fruits and vegetables per day by 10%.
- Reduce the number of Chicagoans living in food deserts to 200,000 by 2015 and to zero by 2020.
Selected Actions to Address Obesity

• Improved park space
• Play streets
• Walkability and biking efforts
• Child care standards
• Grocery store expansion
• Healthy vending
Marketing

• $948 million annually
  • Regular soda – 46%
  • Energy drinks - 17%
  • Sports drinks – 15%
  • Fruit drinks – 14%
  • Flavored water – 4%
  • Iced tea – 4%

• $500 million aimed at children
Portion Sizes

8 oz
12 oz
16 oz
20 oz
34 oz
Pricing

Price of foods and beverages, inflation adjusted (taxes included)

Source: BLS, via Haver
Sugar Content in Sodas

- 12-oz soda: 9–12 tsps
- 20-oz soda: 15-20 tsps
- 64-oz soda: 54-63 tsps
- Bottled Ice Tea: 14 tsps
- Energy drink – 16 tsps
The average American consumes 45 gallons of sugary drinks – or 42 pounds of sugar – each year.
How Sugary Drinks Impact Health

Chicago Obesity Facts

• Children are obese at rates more than twice the national average

• Obesity among high school students increased by 20% between 1999 and 2009

• 67% of Chicago adults are either overweight or obese
Obesity Disparities

Diabetes in Cook County

![Graph showing diabetes prevalence in Cook County from 2004 to 2009. The number of cases increases from 2004 to 2009.](http://apps.nccd.cdc.gov/DDT_STRS2/CountyPrevalenceData.aspx?StatId=17&mode=DBT)
Other Health Consequences of Obesity

- Coronary heart disease
- Cancers (endometrial, breast, and colon)
- Hypertension (high blood pressure)
- Dyslipidemia (for example, high total cholesterol or high levels of triglycerides)
- Stroke
- Liver and Gallbladder disease
- Sleep apnea and respiratory problems
- Osteoarthritis (a degeneration of cartilage and its underlying bone within a joint)
- Gynecological problems (abnormal menses, infertility)
Annual Economic Impacts of Obesity

• Nationally, $147 billion spent on related health costs
• Private employers lose ~$45 billion to medical costs and work loss
• $3.4 billion in added health care costs in Illinois
Prevention Strategies

- Public awareness
- Points of access
- Pricing
IT’S NOT JUST ABOUT INDIVIDUAL BEHAVIOR

IT’S ABOUT HOW WE BEHAVE AS A CITY