

Peters, John C

From: Alex Malaspina
Sent: Sat 6/27/2015 1:39 AM (GMT-07:00)
To: n4789e@me.com
Cc: ctuggle@coca-cola.com; ehays@coca-cola.com; adrewnow@fredhutch.org; sharris@ilsa.org; rwilkinson@coca-cola.com; fergc@foodsci.umass.edu; Hill, James; Peters, John C; scohen@unmc.edu; beauchamp@monell.org; hzhang@coca-cola.com
Bcc:
Subject: Re: Daily European News Flash - 25.06.15

Dear Barbara :

You gave me some very good leads. I like the one especially about having Mr. Bill Gates help. Our Chairman knows him well. I will explore this idea with Clyde. We would want WHO to start working with ILSI again ,with the GEBN and with the food industry in general to resolve issues of food safety and nutrition and for WHO to not only consider sugary foods as the only cause of obesity but to consider also the life style changes that have been occurring through out the Universe.

Since WHO ,as you stated has been helped by the pharmaceutical industry to combat HIV/AIDS, why not work closely with the food industry to combat obesity. The Food industry is very willing to come to the table.

Let us have dinner soon. After the 4th of July , I am free until the 22nd.Then Free again From July 26 to August 24.

Warmest personal regards. Alex

-----Original Message-----

From: Barbara Bowman <n4789e@me.com>
To: Alex Malaspina <malaspina@aol.com>
Sent: Fri, Jun 26, 2015 8:57 pm
Subject: Re: Daily European News Flash - 25.06.15

Dear Alex,

Very sorry to hear about Madame Chen, she was absolutely remarkable.

PEPFAR is the US government-sponsored program that makes HIV/AIDS drugs available throughout sub-Saharan Africa, a great success in saving lives.

WHO is key to the network. Will be in touch about getting together, all best wishes.

Barbara

Sent from my iPhone

> On Jun 26, 2015, at 7:44 PM, Alex Malaspina <malaspina@aol.com> wrote:

>

> Dear Barbara: Thanks for your

advice. Madame Chen has a brain tumor and is in the hospital. I liked that lady so much. She did make the ILSI focal Point a Star. I hope she does not suffer much.

> However, I had a similar idea and have asked Junshi Chen his advise. I do not know the Group you mentioned but I will Check with Suzie.

> I hope you

are having a great summer.

> Warmest personal regards. Alex

>

>

>

-----Original Message-----

> From: Barbara Bowman <n4789e@me.com>

> To: Alex

Malaspina <malaspina@aol.com>

> Sent: Fri, Jun 26, 2015 9:07 am

> Subject: Re:

Daily European News Flash - 25.06.15

>

>

> Dear Alex,

> Sorry for the

delay in my reply, I have been off this week and away

> from e-mail until now.

> Am wondering whether anyone with ILSI China, perhaps

> Madame Chen, might

have ideas. Another thought, perhaps someone with

> connections to the PEPFAR

program. Or Gates and Bloomberg people, many have

> close connections with the

WHO regional offices. Perhaps an issue of defining

> legacy.

> Best,

>

Barbara

>

> Sent from my iPhone

>

>>> On Jun 26, 2015, at 8:28 AM,

>>

Alex Malaspina <malaspina@aol.com> wrote:

>>

>> Dear Barbara: How are you?

Are

> you having a nice summer?

>> Any ideas how we can have a conversation
with WHO?
> Now, they do not want to work with industry. Who finds all the new
drugs. Not
> WHO-, but industry. She is influenced by the Chinese Govt and is
against US.
> Something must be done.
>> Warmest regards. Alex
>>
>>
>>
-----Original
> Message-----
>> From: Alex Malaspina <malaspina@aol.com>
>>
To: ctuggle
> <ctuggle@coca-cola.com>; ehays <ehays@coca-cola.com>; sharris
>
<sharris@ilsichina.org>; fergc <fergc@foodsci.umass.edu>
>> Cc: James.Hill
>
<James.Hill@ucdenver.edu>; jamesrbehnke <jamesrbehnke@yahoo.com>;
john.c.peters
> <john.c.peters@ucdenver.edu>; john <john@jrlupien.net>;
jshchen
> <jshchen@ilsichina.org>; hzhang <hzhang@coca-cola.com>
>> Sent: Thu,
Jun 25,
> 2015 7:14 am
>> Subject: Fwd: Daily European News Flash -
25.06.15
> Please see report on WHO. This is getting a lot of publicity.
>>
We must find
> a
>> way of some one such as a famous scientist arrange to pay
her a visit .
> May be
>> Jim Hill or some one of similar stature or a US
Government scientist
> .
>>
>> As
>> the President of ILSI I had a special
and productive luncheon
> with the former

>> DG ,Dr. Nakajima in 1995 at his
private dining room in the
> WHO Geneva
>> Headquarters to tell him about
ILSI and how the two organization
> could work with
>> each other,
>>
>>
In 1999 I visited with the new DG Mrs.
> Brutland in Geneva,
>> when I
invited her ,on behalf of The World Economic
> Forum, to come to the Davos
>>
meeting of 1999, and be the Keynote Speaker at
> the Food Governors
special
>> dinner,where she discussed that GMO foods are not
> only safe but
could be very
>> useful in feeding a hungry world. By the way ,the
> future
Coke President ,Mr.
>> Neville Isdell attended that dinner with me.
>
>> In
summary I am suggesting that
>> collectively we must find a way to start
> a
dialogue with Dr. Chen. If not, she
>> will continue to blast us with
>
significant negative consequences on a global
>> basis. This threat to our
>
business is serious,
>> Warmest regards.
>> Alex
>>
>>
>>
-----Original
> Message-----
>> From: Susanne Kettler
>>

<skettler@coca-cola.com>
>> To: Alex
> Malaspina <malaspina@aol.com>
>> Sent:
Thu, Jun
>> 25, 2015 3:24 am
>> Subject:
> Fwd: Daily European News Flash -
25.06.15
>>
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>>
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>>
>> Sent
> from my iPhone
>>
>>

>> Begin forwarded message:
> From: Coke Email <
CokeEmail@bluerubicon.com>
>> Date: 25 Jun
>> 2015
> 08:42:42 CEST
>>
To: Undisclosed recipients;;
>> Subject:
> Daily European News Flash -
25.06.15
>>
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>>
>> Key
> Highlights: In
the UK, marketing title Thedrum.com quotes Wendy Clark,
> President of
Sparkling Brands & Strategic Marketing at Coca-Cola North
> America,

>> who
addressed the audience at the Cannes Lions festival. She is
> cited as
saying
>> that Coca-Cola aligns its marketing to the passion points of
>
teenagers and young
>> adults to stay relevant. Media in Spain, Ireland,
Denmark
> and UK discuss the
>> negative impact of products with a high sugar
content on
> dental health. Finally,
>> media in Belgium, UK and France
continue to report
> that celebrity chef Jamie
>> Oliver will implement a
'soda tax' on all
> sugar-sweetened beverages available in
>> his restaurants
in the hope that the
> UK government will also implement such a
>> tax.
>>

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>>
>> All other
> coverage shared as background.
>>
>>
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>>

>> Coca-Cola News
>
>> Coca-Cola and Cannes Lions (UK)
>>
>>
>>
>>

>> Thedrum.com – 'When
> you get the relevance right the consistency
pays
>> off in spades' – Coca-Cola's

> Wendy Clark on keeping the brand
fresh', 24.06.15
>>
>>
>> By Seb Joseph
>
>>
>>
>> Reports on
Coca-Cola's President of
>> Sparkling Brands &
> Strategic Marketing at
Coca-Cola North America, Wendy Clark,
>> and her address
> to the audience at
Cannes Lions. Ms Clark is cited as saying
>> that
> "consistency, times
relevance, done at scale and done over time - those
>> four
> things have been
at the core of what Coke has done..." It is noted that to
>> stay
> relevant the
brand looks to the passion points that appeal to teenagers and
> young adults
and wraps its marketing around those elements.
>>
>> (KO
> mention)
>>

>> Blog Authority: 5
>>
>> Shares: Twitter 12, LinkedIn 1,
> Facebook
1
>>
>> Readership: 25,000
>>
>> Action: FYI
> Coca-Cola HBC Annual
General Meeting (UK, Greece)
> Shares.telegraph.co.uk – 'Coca-Cola HBC
resolutions passed at AGM', 24.06.15
>

>>
>>
>>
>> Reports that
Coca-Cola HBC has confirmed that all of the
> proposals
>> set out in the
notice of the annual general meeting were passed by
> shareholders
>>
yesterday. It is also noted that Coca-Cola HBC AG confirmed the
> election
of
>> Olusola (Sola) David-Borha and Alexandra Papalexopoulou as
>
non-executive
>> directors at the annual general meeting yesterday.
>>
>>
Also
> reported:
>> Halifaxmarketwatch.co.uk, Investing.thisismoney.co.uk,
>
Stockmarketwire.com,
>> Moneyam.com, Shares.telegraph.co.uk (2),
Uk.advfn.com,
> Hl.co.uk, lii.co.uk,
>> Sharewatchglobal.digitallook.com,
Lse.co.uk,
> Bullbearings.co.uk, Capital.gr,
>> Uk.finance.yahoo.com,
Capital.gr (2),
> Livester.gr
>>
>> (KO mention)
>>
>>
>> Authority:
10
>>
>> Shares: N/A
>
>> Readership: c.1,371,000
>>
>>
>> Action:

FYI

>>

>>

>>

>> Coca-Cola

> Hilltop Parody (Spain)

>>

>>

>>

>>

>> Marketingdirecto.com – “Change the

> tune”: el remake de “Hilltop”

para

>> concienciar sobre el consumo excesivo de

> refrescos’, 24.06.15

>>

>>

>>

>>

>> Reports on a new video from the

> Center for Science in the

Public Interest,

>> which parodies Coca-Cola’s famous

> 1971 advert known as

Hilltop. It is noted that

>> the advert recently made an

> appearance in the

Mad Men TV show finale. The parody

>> version claims to draw

> attention to

illnesses such as hypertension, diabetes and

>> obesity said to be

>

associated with overconsumption of fizzy drinks.

>>

>>

>> Also

reported:

> Horizont.net, Gastronomiaycia.com

>>

>> (KO mention)

>>

>>

>> Authority:
> 2
>>
>> Shares: Google+ 1, Twitter 68, Facebook 10
>>

>>
>> Readership: c.
> 22,300
>>
>> Action: Spain PAC team to monitor

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>> Mad Men
> Finale (UK)
>>
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>>
>>

Dailymail.co.uk – 'Hard to get the 'real
>> thing!
> Jon Hamm says it took
Mad Men creator Matthew Weiner 'a couple of years'
>> to
> persuade Coca Cola
to let him use their ad in the finale', 24.06.15
> By Rachel McGrath
>>
>>

>>
>> Reports that Mad Men star, Jon Hamm, said
> that it took Mad Men
creator Matthew Weiner two years to persuade The Coca
> Cola
>> Company to use
its 1971 I'd Like To Buy The World A Coke commercial to
> end the
>> AMC
series finale in May this year. It is noted that after the finale
> aired,
a
>> spokesperson from Coca Cola told People Magazine that "no money

>
exchanged hands”
>> in the agreement between AMC and the fizzy-drink
company.
>
>> Also reported:
>> Dailymail.co.uk (2), Dailymail.co.uk (3)

>>
>> (KO
> mention)
>>
>>
>> Authority: 10
>>
>> Shares: Shared
31, Comments 49
> Readership: c.
>> 2,912,000
>>
>> Action: FYI
>>
>>

>>
>> Industry
> News
>>
>>
>>
>>
>> Nutritional Measures
>>
>>

>>
>> US Fizzy Drink Tax
> Proposal (France)
>>
>>
>>
>>
>>
>>
Nytimes.com – ‘Republicans Push Back
> Against Proposed Dietary
>>

Guidelines', 24.06.15

>>

>>

>>

>> Reports on

> political debates in the

US

>> House and Senate regarding nutrition and diet

> regulations. It is noted

that an

>> advisory panel of independent doctors and

> nutrition experts have

suggested a tax

>> on sugar-sweetened drinks and snacks

> as means to

encourage better eating habits.

>> The publication underscores that

> the idea

angered beverage companies and

>> conservatives in Congress.

>>

>> (No

> KO

mention)

>>

>> Authority: 10

>>

>>

>> Shares: N/A

>>

>> Readership:

c.

> 3,072,000

>>

>> Action: FYI

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>>

>> VAT Increase

(Greece)

>

>>

>> Madata.gr – 'Τα προϊόντα και οι

>> υπηρεσίες που θα

ακριβύνουν με το νέο

> ΦΠΑ', 24.06.15
>>
>>
>>
>> Reports
>> on the new
VAT regime in Greece,
> which will increase the rate to 23 per cent. It
>> is
noted that the increase
> will affect goods such as soft drinks and juice,
>>
sugar, coffee, chocolates as
> well as all processed and canned foods.
>>

>>
>> Also reported: Lay-out.gr,
> Newpost.gr, Karfitsa.gr,
Lefimerida.gr,
>> Skaipatras.gr, Aftodioikisi.gr
> (No KO mention)
>>
>>
Authority: 2
>>
>>
>> Shares: Twitter 1, Facebook 2
>
>> Readership: c.
12,600
>>
>> Action:
>> FYI
>>
>>
>>
>> Jamie Oliver's
> Sugar Tax
(Belgium, UK, France)
>>
>>
>>
>>
>> Nieuwsblad.be – 'Jamie
> Oliver

heft belasting op frisdranken',
>> 24.06.15
>>
>>
>>
>> Reports
> that
British celebrity chef Jamie Oliver is
>> going to implement a "soda tax"
> on
all sugary drinks available in his
>> restaurants in hopes that the
>
government will also implement such a tax. It is
>> stated that the extra
>
revenue from the price increase will be invested in
>> teaching children
about
> healthy eating. A UK publication reports that a Tory
>> backbencher
has
> commented on Oliver's move, noting that he is against a sugar
>> tax and
that
> there are "far more dangerous white powders." Another publication
>>
reports
> that the Food and Drink Federation has welcomed Oliver's commitment
to
> improving public health, but has insisted that a real sugar tax would fail
as
> such measures have reportedly proven ineffective.
>>
>> Also
reported:
> Meltyfood.fr, Atabula.com, Homemademyou.co.uk,
Foodmanufacture.co.uk,
>
>> Atabula.com, Nieuws.be, Hbvl.be,
Foodmanufacture.co.uk, Lexpress.fr,
> Agripress.be,
>>
>> Standaard.be,
Planet.fr, Bristolpost.co.uk,
> Foodmanufacture.co.uk

>>
>> (No KO
mention)
>>
>> Authority: 3
> Shares: 11
>>
>> Readership: c. 70,400
>>

>> Action: Local Pac teams to
> monitor

>>

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>> WHO Proposals on
Soft Drinks (UK, Spain)

>

>>

>> Just-drinks.com – 'World Health
Organization calls for full-sugar
> soft

>> drinks regulations', 24.06.15

>>

>> By Keith Nuthall

>

>> Reports that the Director General of the World
Health Organization (WHO)

> has

>> accused marketers of full sugar
non-alcoholic beverages of contributing

> to

>> rising obesity rates amongst
children globally, especially in

> developing

>> countries. Dr Margaret Chan
is also backing regulations that would

> restrict the

>> consumption of full
sugar soft drinks, noting that voluntary

> initiatives are

>> less likely to

be enough. A Spanish publication reports that

> the introduction of

>> a tax

on sugar-sweetened drinks in Mexico has resulted in
> a 12 per cent
>>
reduction of consumption of these beverages. It is also noted
> that in 2012,
the
>> Catalan Parliament approved a bill mandating a tax on
>
sugar-sweetened drinks,
>> but it was never implemented.
>>
>> Also
reported:
> Consalud.es,
>> Cronicanorte.es
>>
>> (No KO mention)
>>

>> Authority:
> 1
>>
>>
>> Shares: 9
>>
>> Readership: c. 1,400
>>

>> Action: Local PAC
> teams to
>> monitor
>>
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>>
>> Sugar and
Sweeteners
>>
>>
>>
>> Sugar
> and
>> Health (Spain, France)
>>
>>
>>

>> Consumer.es – '¿Cuánta azúcar
> debemos
>> consumir?', 24.06.15
>>

>> By Isabel Megías
> Reports that
>> sugar is becoming more prevalent in
our diets due to quantities
> now found in
>> everyday products. The article
also mentions guidelines on daily
> sugar intake
>> from the World Health
Organization (WHO) for adults and
> children. Illnesses
>> associated with
overconsumption of sugar, such as
> obesity, hypertension, high
>> cholesterol
and vascular diseases, are also
> discussed. Additional coverage also
>>
discusses the prevalence of hidden sugars
> in everyday foods.

>>

>>

Also

>> reported: Femmeactuelle.fr

>>

>> (No KO

> mention)

>>

>>

Authority: 5

>>

>>

>> Shares: 0

>>

>> Readership: c.

> 28,400

>>

>>

Action: FYI

>>

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>>
>> Soft Drinks and Health
>
>>
>>
Coca-Cola Life (Germany)
>>
>>
>>
>>
>> Badische-zeitung.de –
> 'Ist
grüne Coke gesünder?', 24.06.15
>>
>> By
>> Claudia Füssel
>
>> Discusses
Coca-Cola Life, noting that even
>> though the drink is partly
> sweetened
with stevia, has a lower calorie content
>> than regular Coke and is
>
marketed as a healthier alternative, it still contains
>> more sugar in a
>
half-litre bottle than the daily limit recommended by the World
>> Health
>
Organization. A nutritionist is cited as commenting that Coca-Cola Life
>>
is
> still a "sugar bomb" despite its lower sugar content.
>>
>> (KO
mention:
> Coca-Cola Life)
>>
>> Authority: N/A
>>
>> Shares: 0
>>
>>
Readership: c.

> 19,100
>>
>> Action: Germany PAC team to monitor
>>
>>

>>
>> Fizzy
> Drinks and Health (Spain, Ireland, Denmark, UK)
>
Eleconomista.es – ‘La erosión dental aumenta en verano por el consumo de
>
bebidas azucaradas y la exposición al cloro’, 24.06.15
> Reports on factors
that can negatively impact dental health during the summer
> months, including
consumption of carbonated soft drinks and other products
> with
>> high sugar
content such as ice-cream. It is claimed that these products
> increase
>> the
risk of dental cavities. An Irish publication reports that
> despite the
>>
alleged health benefits of smoothies, they may also have a
> detrimental effect
to
>> human health. Celebrity dentist, Dr Uchenna Okoye is
> quoted as arguing
that
>> fructose found in most fruit damages tooth enamel,
> which in turn
leads to decay.
>> A Danish source comments on the negative effect
> of
phosphoric acid contained in
>> cola drinks does to calcium in bones. A UK
>
publication quotes Professor Colin
>> Hill, a microbiologist at University
>
College Cork in Ireland, as stating that
>> “no intervention will overcome
>
someone drinking lots of fizzy drinks.”

>>
>>
>> Also reported:
>
Diariosigloxxi.com, Larazon.es, Her.ie, Samvirke.dk,
>> Dailymail.co.uk
> (No
KO mention)
>>
>> Authority: 4
>>
>> Shares: 3
>>
>>
>> Readership:
c.
> 126,000
>>
>> Action: Local PAC teams to monitor
> Methodology
>>

>>
>>
>> Authority – Authority score is provided by
> Sysomos. Each data
source is assigned a score between 0 (lowest) – 10
> (highest).
>> Authority
is measured using a number of factors including in-link
> count and
>> reach
for traditional media and in-link count, comments, reach and
> bookmarks
for
>> blogs. Where a specific source is retrieved using another
> platform
'N/A' will be
>> assigned.
>>
>>
>>
>> Shares - This data is taken
>
from the publication
>> itself, and includes the number of shares across

>
platforms. Shares include
>> recommendations on Facebook and Twitter and
>
comments on the article in question.
>> When this information is not
provided,
> 'N/A' is shown. The type of shares will
>> be broken down by
platform when the
> total sum is greater than 10.

>>
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>>

Readership – Readership gives
> an indication of the size of audience
reached
>> and is based on a unique
> visitors estimate by
Siteworthtraffic.com, which uses
>> data by web analysis
> platform Alexa.
>

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