



(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?

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