Fed Up

By Mark Monroe
...on the bridge, a little
bit slow right now on the lower level.
Upper level
looking much better.
Thanks, Al.

8:
Time now for a check of your
Mathis Brothers...
The bottom line is,
you know, the epidemic here, Susan,
is worse than previously estimated...
probably much worse.
We have this new report
coming out overnight
from the Journal of the American
Medical Association...
...of Doctors has described this week
what it calls an emerging epidemic.
Military leaders called
that a threat to national security.
If it doesn't
affect you personally,
it will affect you indirectly by someone
you know, someone in your family.
It is just going up
much faster than we thought.
The problem
just keeps getting worse.
This is a terror from within.
It is a global epidemic.
Epidemic.
Clearly something's gone wrong.
Kids are being told the biggest
lie they will ever hear in their lives.
She cannot... literally
cannot calm herself down.
In the past quarter century,
the number of overweight
children has grown from
one in 20 to nearly
one in five.
Used to be you'd have one or two
heavyset kids in a class.
Now we get eight or 10. This year, for the first time in the history of the world, more people will die from the effects of obesity than from starvation. This has ramifications far beyond obesity itself. It is worse than even smoking. The cost of this is about... Half a trillion dollars in additional health care cost... half a trillion.
The American Academy of Family Physicians partnered up with Coca-Cola. Isn't this a conflict of interest? Hope that the American Academy of Family Physicians is looking for...
Researchers say obesity is causing more and more cases of cancer. and is now catching up to smoking as the leading cause...
It started out as a small story, I had no idea I'd be talking about weight gain and obesity my entire career. We've been covering the problem and solutions for over 30 years. It's sweatin' time.
In that time, entire industries have ignited over the weight problem. I will never look like that again.
First came the magazines, then the talk shows-
And how was the diet for you? This is the miracle we've been waiting for. And now our epidemic is entertainment on network television. How is this still an issue, much less a worldwide epidemic We get new solutions
every day
Everything in the grocery store is made
with less fat and fewer calories
and yet our kids keep
getting bigger and sicker.
It makes no sense.
Is there a link between our
ever-expanding waistlines
and the government's
own dietary guidelines?
And that got me thinking,
what if the solutions
weren't really solutions at all?
The Bush administration
is resisting a plan
from the World Health
Organization to fight obesity...
What if they were
actually making things worse?
There are a very high percentage
of young people overweight
because of a number of things
that have happened in our country
in the last several years.
What if our whole approach
to this epidemic has been dead wrong?
Sorry. Okay.
Uh, let me fix this.
You know, one person told me
that fat people
were just made to be fat.
And I don't think that's true.
And I know it's hard,
'cause I'm still overweight.
And right now I feel
like I always will be.
Why do you not eat vegetables, Taylor?
- 'Cause I do not like them.
- Why?
- I don't.
- Why not?
'Cause I don't.
You just say you don't,
but you don't have a reason.
- Yes, I do.
- What's the reason?
I don't.
Being in the South,
we eat a lot of fattening things.
We eat macaroni and cheese,
fried cube steak, fried chicken.
And that's what we're used to.
That's what I've grown up doing.
I've done what my parents done.
My parents have done what they've done.
It's passed on from generation.
And once you start overeating,
it becomes the worst habit,
and it just grows.
The first time
that I think he ever mentioned
the teasing...
calling him fat or something,
I think it was probably
around the age of eight.
Some girls told him they wanted
to see how fast he could run,
and he ran.
And later, another girl
came to him and told him..
that they were laughing at him,
and they just wanted him to run
so they could see his fat shake.
He stayed upset
about that for so long.
- We ready to eat, Mama?
- Mm-hmm.
I'm 15, and I weigh
around 215 pounds.
If you like it that way.
I'd like to lose
about 50 to 55 pounds.
I could do so many more things.
Maybe I could play football
or play baseball.
I've always had an interest
in baseball.
We talk about it a lot...
about, you know, the weight thing and
I've always been overweight.
And I was overweight at his age.
And I don't want him to be having
to obsess about weight his whole life.
You know, I want him to be able to focus
on other things that are more important.
I really think
he wants to lose weight.
I just think he doesn't
know how to do it.
Everybody else doesn't look
at it the same way as I do.
I look at it as I'm failing,
and they just look at it
as he's just another fat kid
Kids are obese for two reasons...
They have voracious appetites,
and they don't exercise enough.
Americans view
overweight people as lazy,
unambitious
and lacking willpower.
All we have to do is have
people eat less and exercise more.
Not a very big problem.
The subtle message is
"It's your fault you're fat."
All you need to do
is eat less, exercise more.
It's all about personal responsibility,
about willpower.
That's the message
that's been pushed on us.
I want to see you all moving,
all right?
Forget about it.
"Eat less, exercise more". has been the common sense
answer to unwanted weight
for more than half a century.
This was the science.
And it started with a mouse.
The year was 1953.
Up until this point, exercise had been considered taboo. Doctors even warned it would cause heart attacks and diminish your sex drive. Then came Dr. Jean Mayer, a French physiologist who would become the foremost expert on obesity in the U.S. He noted that large lab mice ate virtually the same amount as smaller mice. But the big ones weren't nearly as active afterwards. Mayer's conclusion, lack of exercise must be related to weight gain. His finding sparked a fitness revolution.

This is where you come and punish yourself for fun... or rather, for your health.

Here we go now. We're gonna step apart together To the right. Apart... By the time Jane Fonda became the face of fitness, Americans were spending billions of dollars trying to lose weight. Let's get physical Physical I wanna get physical But as more and more people began exercising, more and more waistlines grew out of control. Between 1980 and 2000, fitness club memberships more than doubled across the United States. During that same time, the obesity rate also doubled. A decade later, two out of every three Americans were either overweight or obese. So how is it possible...
that the enormous rise
of the fitness revolution.
almost exactly mirrored
the rise in obesity rates.
Something is making that happen.
The question is, how is that happening
in Malaysia, Saudi Arabia,
Sweden, Norway, South Africa
and everywhere else.
And we have obese
six-month-olds.
You want to tell me that
they're supposed to diet and exercise?
So, how our politicians
can continue
to espouse this same mantra...
"Diet and exercise,
you are what you eat, it's your fault"
is absolutely beyond me.
I am 12 years old,
and I weigh 212 pounds.
My doctors have said
that I am a statistic.
I don't really know what it means.
I think it has something
to do with my weight.
They normally say that
I'm just supposed to eat healthier
and exercise a lot more,
which is what I am doing.
I swim four days a week
and then walking my dogs
on the weekends.
We didn't really start to worry
about it until I think she was eight,
um, when the doctor wanted us
to seek a nutritionist
to kind of address the issue.
And I just remember at that time
we called the nutritionist
that he wanted us to
and we were told, "We don't
see children that young."
It has to do
a lot with their self-esteem, especially with girls once they hit their teenage years because, "Oh, I'm the fat kid, and I always have to consciously watch what I eat."

My doctor, um...

he told me to join Weight Watchers, um, and I can't, because I'm not old enough yet.

Then we stopped at that point and said, you know what?

We know... We have the tools.

We know what we're supposed to do. Let's just try

and do it ourselves.

Some of the things that I do when I look for healthier choices is doing the reduced fat... It's got more fiber in it. It's made with more whole grains.

I look at the fat content, but cereal, by its very nature, is generally pretty low in fat. So cereal's a good go-to for pretty much any meal replacement.

I know what my family will eat, and I try and consider that when I'm purchasing things. I would expect that, since I'm eating healthy and exercising a lot, that I would be able to lose more weight than I am.

But my weight has mostly stayed the same.

So, sometimes it gets a little bit frustrating.

This whole generation of kids, they're doing their best. They're torturing themselves to do the cure that we tell them, and it's the wrong cure. And we're blaming the willpower,
the moral fortitude of these kids, and it's a crime.
There is a solution to obesity.
It's energy balance.
It's balancing calories in and calories out.
We're eating and drinking too much and not getting enough exercise.
We will have to have greater emphasis on getting that energy balance.
Nowadays there's this phrase, "Let's practice energy balance."
Okay, we're gonna make sure that we know how to match the calories in to the calories out so that we don't get fat.
It's nonsense.
You eat, say, 110 bites of food a day, and you only burn off 109 of them, you're gonna get obese in 20 years. Even if there's a Guinness world record holder of calorie counting, calories in to the calories out, nobody can do it.

3: What do you have next?
- Next I have swim team.
We certainly don't want to discourage people from exercising or underplay the importance of physical activity to health, but we are not gonna exercise our way out of this obesity problem. To burn off just one 20-ounce Coke, a child would have to bike for an hour and 15 minutes. Most people don't have that much time in their day.
So if you burn a calorie sleeping,
or you burn a calorie exercising, it's still a calorie burned. The question is, is a calorie eaten a calorie eaten. And for that we have really good data. And it says a calorie is not a calorie. Why is a calorie not a calorie? All right. Let's give you an example. Let's take an easy one. Let's take almonds. If you consume 160 calories in almonds, because of the fiber in the almonds, the food is not going to get absorbed immediately. So your blood sugar rise is gonna be a lot lower, it's gonna be for longer. So what's the opposite of the almond? Well, the opposite of the almond would be a soft drink. Because there's no fiber, they get absorbed straight through the portal system to the liver. The liver gets this big sugar rush. And when your liver gets that onslaught, it has no choice but to turn it into fat immediately. So, 160 calories in almonds, or 160 calories in soda. You tell me which is better. For over 125 years, we've been bringing people together. And yet we are continually being sold a message contrary to the science. ...on something that concerns all of us... obesity. Our weight, we're told,
comes down to calories
in and calories out.
One simple, common sense fact.
All calories count, no matter
where they come from,
including Coca-Cola
and everything else with calories.
And if you eat and drink more calories
than you burn off, you'll gain weight.
Well, one thing
we need to understand,
that the food industry is really
at the heart of this problem.
We're handing the industry a big gift
in that they get to confuse the issue
by talking about exercise.
It's all about the spin, right?
So the food industry is good at
kind of taking half-truths
and then stretching them.
Food companies are interested
in selling more food.
That's their job
as a corporation.
And one way to do that
is to co-opt potential critics.
The soft drink companies
fund research in universities.
They donate
to professional societies.
And, in fact, I just saw
a new major analysis
that says that soft drinks
have nothing to do with obesity.
And the study was sponsored
in part by Coca-Cola.
We haven't heard this
kind of association before.
It's the American Academy
of Family Physicians.
They have partnered up with...
Coca-Cola, which...
You know...
Yeah, definitely a head-scratcher.
Immediately after Coke's announcement, a group of 20 doctors who helped make up the American Academy of Family Physicians publicly resigned. How can any organization that claims to promote public health join forces with a company that promotes products that put our children at risk? But not all doctors see it the same way, particularly those whose research is funded by the industry. Even though study after study has shown soda to be a significant contributor to America's staggering obesity crisis. Dr. Allison says there's not enough "solid evidence."

But his critics say Allison is motivated by something else... by all the money he has repeatedly taken from Coca-Cola, Pepsi, and the American Beverage Association. I know you've received a lot of money from the food industry in general. Was there evidence that said the ingestion of sugary beverages actually contributed to the obesity problem? Ingestion of all calories contributes to the obesity problem. One question you might ask is whether sugary beverages contribute more so than do other calories. That's a very challenging question to ask. Well, let me ask you that. Do they? It's a good question. There's reasons to believe they might. But I don't think the evidence is quite clear. For example...
And what would be the science behind that? Well, the ideal study might be requiring people to, uh, uh...
Excuse me. Let me start again on that. Let me just get my thoughts together. Okay.
We know sugared beverage consumption is producing diabetes and obesity. It's just ridiculous to think otherwise. And, of course, research shows it to be the case. And people are getting wise to industry-funded studies that show the opposite. If you're peddling Coca-Cola, Pepsi, sugar water, Gatorade, you don't want your food to be considered inherently fattening, just as the tobacco industry would have preferred that their product not been considered inherently capable of causing cancer. But just like cigarettes literally cause lung cancer, certain foods literally make you fat.
This is a big bag. What did you have for lunch?
- Let's tell the truth.
- Um...
Hamburger. French fries. Milk and juice.
- Milk and juice?
- They give them both.
If you ever go on a diet, and you try to eat healthier food, your brain's still telling you "Eat, eat, eat. It's not what I want. No, get something else."
You're still used to
that fattening stuff.
That's why it's hard
to go on a diet.
You ain't got
but a few more to go.
This time of night
you don't eat that many.
- Gotta savor the flavor.
- You gotta savor the flavor?
You gotta savor the flavor
'cause you only get so many chips.
I'm trying to lose weight.
My weight is pretty heavy. 180.
I'm a pretty heavy dude.
That's why I try to get exercise in,
eat some healthy food every day.
We, um,
started eating different things,
more fruits and vegetables.
We limit our starches.
We limit our breads.
We keep healthier snacks.
He loves Hot Pockets.
So they have Lean Hot Pockets.
So I make sure to have the lean ones
versus the regular ones.
It costs more to eat healthier.
So we slip. And I'm not
gonna say we don't.
Because it's easier to go in there
and buy the cereals with sugar in it.
It's easier to buy chips,
because it's cheaper.
And that's what the food industry
wants them to think.
They want them to think
it's cheaper.
KFC Family Feast.
Nine pieces, any recipe,
three large sides,
six biscuits, 19.99.
Do not give up on dinner. Mm.
"You deserve a break today."
You can get a "value meal."
These are messages that have kind of gotten embedded into our culture, into their thinking. But there is well-documented scientific proof that you can eat well for less, and they don't know that. Okay, we're gonna be in room number nine. Just come right in. And it'll be just a moment, okay? How is the diet control going? Diet control for him is getting... is better. At first it was rocky, but it's a lot better. I'm happy to hear that you think things are going so well, but it's a bit concerning, because when I look at Wesley, he doesn't look any thinner. In fact, he actually looks bigger than he did a few years ago. And what I see from the data is... is that he's continued to gain weight even faster than the rate that he was before. His weight is even higher than it was last time. I've eaten less than I usually have. I've exercised more. And I don't really know why I'm getting more weight. Mom, have you noticed that his skin here... is starting to get a little bit dark and a little bit thick. It's part of what we call metabolic syndrome. Oh. Okay. His body is already starting to show some of the adult signs.
of overweight and obesity.
I worry about that I might have
a heart attack or a seizure,
or something like that
I've seen these things on the news.
And I've seen my family
have had it too.
And I'm worried
myself might have it.
So relax your arm and your leg.
And take some deep breaths.
And here we go.
It's not just genetics.
We're seeing strokes in eight-year-olds.
We're seeing heart attacks
in 20-year-olds.
We're seeing kids at 30,
by their 30th birthday needing
renal dialysis for kidney failure
because of these problems.
Genetics are a very
important part of this
and certainly
there are people
who are genetically susceptible
and genetically prone.
But genetics is not
what this is about.
When I was young,
the obesity rates
were actually pretty rare
among children.
There's been a stunning increase.
We haven't had this situation
throughout the whole history of mankind
until the past 30, 40 years.
Most experts say the obesity epidemic
really has taken place
in the last 30 years or so.
Looking back, do you think
there's anything
that your administration
or other administrations
could have done to prevent this?
I don't know.
I missed it sort of.
We knew that...
We had an effort to try to increase
the exercise programs in the schools
and improve the cafeteria requirements
but I don't think we appreciated
the magnitude of it.
We've got all these kids, even preteens,
with type 2 diabetes now.
That used to be called
adult-onset diabetes.
It was unheard of
for young people to get it.
And it's becoming a big problem
in other parts of the world.
Second-fastest growing area...
Middle East and North Africa.
It's not only a personal tragedy
for a lot of young people
and interferes with their quality
of life, their mobility,
but it will lead to
enormous complications for us.
As physicians, we know how to take care
of a 50-year-old or 60-year-old
with type 2 diabetes.
What none of us have done is to
take care of that 10-year-old
with type 2 diabetes
for five, six, seven decades.
We don't know
the consequences of that.
And that scares me greatly.
If there's a moment
in time marking the start
of the obesity epidemic,
it's 1977, the McGovern Report.
The Senate Special Committee
on Nutrition
is looking into the connection
between heart disease and diet.
Expert testimony before the
committee on nutrition and human needs
warned Senator George McGovern that obesity would soon be the number one form of malnutrition in the United States. When we get the kind of overwhelming consensus that has developed before this committee it seems to me we have some obligation to share that with the American people. With predictions of rising medical cost, the committee issued the very first dietary goals for Americans noting that our diet had become overly rich in fatty meats, rich in saturated fats and cholesterol, and rich in sugar. The egg, sugar, dairy and beef associations with sales of their products in danger, united, and flat-out rejected the McGovern Report. They even demanded a rewrite. The byzantine politics that I saw taking place here the last couple of weeks had to do with the power of lobbies. Despite McGovern's best intention, the dietary goals were indeed revised and the words "reduced intake" were removed from the report for good. Instead, they encouraged Americans to buy leaner products and buy more food with less fat. And so, the 1980s began with a new health doctrine, and a brand-new market, every food product imaginable reengineered to be low in fat. When you take the fat out of the food, it tastes nasty.
Tastes terrible.
Tastes like cardboard.
Food industry knew that.
So they had to do something
to make the food palatable,
to make it worth eating.
So what did they do?
Dumped in the sugar.
Sugar
Aw, honey, honey
You are my candy girl
And you got me wanting you
Honey
Aw, sugar, sugar
You are my candy girl
And you got me wanting you
Between 1977 and 2000
Americans have doubled
their daily intake of sugar.
Sugar is poison.
It is a chronic... not acute...
chronic dose-dependent...
depends on how much you eat,
because there is a safe threshold,
hepato... "liver"... toxin.
The metabolic diseases that are
associated with obesity,
the diabetes,
the heart disease,
the lipid problems,
the strokes, the cancer...
those diseases
are being driven by sugar.
Fructose,
the sweet part of sugar
can only be processed in the liver.
When your liver is pushed to the max,
the pancreas comes to the rescue
by producing excess amounts
of a hormone called insulin.
Insulin is
the energy storage hormone.
Insulin turns sugar
into fat for storage.
That's insulin's job. High levels of insulin can also block your brain from receiving the signal that you're full. Problem is your brain thinks you're starving. So how do you feel when you're starved? Crappy, tired, slothy. Sit on the couch, don't want to do anything. And, of course, hungry. Well, I've just described every obese patient. The behaviors that we associate with obesity... the eating too much, the exercising too little... the gluttony and the sloth, they are the result of the biochemistry, not the cause.

All right. I'm at the grocery store with my mom and so far our buggy's got Cheez-Its, cookies, pudding... The problem is sugar isn't just in cookies and desserts. If you go to the supermarket, there are 600,000 food items in America, and 80% of them have added sugar. Sugar can hide behind many names on nutrition labels, like sucrose, fructose, glucose, dextrose, lactose, maltose, invert sugar and turbinado sugar. And the most well-known of all, high-fructose corn syrup. You'll absorb them exactly the same. And so, all of the studies that have pitted high-fructose corn syrup against sugar show no difference between the two.
They're both equally bad.
So, too much sugar,
in any form, is dangerous,
even if the high-fructose
corn syrup is replaced
with any of these
other varieties.
It's not just all of
the excessive sugars
but the processed
starches too,
white bread, white rice,
potato products,
prepared breakfast cereals,
are digested into glucose literally
in an instant in the digestive tract.
You can eat a bowl of corn flakes
with no added sugar
or you could eat a bowl of sugar
with no added corn flakes.
They might taste different,
but below the neck,
they're metabolically
the same thing.
When you consume
sugar naturally,
that is, in fruit,
you're getting the fiber that you need
to mitigate the negative effects.
Am I worried about fruit? No.
But am I worried about fruit juice?
Oh, you bet.
Because when you take the fiber out
you might as well be drinking a Coke.
I drink diet soda all the time
and I want to know if diet soda
is good for you or bad for you.
A lot of people think
that they can just switch
from sugar to artificial sweeteners,
"diet" this, "diet" that,
Splenda, aspartame...
but it triggers hormonal responses
that cause you to produce more insulin.
They make you crave more.
They make you hungry.
You think sugar's on the way.
Your brain's like, "Wait a minute,
I think sugar's coming.
I tasted it."
So, low sugar, low fat, diet foods,
they're dangerous, and they're actually
disease producing as well.
Disease doesn't
happen with one meal,
but it happens with a thousand.
But that's what we have, because
now sugar is with every meal.
Good morning. I am just getting ready
to go to school this morning,
and I just ate cereal.
Sweet on the tip
of my tongue
You taste like
Sunlight
And strawberry bubble gum
I have everything I need
here to make my healthy lunch.
Some peanut butter.
You spike my blood
And you make my heart
beat faster
Own me, you own
And rattle my bones
You turn me over and over
Till I can't control myself
Make me a liar, yeah
One big disaster
You make my heart beat
Faster
'Cause you make
my heart beat
Faster
You make my heart beat
Faster, yeah
So, 10 years
of sugar in the morning,
sugar in the evening,
sugar at suppertime,
you've got this
veritable tsunami
of obesity and metabolic
disease we see today.
My name is Joe Lopez.
I'm 14 years old.
And I'm in ninth grade.
Right now
I'm about nearly 400.
I've tried
a lot of things, but...
none of them really work.
I would lose some weight
and then gain it back.
All of us in my family
have always been heavy... all of us.
I guess it's culture.
You know. It used to be...
Grandma used to say,
"You don't get off of that table until
you eat everything you have on there."
And we kind of thought that
that's the way it's supposed to be.
It's not as easy
to just stop eating,
because I have a huge appetite.
for Twinkies and all that sweet stuff.
Yes, I know, you're gonna say
I'm putting him in harm's way...
by giving him all the food
that he wants and stuff,
but I know he sneaks stuff,
cookies and cakes and all that.
Or he gets stuff at school, or he
gets stuff with his brother, and, uh...
You don't have
no control over it.
I wish I did,
but, uh, you don't.
You don't.
Processed food
is much more powerful
than we ever realized.
For decades, we had the science to show that drugs of abuse can hijack the neural circuits to get us to come back for more and more. We now have the science to show that you can make food hyper-palatable too and that gets us to come back for more and more.

Researchers at Princeton University have been studying how rats change their eating behavior if they're allowed to drink sugar water...

In a recent study, 43 cocaine-addicted laboratory rats were given the choice of cocaine or sugar water over a 15-day period. Forty out of the 43 chose the sugar. In another study, rats on a sugar water diet exhibited telltale signs of addiction, binging, craving and withdrawal when the sugar was taken away. Food addiction is a real thing. It's not a metaphor. It's a biological fact. The studies show that your brain lights up with sugar just like it does with cocaine or heroin. In fact, sugar is eight times more addictive than cocaine. So, if you start your baby early on addictive highly sugary foods, they're gonna become addicted. Take a look at formula. Certain formulas, especially lactose-free formulas, they substitute with sucrose. The food industry knows that the earlier
they introduce these foods to people, to children, to infants, the more likely they will have branded them for the future. And every generation of kids born after 1980 has grown up surrounded by these highly addictive foods. I see food, I get hungry. It's... I don't know what it is. I just... When I see it, I get hungry. My stomach's telling me I'm not really hungry, but my mind's telling me, "Eat." If you eat foods that are addictive... You can't just have one line of coke. You can't just have, you know, two cigarettes. You're gonna become an addict. Once you pop, you can't stop. We have to understand that the willpower idea, that personal responsibility, doesn't work in the face of addiction. A lot of times people wonder why it's so hard to lose weight. But a big reason might be because you actually have those foods... the chips and the brownies and the cookies and cakes and ice cream... in your house. It's just like being an alcoholic. Do you think an alcoholic could withstand from drinking that alcohol if he had a bottle of gin sitting next to him? It'd be tough to do. When you're close to it, you want it. And it's the same way with food. We like to think we make rational decisions but the fact is our brains are getting constantly hijacked. You can't walk, in most cities,
most places
more than a hundred feet
without having your brain
being activated in some way.
Gas stations used to sell gas.
Now they're all convenience stores.
And there's junk food
at the checkout everywhere,
at toy stores, at drugstores.
Go to buy stationery supplies,
linens, electronics...
Every store these days has junk food
right at the eye level of your kids.
And then you add the emotional gloss.
You add other things.
You add favorite cartoon characters.
You make it into entertainment.
You add toys.
And then you add
the carnival-like features.
You add all these
other layers of stimuli.
And in the end, you end up with
one of the great public health
epidemics of our time.
Sometimes it's hard.
I see... chocolate,
and I just want to eat it.
I wish there was a pill I could take
that would just make me thinner.
If a foreign nation was causing
our children to become obese,
that's going to affect their health
and hurt their happiness
cause them to be depressed,
to have poor self-esteem...
If a foreign nation
were doing that to our children,
we'd probably go to war.
We would defend our families.
So why do we accept this
from our own country.
Do you think
the government is behind
when it comes to helping Americans reduce their sugar intake?
- Yes. I do.
- Why? Why are they doing this?
- I think that...
- Or why aren't they doing more?
I can't answer that, particularly since corn has been turned into fructose. and is a sweetener for soft drinks, which I don't think is a good use of corn. Um... but I think that America is still insufficiently alert to the damage we are doing long-term to our collective health by too much sugar intake.
In 2002, the World Health Organization put together a document known as TRS-916, Technical Report Series 916. And in that document they say, very specifically that sugar is a major, if not the cause of chronic metabolic disease and obesity. The W.H.O. is the division of the United Nations responsible for setting global health standards. The World Health Organization wanted to really restrict sugar intake to a level that scientists recommended. They recommended no more than 10% of calories in a diet should come from sugar. Well, the sugar groups hit the roof over that one. There was a very strong push back in Washington by the industry. Senators Larry Craig and John Breau,
a Republican and a Democrat, asked then secretary of Health and Human Services Tommy Thompson to stop the report. The Bush administration is resisting a plan. from the World Health Organization to fight obesity on an international scale. The administration says it is too tough on the food industry. Tommy Thompson actually took a jet to Geneva and basically told the World Health Organization that if they published this document we would withhold the $406 million that we were going to pay them as our contribution to the W.H.O. In other words, we extorted the W.H.O. to bury this document. The sugar recommendation was deleted from most World Health Organization reports. going forward up to this very day. Lobbyists for the sugar industry recommended that 25% of calories in your daily diet should come from sugar, two and a half times the W.H.O. recommendation. While food nutrition labels list government-recommended daily amounts of various nutrients, today when you look on any food labels, you will not find sugar listed with a percentage for the daily recommendation. The question is whether or not our government has been complacent or even complicit with this food debacle. And the answer is absolutely. The sugar industry's
extraordinarily powerful
and there's a lot of money involved.
We have a food industry
that's feeding America
mostly highly processed, sugary foods
that are killing us...
that are making us fat and sick.
This is the fundamental problem that
nobody's talking about in the society.
Thank you, everyone.
We're all here today
because we care deeply
about the health and well-being
of not just these kids up here
but for all kids like them
all across the country.
And clearly we're determined
to finally take on
one of the most serious threats
to their future,
and that's the epidemic of
childhood obesity in America today.
We've got some talented chefs
and nutritionists here
to teach us how to make
healthy breakfasts.
Farmers' markets do more than just
help Americans feed their families
healthy meals, they help...
We're issuing a call to action.
We need you not just to
tweak around the edges,
but to entirely rethink the products
that you're offering.
In the first months
of the Obama administration
she was exhorting the industry to change
its products and to
cut its children's marketing
and to really make substantive
changes that way.
My guess is when the food
industry heard Michelle Obama
launch her Let's Move campaign
they reacted in terror
Our kids don't choose
to make food products
with tons of sugar and sodium
and super-sized portions
and then to have those products marketed
to them everywhere they turn.
That's a terrifying discussion
for the food industry.
So what did they do?
They volunteered to help her.
I am so pleased to announce
a major agreement
on the part of the private
sector corporations.
to improve the nutrition of the food
that we put on the table
or that we grab on the run.
The Healthy Weight Commitment
is a partnership
between 16 corporations...
Pepsi, Coca-Cola...
everybody's offering to help.
But you have to look at
what they're offering to do.
We're very fortunate that the first lady
has taken on this initiative
so people are starting
to talk about it more.
In the schools, we have a program
where we have P.E. teachers and
nutritionists working together,
teaching the kids about calories in
and calories out
and really paying attention
to what you eat
and then paying attention
to the exercise you do every day.
Also, we went to the White House, and
we did an announcement with Mrs. Obama
that our companies would be pulling
1.5 trillion calories
out of the marketplace in 2015.
And so we're very happy that we can
provide healthier choices
for moms as they're shopping
for their kids.
Fourteen calories
a day is a single bite of food.
It's a couple sips of a soda.
It's a bite of an apple.
It's nothing.
They've agreed to reformulate
their foods in a number of ways.
All the food manufacturers
drew her into a very long, complicated,
intricate discussion
about processed food,
how we can make
processed food better.
But whatever they do to processed foods,
it will be used to sell us
more processed foods
than we should probably eat.
That's the beauty
of a processed food.
You can dial up the carbs,
dial down the carbs.
Same with the proteins.
Same with the sugars.
All these changes become marketing
claims designed to get you to buy more.
The food industry
has bamboozled and hoodwinked us
into thinking that there
are healthier alternatives.
Junk is still junk,
even if it's less junky.
It's about making money.
That's their bottom line.
They're in business to make money
not to keep America healthy.
Well, the companies
actually have three options
to participate in the calorie
commitment.
They can change the recipe
of existing products,
they can introduce new products
into the marketplace
and they can also introduce portion-size
products into the marketplace.
So, if they're... So...
You're going to be introducing new
lower and zero-calorie products.
Well, you have a significant transition
that's taken place in the last 10 years,
and I think that, uh, most moms and dads
know when you walk through
the grocery store
and you're making that selection as to
what products you want to buy
you have options that are
zero-calorie options,
lower-calorie options
and full-calorie options.
It feels like we're
avoiding the question.
That's the industry's response.
Change the conversation from real food
and cooking and going to
the farmers' market
to reengineer processed foods
and exercise.
Before too long, the first lady
was emphasizing more and more
the "exercise" part
of the Let's Move campaign.
Shouldn't be so hard to get them
to run around and play, right?
This isn't forcing them
to eat their vegetables.
It's getting them to go out there
and have fun.
It's about how active our kids are.
This isn't about demonizing
any industry or any, you know...
It's not about demonizing parents
and it's not about
demonizing businesses.
From the beginning
the name "Let's Move"
was not meant to evoke exercise.
It was meant to evoke action
on the issue.
Issuing a call to action.
But what a food industry
person hears is
their interpretation
of the obesity epidemic
which is that
we are too sedentary.
It's our own damn fault because
we're sitting, watching TV too much.
It's not the food.
And I think that was a very unfortunate
message for the White House to put out
because it is the food.
And the food, especially
the abundance of cheap, processed,
sugar-laden products is a direct result
of government policy.
Mainly the United States
Department of Agriculture.
The U.S.D.A.
was initially created
to help farmers thrive
by promoting their products.
But in the aftermath
of the McGovern Report
the U.S.D.A. inherited
dietary guidelines as well.
When obesity
became a problem,
the Department of Agriculture
was put into conflict of interest.
Because on the one hand
it was telling people to eat less
in order to prevent obesity,
and on the other hand it was
telling people to eat more
to promote consumption of
American agricultural products.
They can't do
a good job of both,
and because of lobbying dollars
and where the money really is,
it's doing a much better job
of promoting U.S. agriculture
than it is in teaching us
and helping us how to eat well.
One clear example of this conflict
is the curious case of cheese.
Remember back in the 1980s
when the food industry began
taking out the fat from its products
after the McGovern Report?
Women, and girls especially,
became a little bit more
health-conscious
and started drinking skim milk.
Did you ever stop to think
what happened
to the fat in the milk
when it became skim?
Well, one way
to make use of milk fat.
is to turn it into cheese.
As the demand for low fat milk
increased over the years,
the government found itself
with a lot of cheese
they didn't know what to do with.
Instead of pushing
the dairy industry
to cut back on the production,
Washington came up
with this other idea.
Why don't we help the industry
sell more cheese
by getting people
to eat more cheese?
Cheese, glorious cheese
Tastes mighty inviting
Cheese, glorious cheese
It's so tantalizing
Dairy Management
was created in 1995.
to act as a marketing arm
of the dairy industry.
Financed by the farmers, with oversight by the U.S.D.A., Dairy Management helped flood the marketplace with good-looking cheese. Now walk into the dairy aisle, and the cheese section is bulging with packages of cheese... shredded, cubed, diced, grated... made as simple as possible for adding to other foods. Some of the things that Dairy Management did to encourage the consumption of cheese were so clever that the U.S.D.A. actually bragged on them in its annual reports to Congress. In 2007, for example, it noted how the industry was able to sell 30 million more pounds by designing things like Pizza Hut's Cheesy Bites Pizza, Wendy's Dual Double Melt sandwich concept and Burger King's Cheesy Angus Bacon Cheeseburger. So at the same time the Agriculture Department is promoting consumption of cheese, its small unit, charged with protecting consumers and fighting obesity puts out these little brochures that encourage people to eat less cheese. If the U.S.D.A. really wants to increase cheese consumption and promote a healthy lifestyle, here is an easy solution, cheesercize. Just grab a set of baby bells and really work those "goudes". Oh. The problem is, it's not just cheese.
This conflict between public health and promoting agriculture plays out across the board. The U.S.D.A. says to limit your sugar intake, yet has provided over $8 billion in subsidies for corn-based sweeteners since 1995. It's fair to say that the government is subsidizing the obesity epidemic inadvertently, through its subsidies of corn which gets turned into high-fructose corn syrup and all those weird ingredients that you see in processed food, the maltodextrin, the xanthan gum, all those words you can't pronounce. So you have the government in this crazy, schizophrenic situation, where, on the one hand they're subsidizing precisely the foods that are making us sick, and then on the other are now on the hook to set the standards for school lunches for our kids. Chili cheese fries, nachos, fried chicken... all these fattening and greasy foods are just clogging up our schools. School, we're supposed to be healthy. My school has nachos every day for school and three-fourths of our students in high school choose nachos. All my bad decisions are when I'm at school, at lunchtime, at breakfast time. 'Cause there's no other choice. Either you eat or you starve. Today at lunch we had hamburgers. You either had a chance to get
a cheeseburger or a sloppy Joe. Neither one of them's really that healthy. Other options that they had were this place called the student store. They have a daily special like Monday is Papa John's pizza. Tuesday is Chick-fil-A. Wednesday is Arby's. Thursday is Pizza Hut. and Friday is McDonald's. And then this is the slushie machine that they have. The school lunch program has evolved in such a way that it really is serving the food processors much more than it is serving the students. The government got in the school lunch business after World War II. 1946. President Harry Truman signed the National School Lunch Act after a huge number of military recruits were rejected because of malnutrition. On February 18, I will present in detail an economic program to Congress reducing the growth in government spending to reduce unemployment. In 1981, President Ronald Reagan looking to limit the role of government cut $1.46 billion out of the child nutrition budget. It will propose budget cuts in virtually every department of the government. Many schools got rid of their cooking equipment and turned to the food industry to make lunch cheap and simple,
kid-friendly favorites that could be heated and served.

In 2006, 80% of all high schools operated under exclusive contracts with soda companies and by 2012 more than half of all U.S. school districts served fast food. The food industry infiltration of the schools is deplorable. The schools have become dependent on the money and it's a bargain with the devil. Some schools have become like a 7-Eleven with books. We are thrilled to be here with all of you as I sign the Healthy, Hungry-Free Kids Act, a bill that's vitally important to the health and welfare of our kids. In 2010 President Barack Obama signed the bill authorizing the U.S.D.A. to come up with new standards for the federally funded school lunch program in an effort to make it healthier. This had the effect of possibly eliminating pizza from school. Well, the Schwan Company in Minnesota is a $3 billion private company which accounts for 70% of the pizza market in the U.S. school lunches. They could not have pizza eliminated from school. So their senator in Minnesota, Amy Klobuchar wrote a letter to the Department of Agriculture to protect their frozen pizzas in school lunches. It had kind of
a complicated process
where the effect was to count
a slice of pizza as a vegetable.
It's common sense.
It's not a vegetable.
What's next? Are Twinkies gonna
be considered a vegetable?
Rather than having
a deliberative effort,
we have special interests inserting
these provisions into these bills
contrary to the public health.
In terms of the pizza issue,
we proposed a set of guidelines
and Congress essentially suggested
that they wanted
a slightly different approach.
Was that frustrating for you?
Well, it's a little
frustrating, sure.
- But at the end of the day...
- Tomato paste is a vegetable?
- Really?
- Well, it's... Well, uh...
Not in my household,
but, uh... but, I mean,
somebody could probably
make the, um,
the scientific argument that it is.
But it's not how
I perceive a vegetable.
By 2012, the revised
regulations were issued.
The U.S.D.A. increased
the lunch budget
for the first time in 30 years...
by six cents,
set a new maximum on calories
and doubled the required amounts
of fruits and vegetables,
which still includes
french fries and pizza.
It doesn't look like
the lunches have improved that much.
They have hamburgers and cheeseburgers, chicken-fried steak and pizza today. We have a main dish every day that is very healthy. We probably did about 25 of those... out of, like, 350. They kind of like... "I'll have the pizza." And they'd rather get fries and cookies. But you can't choose for 'em. They have to choose for themselves. I don't know any child who would rather have vegetables over a candy bar when both are placed in front of them. A lot of these fast food restaurants are still operating in school cafeterias all across the country. And it's... it's not a good thing. I don't agree with all the new guidelines. I wish they'd gone a little further. We could cure literally 80% of the problem for children in school if we went back to school cafeterias where they prepared the food in the school.

- What can I get for you, babe?
- Can I have a cheeseburger, please?
You sure can.
Thank you.
Have you lost any weight?
It's just kind of aggravating...
because...
I mean, my weight's not really going the way it's supposed to go. When we release our children into the care of schools, we expect that they're not going to drink unsafe water
that will make them sick, we don't
expect them to breathe unsafe air
that will make them sick,
and we shouldn't expect them to eat
unsafe food that will make them sick.
The industry, I think, cares less
about what they sell in schools
than the opportunity they have
to market their brand.
We're paying a very dear price
for letting the food industry
act at will
in recruiting our children
as loyal customers.
I remember I went
to a preschool once
and the kids were sitting on
little chairs...
little red-and-white chairs.
that said "Coca-Cola."
What do they think?
Well, Coca-Cola's good.
It's part of preschool.
I should be drinking more Coca-Colas.
Marketers want to start
to target kids as early as they can.
Studies show that children
as young as two and three
start to recognize brands.
The problem is,
they don't see any commercials
for bananas, strawberries,
zucchini and broccoli.
It shapes the whole way
they think about food,
what they think food is.
There have been attempts to
regulate how we market food to children
since the very beginning
of the obesity epidemic.
1977... the same year
as the McGovern Report.
Consumer advocates lobbied
the Federal Trade Commission,
the government arm
in charge of advertising
to regulate ads
for sugar-laden products.
It's grr-r-reat.
The executive director of
the Federal Trade Commission
says the group is slowly
coming to the conclusion
that television advertising
aimed at children is unfair.
The cumulative effect
of the thousands of hours
of advertising viewed by children
is that kids are being told the biggest
lie they will ever hear in their lives.
It's not fair to use the public airwaves
to encourage children
to develop health habits
and buying patterns
which they will probably
keep up in adulthood
that are hazardous to health.
The F.T.C.'s
proposed restrictions
have been defended as vital to protect
the health of America's children
and assailed as an attack on
free enterprise, free speech
and as a dangerous intrusion by the
federal government into family life.
Broadcasters, advertising
agencies and toy companies
all banded together to prevent
the F. T.C. from regulating
children's television.
And an official
of Quaker Oats
said one of the best uses
of sugar he could think of
was getting children
to eat their cereal.
Big Food won the battle.
No regulations were put in place.
But marketing to kids really took off
a few years later with processed foods.
And with the advent of corn syrup,
a cheaper alternative to sugar,
the big food makers
had more money to spend
on bigger sizes
with better prices
and on ad campaigns
with corporate tie-ins
and high-priced
celebrity endorsements.
You're a whole new generation
You're a whole new generation
Now food advertising
is everywhere.
- Diet Snapple?
- I know!
It tastes just like
regular Snapple, doesn't it?
Dr. Pepper's unbelievably satisfying.
We in this Congress
have a responsibility
to protect America's children
from the sophisticated, aggressive,
relentless marketing of junk food
to our children.
With obesity rates skyrocketing,
Congress tried again in 2004
to regulate food industry
marketing to children.
Big Food and Fast Food responded
much like they did 20 years before.
When I hear this discussion,
I hear "marketing to children,"
which really you're saying
"advertising to children."
and you're also saying,
"It's all bad."
And that's just not true.
Ronald McDonald never sells to children.
He informs and inspires
through magic and fun.
Industry under threat
of government regulation... will say "We can police ourselves."
And they launch into this series of self-regulatory promises that we'll market less to children, we'll pull our products out of schools. When you hold them accountable and study whether changes have been made, what do you find? It's not a pretty picture. Keeps 'em full, keeps 'em focused.
- Get a spectacular Spider-Man toy!
- Made with real fruit!
Thanks, Mom.
With the fox guarding the henhouse, children's exposure to junk food ads, including online increased 60% from 2008 to 2010. The Federal Trade Commission has less authority to regulate advertising to kids than it does to adults. You would think that would be just the other way around. There are several studies that show that when children are watching television, especially with food commercials, they're primed to eat more. One study had kids watching TV and they gave them a bowl of Goldfish crackers to munch on while they were watching. The kids that watched TV, while they showed also food commercials they ate 45% more Goldfish crackers compared to kids watching the same TV program with nonfood commercials. I showed the data on how our neural circuits and the neural circuits of our kids
are getting sensitized
to all these food cues
to a group of leading diabetologists
and their conclusion,
when they saw that
and they realized that these circuits
get laid down for a lifetime,
is that we're toast as a country.
Hearings begin today on a proposed law
that would ban giving away toys
with meals high in calories,
fat, sugar and salt.
The trouble is, every time the
government tries to regulate Big Food
again and again
the industry protects itself
by sparking a larger public debate
over the role of
government in our lives.
The food police striking again.
They have a predictable script
that they roll out every time
these things come up.
This is the most ridiculous
sort of nanny-statis.
- "Nanny state."
- It is the nanny state.
These nanny-state people
want to tell you what to eat.
"Government doesn't belong
in our private lives."
Apparently now we need
government food cops.
"You're discriminating against us."
To single out one food or beverage.
The mayor of New York City,
Michael Bloomberg
wants to outlaw what he calls
super-sized sodas
and other sugary drinks.
"You don't need the police. Just look
at all the good-guy things we're doing.
You know what Ronald McDonald
is also known for.
For 35 years he's been known for the Ronald McDonald Houses. Exactly.
The script is so reliable now and the lobbying dollars that are aimed at legislators from the food industry are enormous and as a consequence they're pretty good at fighting things off. Who should be making the decisions what to eat and school choice and everything else. Should it be government, or should it be the parents? It should be the parents. The fact that parents have a role to play does not change the fact that targeting young children is simply immoral. I think we need to really get straight in this country the difference between parental responsibility and the corporation's role in exploiting the vulnerabilities of a young child. He's been having many more problems now with his legs. He's going through therapy, and he's still having a hard time with it. - So you've been having knee pain? - Yeah. This bariatric program came to the hospital, and my doctor considered me for surgery that'll change my life for the better. I don't want it. I kinda need it. I've gotten to a point in my weight where if I... if I keep gaining weight like I am, I'm gonna probably be dead by 20. The surgery has complications.
There's no question about it. But as we've talked about, you always look at what the risk is of doing the surgery and compare it to what the risk is of not doing the surgery. And we've all agreed that the risk of not doing the surgery is that we're gonna decrease your life span, increase your risk of diabetes and all of these complications. And so we know that even though there's risk with the surgery, there's a bigger risk of not doing it. Okay? I've never heard of, you know, a 15-year-old having this surgery. Um, you know... I guess I'm still kind of against it. Thing could go wrong, and... then I wouldn't have my Joe. That wouldn't be right. I would feel that one. It's the people who are least able to know what's good for their health... who are the ones that certain industries cater to and try to focus their advertising toward. We're selling these products to the people who are most vulnerable and they're also the people that society has to provide health care for because they don't have the money to do it themselves. I didn't even want to be at the hospital and see him going through that. It sounds selfish, but, um... It was hard. But, uh, he-he's... a tough little guy.
Yeah.
There's probably a limited role
for gastric bypass, or bariatric surgery
in the most extreme circumstance
to avoid life-threatening complication.
But what does it say
about our society
if we would rather send children
to such mutilating procedures
but yet lack the political will
to properly fund school nutrition
and ban junk food advertising
to children.
It reflects a systematic
political failure.
We're the richest society
in the world.
We've failed because we've placed
private profit and special interests
ahead of public health.
This is
a vitality medical center.
Fixing to get our body scans.
It's hard for us
teenagers to try to be healthy
'cause you see all your friends
eating fattening chili cheese fries
and nachos
and all this fattening fried chicken
and all these fattening, greasy foods,
and they're skinny,
and they look good.
My brother can eat all he wants
and still be skinny,
and I look at him and say,
"Well, he can do it. Why can't I?"
And that... I hold on to that.
And that's how
I-I don't lose weight.
Many people think that
if you're thin, you're healthy
but that's not
necessarily true.
You can be fat on the inside
and skinny on the outside
or metabolically obese
normal weight.
It's very dangerous, and it leads to all the same consequences as being fat, such as heart attacks, strokes, cancer, dementia and diabetes.
Dr. Jimmy Bell, who is a neuroimager in London, England, coined the term "Tofi"...
T-O-F-I.
Thin on the outside,
fat on the inside.
Because when you slide somebody into an M.R.I. and you actually visualize the fat they might as well be obese.
- There! X-ray!
- Yeah.
Nuke sign.
Brady and his brothers went to the doctor for DEXA scans, a type of X-ray that measures internal body fat.
The beauty of it is, you can see where the fat is. Because a lot of fat is distributed in different places and the worst fat is the belly fat. Kids who are normal weight should be between 10 and 20% belly fat.
Brady's results were by far the worst...
47% of his body is fat, most of it in his belly, which is 60% fat. The belly fat is a dangerous, lethal fat. And his insulin levels are high. The insulin is the fat storage hormone. While his youngest brother, Nicholas, had normal results, 10-year-old Chandler
had 22% belly fat
and the 19-year-old,
Joseph, had 28%.
Almost all of these skinny-fat
kids are prediabetic.
Even though the junk food
doesn't make them fat, necessarily,
it makes them sick.
The question is, do you have it?
You might, and you don't know.
Based on the statistics
we know that
30% of America is obese.
Let's talk about
the thin people.
Up to 40% of these people
have the same metabolic dysfunction.
They're just not obese.
So when you do the math, that's
more than half the U.S. population.
This is not just
a problem of the obese.
This is a problem of everybody.
There are so many industries
that make profits
off of people being unhealthy
that it's in their interest to have
people continue to be unhealthy.
And so that's why you don't see
an enormous national effort
to try to improve the quality
of the American diet
or people's food choices.
Is that why you see
health insurance companies
buying stock in fast food companies?
That is exactly why you see
health insurance companies
buying stock
in fast food companies?
They're just
covering their bets.
Unless we address this as a
society and stop blaming the fat person,
we're gonna be in big trouble.
We're gonna have
huge health consequences
and huge economic consequences,
as well.
We've been down
this road before.
This isn't the first time our children
have been sold a bill of goods
that leads to addiction
and disease.
What's been the great
public health success to date?
It's tobacco.
Smooth and fresh
Is the Newport taste
We used to view
the cigarette as our friend,
something that was sexy, that was
glamorous, something that we wanted.
What did we do with tobacco?
We demonized the tobacco industry.
We changed how
we perceived that product.
We knew as early as 1950
that there was a link
between smoking and lung cancer.
Do you swear that the testimony
you are about to give
is the truth, the whole truth
and nothing but the truth?
I do.
But Big Tobacco would deny
the science for the next 50 years.
Cigarettes and nicotine
clearly do not meet
the classic definitions
of addiction.
The public finally saw
that they were doing deceptive
and misleading things
and so we took them on.
Government took them on.
The media took them on.
It's been 30 years since the first report linked smoking and cancer. There's disturbing news about teenagers and smoking. The U.S. was the first to require warning labels on every cigarette pack. But we didn't stop there. A number of decades ago there was something around called the Fairness Doctrine and for every tobacco ad that got run the networks had to free up time for anti-tobacco advertisement. Smoke now, pay later. Whatever you do, just don't smoke. The tobacco industry found it was getting battered by these advertisements and said we will voluntarily take our advertising off television. Come to where the flavor is. It wasn't long before smoking ads were removed from almost all public space. And with greater public awareness smoking was banned from all airlines. And as early as 1975 individual states began regulating smoking in public places and taxing packs of cigarettes. After we banned it, all of Western Europe went smoke-free. You would tell me in a million years the Irish, the Italians, the Spanish, the English, the French... they don't smoke indoors anymore. Today we view the cigarette for what it is, a deadly, disgusting, addictive product. As a result of this critical change in perception,
the number of American high schoolers who smoke has been cut in half in just the last 20 years. Where would we be if we hadn't acted? The Flintstones has been brought to you by Winston, America's best-selling, best-tasting filter cigarette. Winston tastes good like a cigarette should Junk food companies are acting very much like tobacco companies did 30 and 40 years ago. I need your Fruity Pebbles! Really fruity! Post Fruity Pebbles cereal, part of this complete breakfast. Years from now we're gonna say, "I can't believe we let them get away with that." There is no evidence that the consumption of soft drinks in secondary schools is inconsistent with sound nutrition science The argument you're making is to advance the sales of your soft drinks with the hopes that these students will get used to them enough... I hesitate to use the word "hooked on 'em" enough. I'm suggesting, Senator, that in a well-balanced diet we all need to consume two liters of liquid. Soft drinks can certainly supply part of that liquid intake and I would reject entirely any argument that they are in any way harmful for you. Sometimes I just wanna say, "Don't you have any shame at all?" Isn't there something
inside of you that says,
"You know,
what we're doing is not right."
They have to know,
just like the tobacco companies.
How could these people
sleep at night for years
knowing they were lying through
their teeth about tobacco and cancer
and yet they just kept pushing
those tobacco products out there?
It's the same way
with big food companies
I just... I don't know how...
I-I don't know how
they can live with themselves.
Soda is the cigarettes
of the 21st century,
and the sooner
we get that clear
the sooner we get rid of
these idiotic arguments about
free speech allows us
to sell things that are poisonous.
The obesity epidemic,
the diseases that fast food places...
hamburgers, soda pop, whatever...
cause.
We've had this information
for decades...
and we've failed to act on it
until now it's catastrophic.
I'm trying...
I'm trying to save my life...
and protect myself from dying
of heart attack, seizures,
anything... diabetes, anything.
I just want y'all to realize...
that y'all killin' yourselves.
'Cause I've already realized it.
I'm just making sure y'all do,
you guys do.
At our current rate
over 95% of all Americans will be
overweight or obese in two decades. By 2050, one out of every three Americans will have diabetes.

As we look to the workforce of the future, where will the soldiers and sailors and first-responders... cops, firemen...

Where will they come from when we have a generation of children that will be physically unfit and saddled with a lot of disease that's all preventable.

The financial aspects of this are staggering. 75% of our health care dollar goes to the maintenance or treatment of chronic metabolic disease.

If you think the national debt is a problem right now, wait till you see the tsunami of debt that's coming from the health care impact of obesity. It's going to be an enormous burden that we are going to be placing on the shoulders of our children.

I want people to know that childhood obesity isn't as simple as TV and the press make it seem. And even Mrs. Obama.

It's like, no matter how hard you try, it's always going to be an ongoing battle.

When Michelle Obama launched her "Let's Move" campaign, she said this isn't about demonizing any food industry, which is a very politically sensible thing to do.

The problem is, if you want to cure obesity, you have to demonize some food industries.
Let's move! Let's move! Let's move!
I think Michelle Obama
has been a wonderful force
in the nation's attempt
to address childhood obesity.
Um, but my guess is that she and
other people in the administration
have to be aware of the lobbying
might of the food industry
and have to go easier on them
than they may want to.
I hope with time, because of the
public support for these initiatives
that the politicians will have
the courage to take on the industry
the way it really needs to happen.
There are other countries now
who have prohibited
junk food marketing to kids
stopped serving junk food in schools,
started taxing soda...
These are things that I'd like to see
us leading the way on.
Instead, we're leading the way on
producing the world's deadliest diet
and basically exporting it
to other countries.
I think the thing that has
frustrated me more than anything else
in my now almost 30-year
campaign against obesity
and trying to get healthful lifestyles.
The most frustrating thing is just
the way the deck is just stacked
against being healthy.
Right now healthy eating
is like swimming upstream.
If you want to eat better,
you have to work so hard
against the food environment
which is always pushing you
to eat more.
I think the attitude
that someone else is gonna change it
is the wrong attitude.
If we want better conditions
each of us has to do something
to make that happen.
We need to come together
as a society to protect our children
just like we have with seat belt laws
and car seat laws.
We're not gonna tell anybody what
they're gonna feed their kids.
We're just gonna try to make it
easier for parents
to do what they already want to do,
which is feed their child
more healthfully.
Some people are already
trying to change the environment
and improve the conditions
for our children.
There are even some kids
who are taking on their own schools.
in order to remove sugar-sweetened
beverages from the cafeteria.
There are also
revolutionary food fighters
who are not waiting
on government action.
I want to tell you
about what is in some of these products.
- Okay, everyone...
- Four scoops of sugar.
They're educating kids
on the toxic effects of sugar.
They are all the same.
Reimagining how you can feed kids
real food on a budget.
By serving the local fresh beans
we're saving about $4,000 a year.
Our business model is to go
into under served areas
into food deserts and try
to make them food oases
and make sure we bring access
to fresh, affordable healthy food.
Many of these places have seen modest decreases in their childhood obesity rate. So we've made some progress. It's not as much as we'd like, it's not as much as we need but therein lies some hope. This is supposed to be the first generation of American children expected to lead shorter lives than their parents did. So we have to ask ourselves, what legacy are we leaving our children? What kind of conditions are we exposing them to that would make this come true? It's a call to action to do something pretty courageous against this problem.

What if every can of soda came with a warning label from the Surgeon General? What if fast food chains were banned from all public schools? What if every time you looked at a nutrition label you'd actually see the percentage next to sugar? What if every time a celebrity sold a soft drink, they also had to pitch a vegetable? How would academics improve? How much more productive would we become? How much money and how many lives could we save? I think the government has a leading role to play here. We just got a long way to go. Now, you can wait around for the ideal day when government regulation will be perfect. Meanwhile, you gotta keep working
the food industry
to get them to change.
But you have to change
the diet of America.
That's the most important thing.
The exercise is important.
All these things are important.
But we've gotta change the way
we produce and consume food.
My mom always said people
make time for what they want to.
It's a matter of priority, you know.
Being willing to put forth the effort
and the time that it takes to change.
The kids' health, my health,
my husband's health,
definitely more important than any
chocolate I have in the cabinet,
more than any piece of cake.
And even as much as I want to
take the chocolate and hide it,
it still has made me think.
I've gotta choose.
I've gotta choose between
helping Brady or...
or getting rid of the chocolate.
I know what's more important in here.
It's just hard.
But it's a matter of priority
and I really want to change.
- Ohh!
- What?
This is our new recipe
we're fixin' to taste.
I am excited. I can't believe
how different I feel.
And I'm so happy that, um,
a light switch just came on.
It's not an easy transition
to real food, but it starts locally.
It starts, really,
as local as our fork.
And everybody has a choice three times
a day what they put on that thing.
The most important thing you can do... and it's challenging for many people... is cook real food. You can forget about nutrients. You don't have to worry about sugars. If you cook real food, your family will be eating much better. Does it look like it comes from nature? Or is it a product with a long list of artificial ingredients? That's a distinction between real and fake foods that even a five-year-old can get. Lot of sugar, huh? Third ingredient. That's not real. I thought I knew the way it was supposed to be but in truth I had no idea what the truth was. And I think so many kids in America don't even know what it really means to eat healthy. Nicholas, you are eating asparagus, I'm so proud of you. This is the way we're supposed to eat all the time. Not just for a diet or detox. We're supposed to eat like this for the rest of our life. And that's what I want it to be. John is eating his sweet potatoes. It started out as such a small story... about weight, diet and exercise. For the majority of kids, there is no happy ending. It's time for a new story about the food we eat... and the environment we want for our children.
This has to be about the food, not the weight.
I mean, why don't diets work?
Sure, for 30 days, 60 days,
90 days I can deprive myself,
I can lose the weight.
But then I go back in the environment,
I get cued again,
my brain gets hijacked.
So of course I'm going
to gain the weight back.
Unless we dramatically change the environment, take away all these cues,
we're never gonna be able
to protect our kids.
How long have you waited
For someone to come
to your rescue?
Called up
and calculated
Some kind of hope
to hang on to
Will the wait be over soon?
Feelin' so fascinated
Set on a course to continue
Discussed and demonstrated
With all the sight
to see right through
Another world created
Another life belongs to you
When you're surrounded by
Something strange
And so brand-new
It's not complicated
It's just another
point of view
So now let's celebrate it
A change is so long overdue
And we should be home by now
And we should be home
By now
I know we'd find a way
Forever starts today
We should be home by now
We should be home by now
We should be home by now
If time permitted
I know we'd find a way
Forever starts today
If time permitted
I know we'd find a way
Forever starts today
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