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Aspartame: Not Always a Healthy Alternative to Sugar

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Aspartame: Not a Healthy Alternative to Sugar

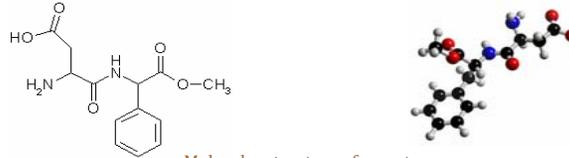
M. Benjamin Nagle, Chelsea Sheehan, and Allyson Warren

BACKGROUND

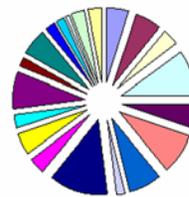
- Aspartame is a popular food additive used in place of sugar
- Aspartame is falsely advertised as a “healthy alternative” to sugar
- It is found in over 6,000 common food products, including:
 - diet sodas
 - sugar free gum
 - instant cocoa mix
 - nutritional bars
 - no sugar added ice cream
- Aspartame has been shown to cause:
 - acute facial pain
 - chronic headaches
 - hyperactivity in children
 - seizures
 - cancer

PROPOSAL

- Educate the public about aspartame risks through a commercial
 - Provide statistics
 - Encourage people to be more aware of how much aspartame they are ingesting

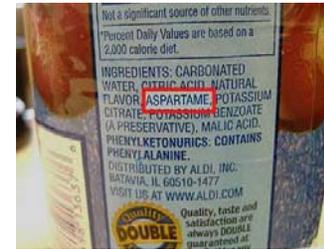


Symptoms from Aspartame Use



MECHANISMS

- Advertising campaign focusing on the dangers of aspartame
- Use different medias:
 - Television
 - Radio
- Target the adult population



ASSESSMENT PLANS

- Measure change in sales of aspartame
- Collect sales reports from the year preceding the air of the commercial
- Gather sales reports again after the commercial has been circulating for one year
- Conduct a random survey on the public
 - Evaluate the results

SUMMARY

- Aspartame is being falsely advertised as a “healthy alternative” to sugar
- Aspartame overuse can lead to many dangerous health conditions
- Educate public via a commercial
- Evaluate results by measuring aspartame sales, and surveying the public.
- Publish results

Consumer Use of Low Calorie, Sugar-free foods, & Beverages
in millions of adult Americans consuming these products



Source: Calorie Control Council National Consumer Surveys