
Tekst 11

Big City, small sodas

- 1 The New York City Board of Health approved Mayor Bloomberg's controversial soda ban prohibiting fast-food restaurants, convenience stores, movie theaters, and food carts from selling sugar-filled drinks in containers larger than 16 ounces (500ml.). While some 60 percent of New Yorkers oppose the ban, Bloomberg was pleased, tweeting that "six months from today, our city will be an even healthier place." But is imposing size restrictions really the way to go? Or does it turn New York into a nanny state?
- 2 Obesity kills 6,000 New Yorkers every year, more than any other health issue besides smoking, says Thomas Farley at the New York Daily News. Bloomberg's soda ban is 'bold' but 'completely appropriate': Sugary drinks are a key factor in the epidemic because they "deliver a load of sugar that has serious metabolic effects without making you feel full." When obesity kills, it leaves children without parents; when it doesn't, it taxes our healthcare system and leaves sufferers incapable of working. A portion cap won't fix the obesity problem, but at least it's a start.
- 3 "No one likes to be told what to do," says Ray Fisman at Slate. "And if the city is banning super-sized soda, it won't be long before the government will be forcing broccoli down our gullets." As an alternative, it's time to reconsider so-called sin taxes on unhealthy foods, which recent studies have shown to be effective. Even a "modest price difference between regular and diet soda" could prove helpful in convincing poor customers to switch drinks "rather than continuing to buy soda they can't afford." Just look at how effective New York City's cigarette tax has been in helping people drop the habit.
- 4 In 2005, the mayor instituted a ban of all trans fats from all restaurants in the city limits. Just two years later, a New York City Health Department study found that the ban helped curb incidence of heart disease. A 2008 ruling has made similar headway. It required restaurants to post calorie counts. A study of Starbucks outlets in New York showed that customers bought 6 percent fewer calories once the new menus rolled out. Nadia Arumugam at Forbes explains: "Drawing lines, and implementing bans are not infringing on personal freedom, but helpful ways of making it easier for people to simply say *No*."

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2p 37 “But is imposing size restrictions really the way to go?” (alinea 1)
Geef van elk van de volgende personen aan of deze “Ja” of “Nee” antwoordt op deze vraag.

- 1 Mayor Bloomberg (alinea 1)
- 2 Thomas Farley (alinea 2)
- 3 Ray Fisman (alinea 3)
- 4 Nadia Arumugam (alinea 4)

Noteer het nummer van elke persoon, gevolgd door “Ja” of “Nee”.

1p 38 “Bloomberg’s soda ban” (alinea 2)
Welk begrip van twee woorden later in alinea 2 verwijst naar deze ‘ban’?
Citeer dit begrip.

1p 39 Which of the following reflects the main point made in paragraph 4?

- A A ban is more effective than limiting people’s choices.
- B Imposing limits will be counterproductive.
- C Legislation on health issues has only a limited effect.
- D Setting limits has a proven track record.
- E There is a limit to what people are willing to accept.

1p 40 “A 2008 ruling” (alinea 4)
Leg uit wat deze regeling inhield.

1p 41 Which of the following characterises this article best?

- A It informs people about the reactions to a new health regulation.
- B It persuades people to take action against a new health regulation.
- C It praises the authorities for introducing a new health regulation.
- D It proves why a new health regulation will certainly succeed.
- E It questions the timing and necessity of a new health regulation.