

The Age and 730 Report Media YMCA Victoria Soft Drink Free Summer

Soft drink giant Coca-Cola has funded scientific research which f...

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Soft drink giant Coca-Cola has funded scientific research which focuses on the role of exercise over diet in battling obesity. Coca-Cola funded \$1.7m of research in Australia. The YMCA pool in Coburg wanted the healthy message to go beyond the pool, and the YMCA made a decision to get rid of the soft drink and junk food it was selling in its centres. The anti-sugar message is gaining traction in Australia. Nutritionist Marion Nestle, one of America's most well-known food bloggers, is in Australia as a research fellow at the Charles Perkins centre at the University of Sydney. Marion Nestle's main focus is Coca-Cola, and its funding of research into the causes of obesity. Last year, a New York Times investigation revealed that Coca-Cola was funding a research hub in America that was promoting fitness over diet. Marion Nestle says investigators at the University of Colorado and other places had a very close funding relationship with Coca-Cola, and this led to a PR disaster for the company. Coca-Cola pledged to release a list of every health organisation that has received funding in the last 5 years. Today, the company released a list of health and wellbeing organisations it has funded in Australia, most of which promote exercise. Professor Tim Olds from the University of SA received \$400,000 from Coca-Cola for an international child obesity study. Olds says he's got about \$26 million worth of funding and of that, probably less than \$2 million would have come from industry sources. Olds says most of it comes from Government schemes such as the NHMRC. Olds denies that his work is compromised, and says in the modern world, there is private sector funding of public sector research. Stephen Simpson from the University of Sydney, one of Australia's leaders in obesity research, was approached to join a Coca-Cola funded global research group in 2014. Simpson says he declined involvement because it was against the university's guidelines. Coca-Cola has declined 7:30's request for an interview. Simpsons says we need an 'Industry Future Fund' - a substantial fund to which industry contributes, and that that is where the relationship should end.

- ASR: AUD 301,794
- Country: Australia
- State: National
- Duration: 6 mins 33 secs
- Size: 6 mins 33 secs cm²

- Audience: 861,000 All ; 400,000 Male 16+ ; 437,000 Female 16+
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