**Viewing Questions for the Documentary “The Secrets of Sugar”**

<http://www.cbc.ca/fifth/episodes/2013-2014/the-secrets-of-sugar>

(you can also access this from my videos file at [www.wou.edu/~mcgladm](http://www.wou.edu/~mcgladm))

This documentary is Canadian in origin but recognizes the common challenge faced by North Americans elsewhere with the rise in obesity and many other chronic diseases. The emerging science has provided powerful evidence that sugar is a key cause of many chronic health problems. The Sugar Industry and Big Food, using an approach similar to what was used decades ago by Big Tobacco, have both worked to suppress scientific investigation and public awareness of the causal mechanisms linking excessive sugar intake with chronic diseases. The rise in sugar intake in North America is associated with the rise in chronic disease.

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The Breedon family has three concerns as they go grocery shopping. List them.

Describe how the dietician Jacklyn Pritchard “shows” the family how much sugar is in dad’s cereal.

What concept does Howard Moskowitz tell us about regarding sugar? Explain. What is his nickname? Why do food companies hire him?

\_\_\_\_\_\_ gram sugar = \_\_\_\_\_\_\_ teaspoon I Coca Cola has how many grams of sugar? How many tsp.?

List the three health outcomes graphed together with sugar consumption. Summarize trends 1960 – 2009.

The health problems above were blamed on \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_ in the 1980s and 1990s. So then we did what with that particular macronutrient? (the three macronutrients are carbohydrates, fats, proteins)

Afterwards, did the incidence of these diseases go down?

What assertions/hypotheses does Dr. Lustig offer to explain the rise of the health problem listed above?

From Lustig: What does sugar do to our body? What common word is used to describe this? (Specifically, where does fructose go…and in sufficient quantities, what does it do?)

What does too much fructose do to your brain?

Phyllis Tanaka represents some food industry giants including \_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_.

What does she say here?

The argument used against Tanaka’s is the “…\_\_\_\_\_\_ is hidden by other names for it in ingredient labels.

Returning to Mr. Breedon: What is his weekly sugar intake in grams

The deal offered to the Breedon family is to provide 3 weeks’ worth of meals without \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_ and to have pre- and post- medical exams.

1999 Minneapolis: CEOs of the big food corporations met (16:40)

Two executives delivered message to the rest of the executives that the food industry is at increasing risk of lawsuits, like had happened to what other big industry?

Top of the list of contributing factors to obesity is “ubiquity of inexpensive, good tasting, super-sized, energy dense foods.” How was this message responded to by the rest of the food industry executives?

From narrator (17:30) “But the people who profit from sugar have proven themselves very adept at \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ everywhere, including in the halls of science.

What was the chief thrust of the book written by John Yudkin in the 1960s?

Who was Ansel Keys, and what was his response to Yudkin’s work?

Why was there no research funded on the links between sugar and disease in the 1970s?

Now we go back to the Breedons: What is John’s condition at the first medical exam?

How many million North Americans have that same condition, or diabetes?

Dr. Lustig: “sugar is the proximate cause of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ worldwide”.

Dr. Lustig studied how many countries, in his study that compared diets and health conditions like diabetes?

23 min: The UC Davis study where \_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the guinea pigs: The scientists are giving them \_\_\_\_\_\_\_\_\_ to find out if it raises the markers for \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_. Specifically, drink contains high \_\_\_\_\_\_\_\_\_\_\_\_\_ corn syrup. Results: increases in \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

Dr. Steinholz says that if she was testing a new food additive that has results as strong as \_\_\_\_\_\_\_\_\_\_\_\_\_, it would get \_\_\_\_\_\_\_\_\_\_\_\_.

Cancer Research: Lewis Canfley (Cornell)

“…Eating too much \_\_\_\_\_\_\_\_\_\_\_ can definitely increase the probability of cancer, and also make the outcome of people who already have \_\_\_\_\_\_\_\_\_\_\_\_\_, worse.”

“…the \_\_\_\_\_\_\_\_\_\_\_can use the \_\_\_\_\_\_\_\_\_\_\_ as a fuel to grow.”

Dr Canfley says that it is hard to find \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ food that doesn’t have \_\_\_\_\_\_\_\_\_\_ added to it.

ALZHEIMERS

Rats fed typical North American diet (high sugar, fat) are \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. What is the evidence for this?

Narrator: the science on sugar and health is still forming. Health Canada and the FDA (US) know about the sugar and health research, yet none of them is warning about the links between sugar and disease.

But what organization recommends that people cut back on added sugar dramatically?

Guidelines: women \_\_\_\_\_\_\_\_ tsp., men \_\_\_\_\_\_\_ tsp daily What is current average here?

What does Tanaka (food industry spokesperson) say about the science of sugar and disease?

31:30: Kristin Cousins, Colorado dentist and researcher, found a confidential Sugar Association memo (1975) describes a white paper “Sugar in the Diet of Man” that tried to make it seem it was an \_\_\_\_\_\_\_\_\_\_\_\_\_\_ study. Paper said that sugar was “ \_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_.”

This memo suggests that the sugar industry knew about what for a long time?

The tactics of the sugar industry are similar to the tactics of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ industry.

Parallels: trying to undermine \_\_\_\_\_\_\_\_\_\_\_\_\_. Trying to attack and intimidate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Trying to subvert sensible \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

What led to the US threatening to pull its funding from the World Health Organization? What happened months later, that would affect guidelines put out to all peoples of the world? (yes, the U.S. Sugar Industry has that kind of clout.)

Exact quotes from litigator Stan Glanz:

*We would not have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ epidemic if there was not a \_\_\_\_\_\_\_\_\_\_\_ industry.*

*We wouldn’t have an obesity epidemic if there wasn’t an industry making a lot of money selling \_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_ and salt and things like that.*

*And to me the bottom line is that one of the key disease vectors for non-communicable diseases is big \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Are we are going to have to get these big corporations under control.*

Bruce Bradley, former food industry executive recommends what type of action?

What mayor of what city made an attempt at this, and how did the industry and courts handle this?

Commenting of the strategy of regulation, specifically to place recommended limits on sugar consumption per day and/or regulations, Tanaka responds that this would be a bad approach, because she says what is industry already doing?

Narrator: “the bottom line, if you’re getting sick from what you eat, its \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_.

Lustig predicts that diabetes will do what by around 2026 to the US healthcare budget?

Finally, what were the results of the meals change for the family overall (3 indicators)?

Does the narrator believe this “proves” the science about sugar intake and disease?