



University of California
San Francisco

Sugar and Oral Health Messaging

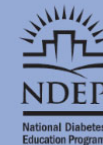
*Implications for Policy, Systems, and
Environmental Change*

Cristin Kearns, DDS, MBA, PhD (c)
Assistant Professor, School of Dentistry
Philip R. Lee Institute for Health Policy Studies

“Increasing fiber and limiting saturated fats and salt will help control blood glucose, blood pressure, and cholesterol.”



May 2007



Drinks	Serving	Calories	Total fat (gm)	Saturated fat (gm)	Trans fat (gm)	Cholesterol (mg)	Sodium (mg)	Carbs (gm)
Milk								
Whole	1 cup	149	8	5	0	24	105	12
2%	1 cup	122	5	3	0	20	100	12
1%	1 cup	102	2	2	0	12	107	12
Skim/Non-Fat	1 cup	83	0	0	0	5	103	12
Hot Drinks								
Coffee	1 cup	5	0	0	0	0	5	0
Coffee, decaffeinated	1 cup	4	0	0	0	0	0	1
Hot Chocolate (made w/2% milk)	1 cup	200	6	4	0	20	110	30
Hot Tea	1 cup	2	0	0	0	0	7	1

Fountain Drinks

Lipton Brisk (sweetened)	16 fl. oz.	92	0	0	0	0	40	44
Lipton Brisk (unsweetened)	16 fl. oz.	0	0	0	0	0	40	0

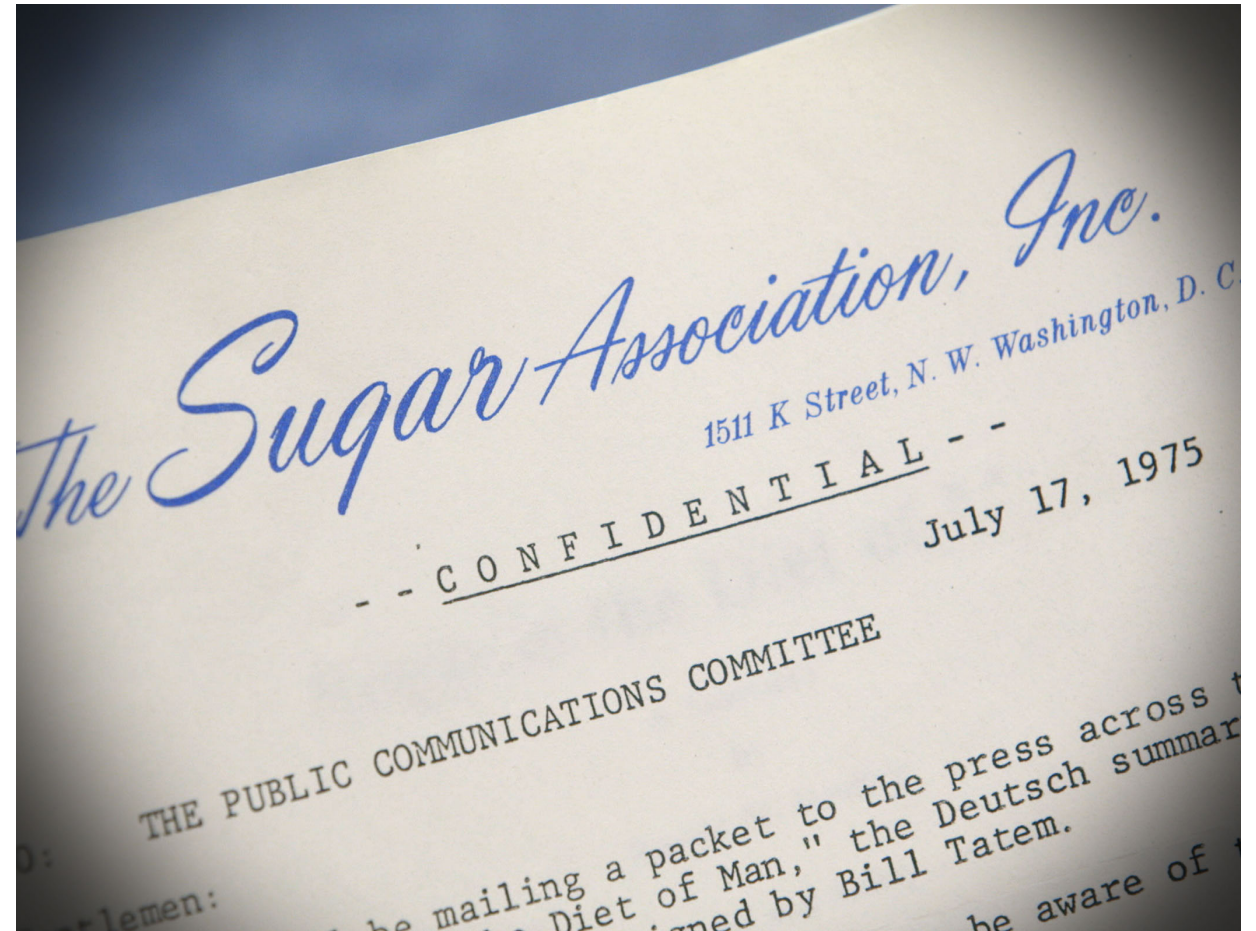
Coca-Cola Classic	16 fl. oz.	131	0	0	0	0	8	54
Diet Caffeine Free Pepsi	16 fl. oz.	0	0	0	0	0	40	0
Diet Coke	16 fl. oz.	1	0	0	0	0	13	0
Diet Dr. Pepper	16 fl. oz.	0	0	0	0	0	48	0
Diet Mountain Dew	16 fl. oz.	0	0	0	0	0	40	0
Diet Pepsi	16 fl. oz.	0	0	0	0	0	40	0
Dr. Pepper	16 fl. oz.	132	0	0	0	0	48	52
Fanta Orange	16 fl. oz.	148	0	0	0	0	11	70
Hi-C Flashin' Fruit Punch	16 fl. oz.	137	0	0	0	0	12	56
Hi-C Orange Lavaburst	16 fl. oz.	147	0	0	0	0	0	60
Lipton Brisk (sweetened)	16 fl. oz.	92	0	0	0	0	40	44
Lipton Brisk (unsweetened)	16 fl. oz.	0	0	0	0	0	40	0
Lipton Brisk Lemonade	16 fl. oz.	132	0	0	0	0	119	44
Lipton Brisk Raspberry	16 fl. oz.	106	0	0	0	0	0	46
Mello Yello	16 fl. oz.	140	0	0	0	0	11	64
Minute Maid Lemonade	16 fl. oz.	128	0	0	0	0	54	56

Natural Sugar has been the Subject of Scientific Scrutiny

- 1,000- Number of scientific papers dispelling sugar of links to diabetes, hypertension, behavior problems, and obesity



- In 1986, the FDA Sugars Task Force, in a review of 1,000 scientific papers, reported scientific evidence clears sugars of links with diseases including diabetes, hypertension, behavior and obesity.
- The 1989 National Academy of Sciences Report on Diet and Health stated that for those with an adequate diet, sugar consumption has not been established as a risk factor for any chronic disease.
- In 2002, the National Academy of Sciences concluded that there was insufficient evidence to set an upper level for sugar intake. The study found "no clear and consistent association between increased intakes of added sugars and [body mass index]."
- As an all-natural carbohydrate, sugar contains only 4 calories in every gram, the same as protein.



An archive of documents from the food industry related to their manufacturing, operations, regulatory activities, and scientific research, hosted by the UCSF Library.

SEARCH

ADVANCED SEARCH

CLEAR

SEARCH

☐ Hide Restricted Documents ☒ Hide Folders ☐ Hide Possible Duplicates [What can I search for?](#) [How do I search?](#)

Search Options

Document Date Ranges (no dates selected)

☒ Food Collections (all food collections selected)

☒ BC Sugar Company Records

☒ Braga Brothers

☒ Buhl Papers

☒ CSPI Collection

☒ Charles Glen King Papers

☒ CrossFit, Inc. Collection Regarding...

☒ D Mark Hegsted Papers

☒ DC Leaks Coca Cola Emails

☒ FTC Children's Advertising

☒ Franklin Bing Papers

☒ Fredrick Stare Papers

☒ Great Western Sugar Company

☒ Imperial Sugar Company Records

☒ NYT Coca Cola Collection

☒ Nevin Scrimshaw Papers

☒ Oregon State University Sugar Resea...

☒ Paul Saltman Papers

☒ Robert Shank Papers

☒ Roger Adams Papers

☒ Thomas Ferril Papers

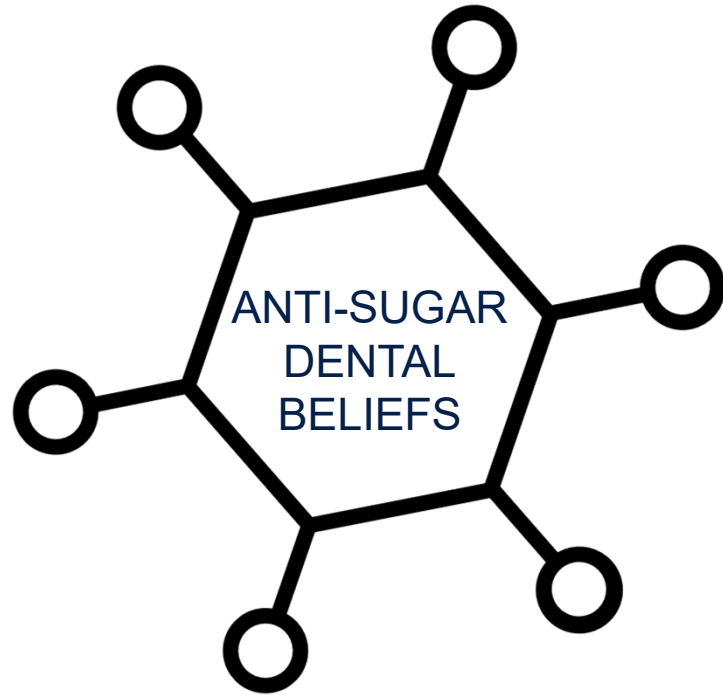
☒ UC Davis Trade Policy and Health Co...

☒ USRTK Food Industry Collection

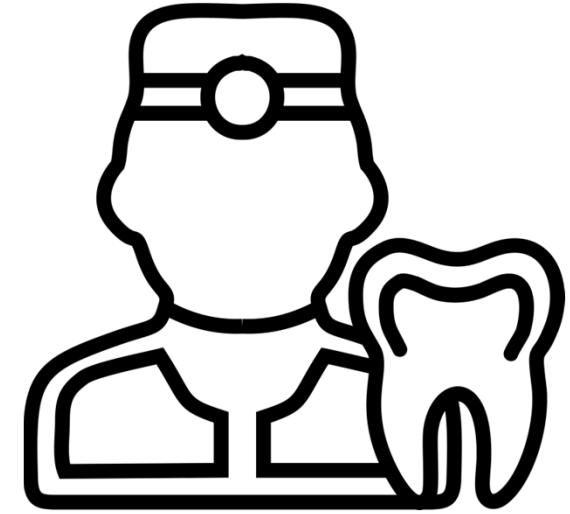
☒ Western Sugar Cooperative ADM Litig...

☒ William Darby Papers

Sugar Industry's View of Dentists (1940s)



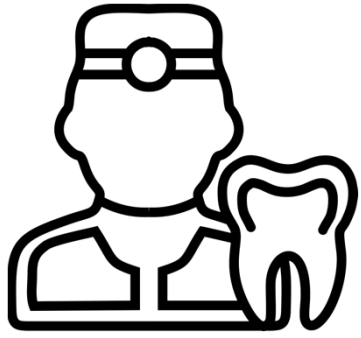
- Americans eat too much sugar
- Overconsumption of sugar causes caries
- Sugar causes teeth to decay more than any other foods



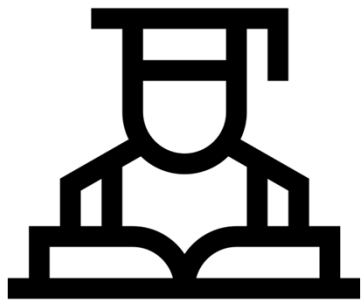
- infectious idea[s] in the dentists' mind
- To what extent have dentists' minds been poisoned

The War on Anti-Sugar Dental Beliefs

Individuals



Dentists



Academics

Organizations



Professional Org.

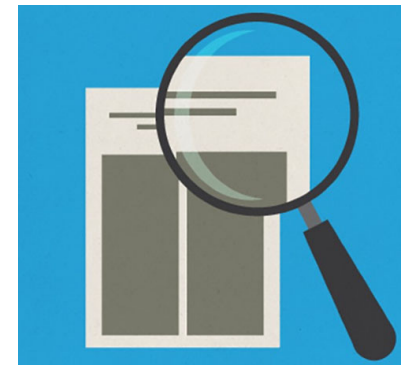


Research Org.

Media



News



Scientific Literature

Policy



Policymakers

Sugar Industry Position on Sugar and Dental Caries - 1950

The ultimate aim of the Foundation in dental research has been to ***discover effective means of controlling tooth decay by methods other than restricting carbohydrate intake.***

-Sugar Research Foundation 1950 Annual Report

Fund Research to Divert Attention from Limiting Sugar Intake: 1967-1970

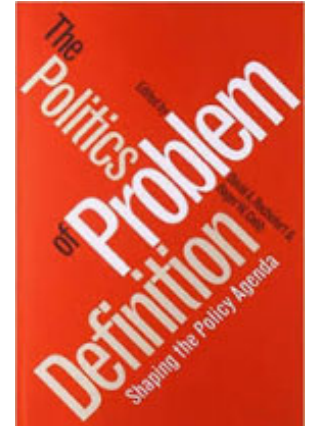
- Collaborated with Chocolate and Confectionary Industries
- Spent \$85,000 in today's dollars, 4% of overall project budget
- Dextranase enzymes
- Dental Caries Vaccine

“Dental caries prevention must be understood not just as a health issue, but as a **contested political issue** influenced by powerful vested interests.”

Kearns & Watt
Community Dental Health, 2019



The Politics of Problem Definition



(Rocheftort and Cobb, 1994; Cobb and Coughlin, 1998)

The Contestants

EXPANDERS



CONTAINERS

The Expanders

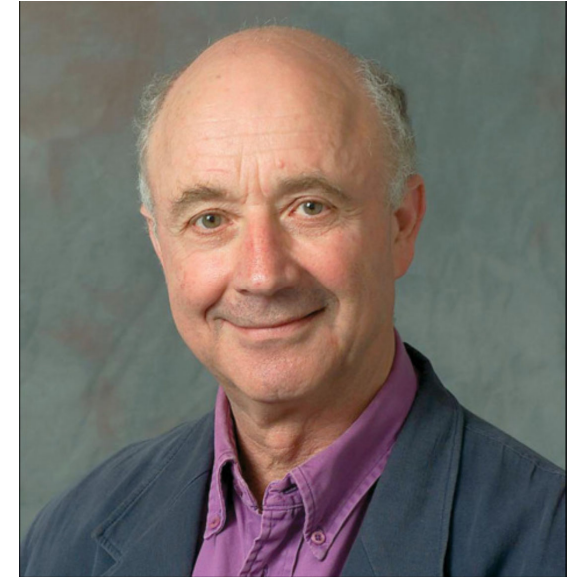
Public Health Nutrition: 4(2B), 569–591

DOI: 10.1079/PHN2001142

Dietary effects on dental diseases

Aubrey Sheiham*

Department of Epidemiology and Public Health, University College London, 1-19 Torrington Place,
London WC1E 6BT, UK

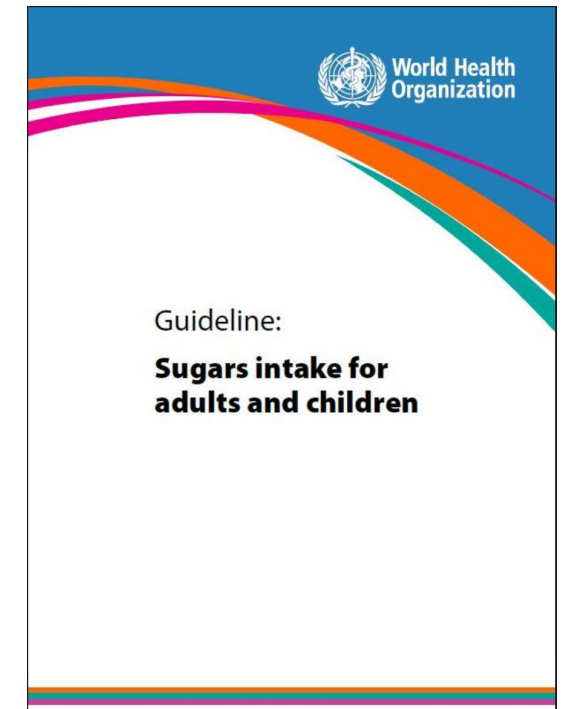


Critical Reviews in Oral Biology & Medicine

Diet and Dental Caries: The Pivotal Role of Free Sugars Reemphasized

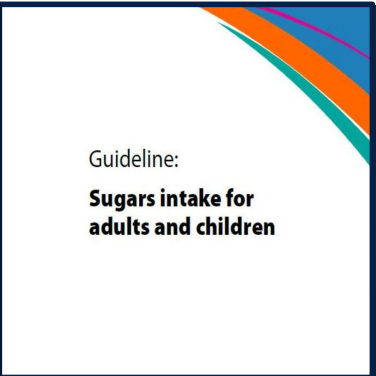
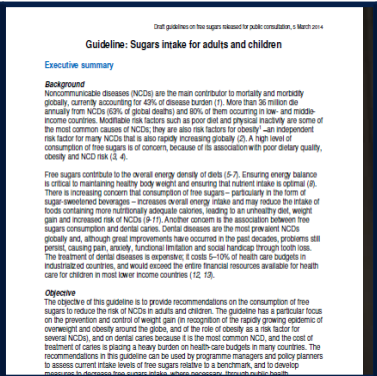
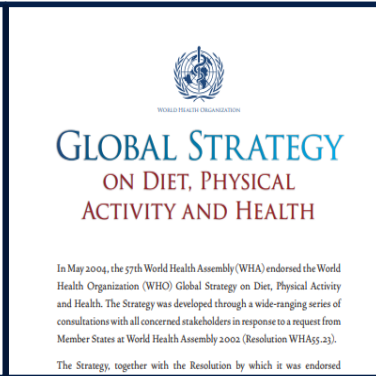
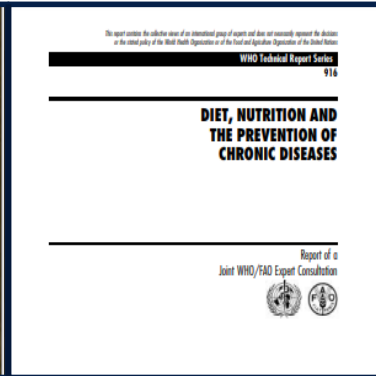
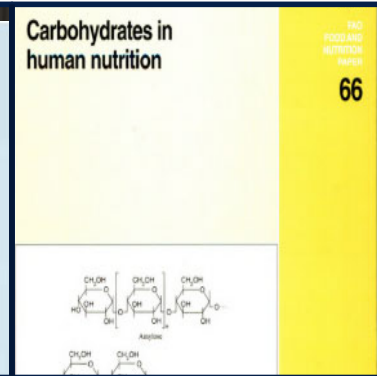
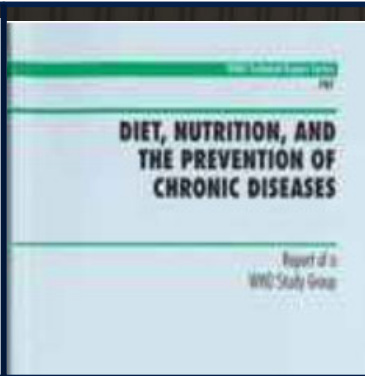
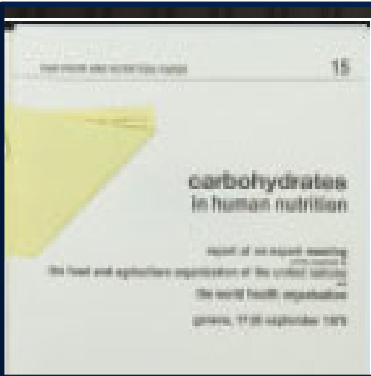
A. Sheiham¹ and W.P.T. James²

Journal of Dental Research
2015, Vol. 94(10) 1341–1347
© International & American Associations
for Dental Research 2015
Reprints and permissions:
sagepub.com/journalsPermissions.nav
DOI: 10.1177/0022034515590377
jdr.sagepub.com



The Containers





1979
Cariogenicity
of sugars
acknowledged

1990
Sugars
< 10% total
energy

1997
Fluoridation
Oral hygiene
Sugar

2003
Sugars
<10% total
energy

2004
Limit intake
of free
sugars

2014
Sugars
<10% total
energy

2015
Sugars
<10% total
energy

EXPANDERS



CONTAINERS

How many people affected by caries?

“The conquest of caries has been greatly exaggerated”

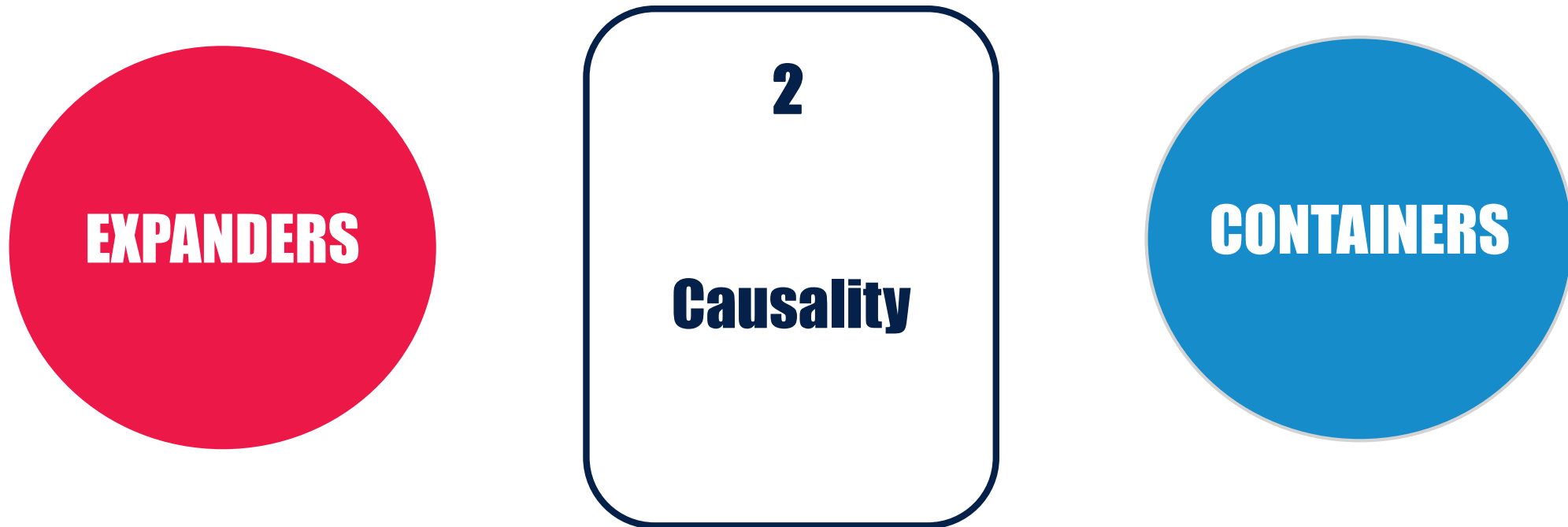
“Enormous improvements” in dental caries rates



What causes dental caries?

Diet-mediated non-communicable chronic disease

Caries is a multi-factorial infectious disease



Impact on individuals? Getting worse?

Most prevalent
condition globally



Urgency of dental caries?

Cost crisis

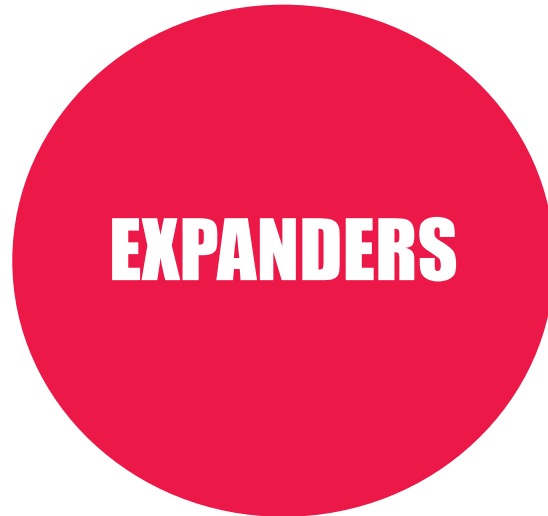


Cost crisis



Link position to strong emotional attachment

Quality of Life
Human Rights

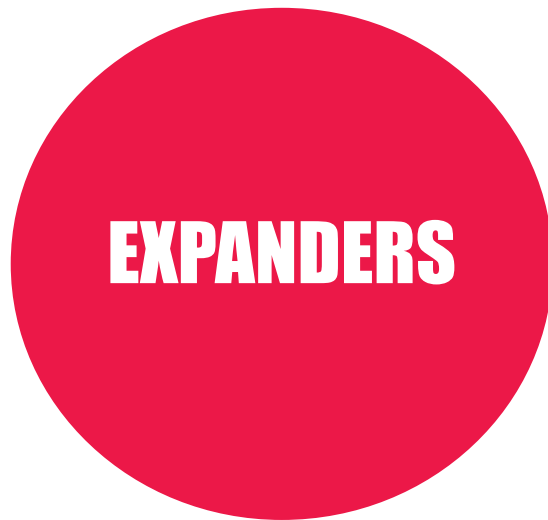


Personal
Responsibility

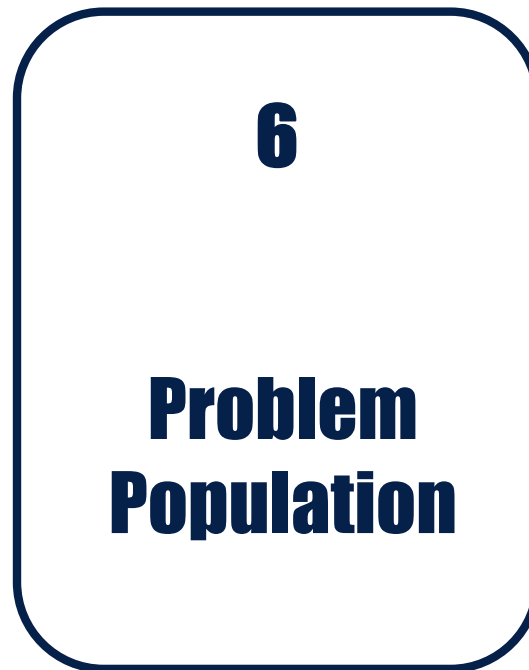


Characteristics of the Problem Population

Most caries occurs
in the majority



Caries is decreasing, limited to a
small portion of the population



Policy Action on Sugar

Necessary, effective, cost-savings

Expensive, ineffective



Conclusions

- WSRO and ILSI have sought to contain the dental caries issue over the last 40 years
- Debating statistics, sponsoring conflicting studies, influencing committees, tying their position to crucial societal values
- Delayed policy action on sugar

Resolving Dental Caries – Implications

- Containers will continue to advance their arguments as countries decide whether to adopt WHO sugars guideline
- WSRO/ILSI - global network, funded by TNCs with significant resources
- Public health advocates must recognize and understand problem definition claims made by powerful vested interests and be prepared to counter them

Are we using container language?



“The American Dental Association has similarly cautioned against the “growing popularity of singling-out sugar-sweetened beverages” because “the evidence is not yet sufficient to single out any one food or beverage product as a key driver of dental caries.”

American Dental Association on the Scientific Advisory Report of the 2015 Dietary Guidelines Advisory Committee at 6 (May 8, 2015) --- As cited by U.S. Court of Appeals for the Ninth Circuit



Sugary Beverage Taxes in California

SODA TAXES

CDA JOURNAL, VOL 44, N°10



Advocating for Soda Taxes: How Oral Health Professionals Fit In

Alisha Somji, MPH; Laura Nixon, MPH; Leeza Arbatman, BA; Pamela Mejia, MS, MPH;
Alysha Aziz, RN; Karen Sokal-Gutierrez, MD, MPH; and Lori Dorfman, DrPH, MPH

ABSTRACT Our recent analysis of how soda tax debates appear in the news revealed that oral health professionals seldom appear. By elevating their expert voices, oral health practitioners can contribute new and salient arguments for soda taxes to the public discourse and help advance public policy that improves oral health outcomes. We propose media advocacy strategies that oral health professionals can use to increase their visibility in the news to make the case for soda taxes.

- **Existing Taxes Requiring Renewal:** Berkeley, Oakland, San Francisco – Sunset Provisions
- **New Proposals:** Santa Cruz (committed), Redwood City (proposed) – Charter Cities

A Call To Action – Prior to November 5, 2024

- 1. Policy Development (now - early spring):** Helping to strengthen policy language around health impacts and defining impacted communities.
- 2. Legislative Campaign (Spring - early summer):** sharing talking points in meetings with City Councilmembers and other decision makers, providing public comment at City Council meetings, writing/signing a letter of support from their profession's point of view on the legislation, providing quotes for op-eds.
- 3. Ballot Campaign: (Summer - fall):** Provide talking points and quotes for campaign collaterals like mailers, ads, billboards, op-eds, and videos. Volunteering to go door-to-door in voter outreach or other canvassing activities.

A Call To Action – Prior to November 5, 2024

- Routinely encourage patients to vote in favor of the tax in their community
- Reach out to and join the community steering committee or at least take a role in the campaign leading up to the election.
 - Donate to the campaign
 - Take house signs home for their use and a few neighbors’.
 - Take a few hours to go door to door *wearing a white coat* to get out the vote
 - Speak up in community SSB campaign meetings to give folks an informal understanding of how much SSB harm they see among their patients, particularly kids