

# Aspartame: Not a Healthy Alternative to Sugar

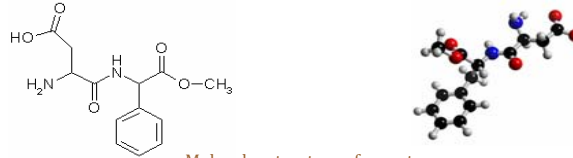
M. Benjamin Nagle, Chelsea Sheehan, and Allyson Warren

## BACKGROUND

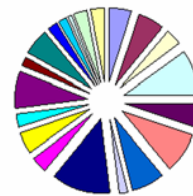
- Aspartame is a popular food additive used in place of sugar
- Aspartame is falsely advertised as a “healthy alternative” to sugar
- It is found in over 6,000 common food products, including:
  - diet sodas
  - sugar free gum
  - instant cocoa mix
  - nutritional bars
  - no sugar added ice cream
- 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

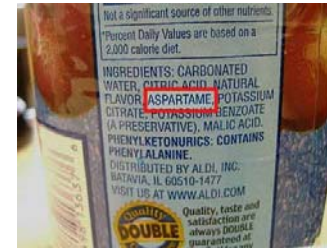


Symptoms from Aspartame Use



## 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