

(i) Critics say that producers of sugar-sweetened drinks are acting a lot like the tobacco industry of old: Marketing heavily to children, claiming their products are healthy or at worst not harmful, and lobbying to prevent change. The soft drink industry says there are critical differences: In moderate quantities soda isn't harmful, nor is it addictive.

The problem is that at roughly 190 liters per person per year, our consumption of soda, not to mention other sugar-sweetened beverages, is far from moderate, and appears to be an important factor in the rise in childhood obesity. This increase is at least partly responsible for a rise in what can no longer be called "adult onset" diabetes — because more and more children are now developing it.

Last week, the Obama administration announced a plan to ban candy and sweetened beverages from schools. A campaign against childhood obesity will be led by the first lady, Michelle Obama. And a growing number of public health advocates are pushing for even more aggressive actions, urging that soda be treated like tobacco: With taxes, warning labels, and a massive public health marketing campaign, all to discourage consumption.

1. How are soft drinks and tobacco different?
 - (A) Soda is heavily marketed.
 - (B) Soft drinks are not addictive.
 - (C) Tobacco companies lobby heavily.
 - (D) Tobacco is more expensive.

2. What problem can result from drinking too much soda?
 - (A) Acne
 - (B) Allergies
 - (C) Diabetes
 - (D) None of the above

3. What proposals have been made to control soft drink consumption?
 - (A) Ban all sweetened beverages.
 - (B) Increase taxes.
 - (C) Warn the public.
 - (D) All of the above

4. What is the best title for this passage?
 - (A) Addressing Soft Drinks' Health Risks
 - (B) Obama's Health Crisis
 - (C) Soda Consumption Hits New High
 - (D) Tobacco Ads Target Kids

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Soda: A Sin We Sip Instead of Smoke?

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Is soda the new tobacco?

<http://www.nytimes.com/2010/02/14/weekinreview/14bittman.html>