

Healthy Drinks Fast Facts

To provide you with the best science and to reduce review time, please find the following science-approved facts for use in your campaigns and materials. After each fact, you will find fast facts based on the science, which can be cut and pasted word-for-word without need for additional science review. Please note that any change in wording will result in the need to run your documents through science review before release.

Rates of Sugary Drink Consumption

FACT 1

On average, Americans consume 42.7 grams of sugar through beverages daily. This corresponds to approximately 34 pounds of added sugar annually.

Fast Facts:

- ▶ People living in the United States consume about 34 pounds of added sugar every year from consumption of sugary drinks.
- ▶ People living in this country consume more than 30 pounds of added sugar every year just from sugary drinks.
- ▶ The American Heart Association recommends no more than 9 teaspoons of added sugar a day for men, and no more than 6 teaspoons of added sugar a day for women. People living in the U.S. consume an average of 10 teaspoons of added sugar just from sugary drinks every day.
- ▶ The American Heart Association recommends no more than 6 teaspoons of added sugar a day for children over the age of 2. People living in the U.S. consume an average of 10 teaspoons of added sugar just from sugary drinks every day.

Source:

Miller PE, McKinnon RA, Krebs-Smith SM, et al. Sugar-sweetened beverage consumption in the U.S.: Novel assessment methodology. *Am J Prev Med.* 2013;45(4):416-421.

FACT 2

Sugary drinks are the single leading source of added sugars in the American diet.

Fast Facts:

- ▶ Sugary drinks are the single largest source of added sugars consumed by people living in the United States.
- ▶ The single largest source of added sugars consumed by people living in the United States comes from sugary drinks.

Source:

U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at <http://health.gov/dietaryguidelines/2015/guidelines/>.

FACT 3

Prevalence of soda consumption fell, but consumption of nontraditional sugar-sweetened beverages rose among all (ages 2 and higher).

Fast Facts:

- ▶ While soda consumption is declining, consumption of other sugary drinks like fruit drinks with added sugar, sports drinks, and energy drinks are on the rise.
- ▶ People living in the United States are drinking less soda, but they are increasingly drinking other types of sugary drinks like fruit drinks with added sugar, sports drinks, and energy drinks.

Source:

Han and Powell. Consumption Patterns of Sugar-Sweetened Beverages in the United States J Acad Nutr Diet. 2013;113:43-53

FACT 4

Nearly two-thirds of children in the United States reported consuming at least one soda or other sugary drink on any given day.

Fast Facts:

- ▶ The American Heart Association recommends that kids over the age of two have no more than one 8-ounce sugary drink a week, but nearly two-thirds of kids living in the United States consume at least one sugary drink every day.
- ▶ Sugary drinks are no longer an occasional treat. Nearly two-thirds of children living in the United States drink at least one sugary drink a day.
- ▶ Nearly two-thirds of children living in the United States consume at least one sugary drink daily.
- ▶ Nearly two-thirds of our country's kids consume at least one sugary drink every day. The American Heart Association recommends that children over the age of two have no more than one 8-ounce serving a week.

Source:

Rosinger, A. et al. Sugar-sweetened Beverage Consumption Among U.S. Youth, 2011-2014. NCHS Data Brief. No271. January 2017.

Sugary Drinks in Communities of Color

FACT 5

People of color are more likely to have limited access to healthy beverages, more inclined to consume sugary beverages, and more affected by preventable chronic diseases.

Fast Facts:

- ▶ People of color have less access to healthy drinks and consume more sugary drinks than their white peers. People of color are also at greater risk of developing diseases such as type 2 diabetes and heart disease.
- ▶ Black and Hispanic people have less access to healthy drinks and consume more sugary drinks than their white peers. Black and Hispanic populations also experience higher rates of type 2 diabetes, heart disease and other chronic diseases that are brought on, in part, by consuming sugary drinks.
- ▶ African American and Latino people have less access to healthy drinks and consume more sugary drinks than their white peers and these same populations experience higher rates of type 2 diabetes, heart disease and other chronic diseases that are brought on, in part, by consuming sugary drinks.
- ▶ Blacks and Hispanics often have less access to clean water and nutritious drinks such as low-fat milk. With the addition of predatory marketing practices directed at communities of color, they consume sugary drinks at alarming rates.

Source:

Center for Global Policy Solutions/Leadership for Healthy Communities. Sugary Drinks in Communities of Color: Recent Research and Policy Options to Reduce Consumption. March 2015.

FACT 6

In 2013, Hispanic youth were 93 percent more likely to visit beverage company websites compared with all youth.

Fast Facts:

- ▶ Hispanic kids visit sugary drink company websites 93 percent more than their non-Hispanic peers.
- ▶ Advertising targeted at Hispanic youth has drastic results. Hispanic kids visit sugary drink company websites 93 percent more than their non-Hispanic peers.

Source:

Harris JL, Schwartz MB, LoDolce M, et al. 2014. Sugary Drink FACTS 2014: Some Progress But Much Room For Improvement in Marketing to Youth. New Haven, CT: Rudd Center for Food Policy and Obesity, October.

FACT 7

The beverage industry spends millions each year marketing sugary drinks targeted to communities of color. In fact, African-American children and teens see more than twice as many television ads for sugary drinks than their white peers. Lower-income African-American and Latino neighborhoods had more outdoor ads for sugary drinks than lower-income and higher-income white neighborhoods.

Fast Facts:

- ▶ The beverage industry spends millions of dollars each year marketing sugary drinks to communities of color—the same communities who are most at risk for diet-related diseases.
- ▶ Because the beverage industry spends millions of dollars every year marketing to communities of color, African American children and teens see more than twice as many ads for sugary drinks than their white peers.
- ▶ The beverage industry targets African American children and teens with television ads for sugary drinks—in fact they see twice as many ads compared to their white peers.
- ▶ The beverage industry is targeting African American and Latino neighborhoods with outdoor ads promoting sugary drinks.

Source:

<https://cspinet.org/new/pdf/facts-on-sugar-drink-marketing.pdf>

Expert Recommendations for Sugary Drink Consumption

FACT 8

The American Heart Association recommends children 2 to 18 should have no more than 6 teaspoons of added sugars a day and no more than one 8 ounce serving of sugary drinks each week. Yet children today are consuming as much as ten times that amount.

Fast Facts:

- ▶ Every week, children are consuming up to ten times more sugary drinks than the American Heart Association recommends.
- ▶ The American Heart Association recommends that children have no more than one 8-ounce sugary drink a week—but children are consuming as much as ten times that amount.

Source:

<http://circ.ahajournals.org/content/circulationaha/early/2017/01/25/CIR.000000000000485.full.pdf>

FACT 9

To achieve and maintain healthy weights and decrease cardiovascular risk while at the same time meeting essential nutrient needs, the American Heart Association encourages most American woman to eat or drink no more than 100 calories per day from added sugars, and most American men to eat or drink no more than 150 calories per day from added sugars. The American Heart Association recommends that all Americans consume no more than 450 calories (36 ounces) per week from sugar-sweetened beverages (based on a 2,000 calorie per day diet).

Fast Facts:

- ▶ The American Heart Association recommends that woman consume no more than 100 calories per day from added sugars and men consume no more than 150 calories per day from added sugars.
- ▶ The American Heart Association recommends no more than 9 teaspoons of added sugar a day for men, and no more than 6 teaspoons of added sugar a day for women.
- ▶ For optimal health, the American Heart Association recommends no more than 100 calories from added sugar per day for women and no more than 150 calories from added sugars per day for men.
- ▶ For optimal health, the American Heart Association recommends no more than 9 teaspoons of added sugar a day for men, and no more than 6 teaspoons of added sugar a day for women.
- ▶ The American Heart Association recommends that adults have no more than 450 calories a week – that’s about 36 ounces – from sugary drinks.
- ▶ The American Heart Association recommends that adults have no more than 450 calories a week from sugary drinks, or about three cans of regular soda.

Source:

Johnson RK et al., AHA Scientific Statement: Dietary sugars intake and cardiovascular health. 2009. *Circulation*. 2009;120:1011-1020 http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/HealthyDietGoals/Frequently-Asked-Questions-About-Sugar_UCM_306725_Article.jsp#.WhRAHhNSxdC

Health Effects of Sugary Drink Consumption

FACT 10

Sugar-sweetened beverages have a high-sugar content, produce low satiety levels, and provide incomplete compensation for total energy.

Fast Facts:

- ▶ Sugary drinks contain too much sugar and are low in nutrients. And, despite their calorie content, they are not filling.
- ▶ Sugary drinks are high in sugar and low in nutrients. And, despite their calorie content, they are not filling.
- ▶ Sugary drinks, unlike junk foods which may contribute some nutrition to the diet, are just “empty” calories. That is, the caloric sweeteners in them have virtually no nutritional value.
- ▶ Sugary drinks aren’t filling and they provide virtually no nutritional value.

Source:

Johnson, RK, et al. Dietary sugars intake and cardiovascular health a scientific statement from the American Heart Association. *Circulation*. 2009. 120(11), 1011-1020

FACT 11

Higher consumption of sugar-sweetened beverages is associated with the development of metabolic syndrome and type 2 diabetes.

Fast Facts:

- ▶ The more sugary drinks people consume, the more likely it is that they’ll develop heart disease and type 2 diabetes.
- ▶ Higher consumption of sugary drinks is associated with increased risk of heart disease and type 2 diabetes.
- ▶ People who frequently consume sugary drinks are at a higher risk of heart disease and type 2 diabetes.

Source:

Malik, VS, et al. Sugar-sweetened beverages and risk of Metabolic Syndrome and Type 2 Diabetes a meta-analysis. *Diabetes Care* 2010. 33(11), 2477-2483

FACT 12

People who drink sugary drinks regularly—1 to 2 cans a day or more—have a 26 percent greater risk of developing type 2 diabetes than those who rarely have such drinks.

Fast Facts:

- ▶ People who regularly drink sugary drinks - like sweetened teas, energy drinks and soda—are more likely to develop type 2 diabetes.
- ▶ People who drink 1 to 2 sugary drinks each day are at greater risk of developing type 2 diabetes than those who rarely have such drinks.
- ▶ Drinking 1 to 2 sugary drinks a day—such as fruit drinks, energy drinks and sodas—put you at increased risk of developing type 2 diabetes.

Source:

<https://www.ncbi.nlm.nih.gov/pubmed/20693348>

FACT 13

Drinking just one sugary drink a day increases a man's risk of having a heart attack or dying from a heart attack by 20 percent.

Fast Facts:

- ▶ Men who drink one sugary drink a day are at increased risk of having a heart attack or dying from a heart attack.
- ▶ Men who drink just one sugary drink a day increase the risk of having a heart attack or dying from a heart attack by 20 percent.
- ▶ Men who drink one sugary drink a day are at 20 percent increased risk of having a heart attack or dying from a heart attack.
- ▶ There is a 20 percent greater risk of dying from a heart attack or having a heart attack for men who drink one sugary drink a day.

Source:

de Koning L, Malik VS, Kellogg MD, Rimm EB, Willett WC, Hu FB. Sweetened beverage consumption, incident coronary heart disease, and biomarkers of risk in men. *Circulation*. 2012;125:1735-41, S1.

FACT 14

Every year, 40,000 cardiovascular deaths are attributed to sugar-sweetened beverage overconsumption.

Fast Facts:

- ▶ Every year, 40,000 people living in the United States die from heart problems as a result of consuming too many sugary drinks.
- ▶ In the United States, 40,000 deaths every year are attributed to heart problems caused specifically by consuming too many sugary drinks.
- ▶ Every year, consuming too many sugary drinks contributes to fatal heart problems for more than 40,000 people living in the United States.
- ▶ 40,000 deaths in the United States every year are attributed to heart problems caused specifically by consuming too many sugary drinks.

Source:

Micha R, Peñalvo JL, Cudhea F, Imamura F, Rehm CD, Mozaffarian D. Association Between Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States. *Jama* 2017;317:912-24.

FACT 15

Children who consume higher amounts of sugar-sweetened beverages have a 55 percent greater chance of being overweight or obese compared to those who consume less sugar-sweetened beverages.

Fast Facts:

- ▶ Kids who consume more sugary drinks are 55 percent more likely to be at increased risk of developing chronic diseases such as type 2 diabetes and heart disease compared to kids who consume fewer sugary drinks.
- ▶ Kids who consume more sugary drinks than their peers are more likely to be at increased risk of developing chronic diseases such as type 2 diabetes and heart disease.
- ▶ Drinking sugary beverages increases kids' risk of developing chronic diseases such as type 2 diabetes and heart disease.
- ▶ Drinking sugary beverages increases kids' risk of developing high cholesterol and high blood pressure.

Source:

Te Morenga, L, et al. Dietary sugars and body weight: Systematic review and meta-analyses of randomised controlled trials and cohort studies. *British Medical Journal*. 2013.346

FACT 16

Healthcare costs attributable to obesity could reach between \$861 and \$957 billion by 2030.

Fast Facts:

- ▶ Healthcare costs related to obesity could total between \$861 and \$957 billion annually by 2030.
- ▶ Healthcare costs related to obesity could be more than \$950 billion annually by 2030.
- ▶ By 2030, the cost of obesity-related diseases could total more than \$950 billion a year.

Source:

Mozaffarian D, et al. on behalf of the American Heart Association Statistics Committee and Stroke Statistics Subcommittee. Heart disease and stroke statistics—2015 update: A report from the American Heart Association. *Circulation*. 2015.131, e01-e294.

Impact of Sugary Drink Taxes

FACT 17

Studies suggest that a 10 percent price increase in sugary drinks would decrease consumption by 8-10 percent.

Fast Facts:

- ▶ A 10 percent increase in the price of sugary drinks would decrease consumption by 8-10 percent each year.
- ▶ People would drink 8-10 percent fewer sugary drinks each year if their price increased by 10 percent.

Source:

Powell LM, Chriqui JF, Khan T, Wada R and Chaloupka FJ. Assessing the potential effectiveness of food and beverage taxes and subsidies for improving public health: a systematic review of prices, demand and body weight outcomes. *Obesity reviews* : an official journal of the International Association for the Study of Obesity. 2013;14:110-128.

FACT 18

Research shows that sugary drink taxes are effective at reducing sugary drink sales—in Berkeley, CA, for example, a recent study found that sugary drink sales in Berkeley dropped by 9.6 percent while they rose by 6 percent in other Bay Area stores without the tax. At the same time, sales of water rose by 15.6 percent. And the tax has led to over \$1.4 million in revenue to be used for obesity prevention activities in schools, childcare and other community settings.

Fast Facts:

- ▶ Research shows that a year after implementation, the Berkeley sugary drink tax is working as intended—sales of sugary drinks are going down, and sales of water are on the rise.
- ▶ One year after the implementation of the Berkeley sugary drink tax, research shows that sales of sugary drinks have declined by almost 10 percent.
- ▶ One year after the implementation of the Berkeley sugary drink tax, research shows that sales of water increased by 15 percent.

Source:

Silver LD, Ng SW, Ryan-Ibarra S, Taillie LS, Induni M, Miles DR, et al. (2017) Changes in prices, sales, consumer spending, and beverage consumption one year after a tax on sugar-sweetened beverages in Berkeley, California, US: A before-and-after study. *PLoS Med*14(4): e1002283. <https://doi.org/10.1371/journal.pmed.1002283>

FACT 19

Early research shows that sugary drink taxes are effective at reducing sugary drink consumption—in Berkeley, CA, for example, a recent study found that sugary drink consumption in Berkeley dropped by 21 percent in low-income neighborhoods during the first four months of implementation, while water consumption increased by 63 percent compared to similar cities without the tax.

Fast Facts:

- ▶ Research shows that sugary drink taxes reduce consumption of sugary drinks. Within the first four months of Berkeley, California implementing a penny-per-ounce-sugary drink tax, sugary drink consumption in the city dropped by more than 20 percent in low-income neighborhoods. And, water consumption increased by 63 percent compared to similar cities without the tax.
- ▶ There is evidence showing sugary drink taxes can help reduce consumption of sugary drinks. Within the first four months of Berkeley, California implementing a penny-per-ounce sugary drink tax, sugary drink consumption dropped by more than 20 percent in low-income neighborhoods. And, water consumption increased by 63 percent compared to similar cities without the tax.

Source:

Jennifer Falbe, Hannah R. Thompson, Christina M. Becker, Nadia Rojas, Charles E. McCulloch, and Kristine A. Madsen. Impact of the Berkeley Excise Tax on Sugar-Sweetened Beverage Consumption. *American Journal of Public Health*: October 2016, Vol. 106, No. 10, pp. 1865-1871. doi: 10.2105/AJPH.2016.303362

FACT 20

In the two years following the implementation of the sugar-sweetened beverage tax in Mexico, purchases of taxed beverages decreased by 5.5 percent in 2014 and 9.7 percent in 2015, yielding an average reduction of 7.6 percent over the study period. Households at the lowest socioeconomic level had the largest decreases in purchases of taxed beverages in both years.

Fast Facts:

- ▶ Since the Mexico sugary drink tax took effect in 2014, consumer purchases of sugary drinks have consistently gone down—especially by low-income individuals.
- ▶ The Mexico sugary drink tax is working—consumers are purchasing fewer sugary drinks.
- ▶ In the two years following the implementation of the sugary drink tax in Mexico, consumer purchases of sugary drinks have decreased by 7.6 percent.

Source:

M. Arantxa Cochero, Juan Rivera-Dommarco, Barry M. Popkin and Shu Wen Ng. In Mexico, Evidence Of Sustained Consumer Response Two Years After Implementing A Sugar-Sweetened Beverage Tax. *Health Affairs* published online February 22, 2017.

FACT 21

Research shows that the 1-peso-per-liter tax on sugary drinks in Mexico has a projected impact on BMI, obesity and diabetes. Specifically:

- ▶ The 10 percent tax to sugar-sweetened beverages in Mexico should reduce obesity by 2.5 percent by 2024 and prevent 86 to 134 thousand new cases of diabetes by 2030.
- ▶ Young adults and people with lower socioeconomic status should experience larger health benefits.
- ▶ Increasing the tax to 20 percent should at least double the expected impact of the current tax.

Fast Facts:

- ▶ Research shows the sugary drink tax in Mexico should reduce obesity by 2.5 percent by 2024 and prevent up to 134,000 new cases of diabetes by 2030.
- ▶ The sugary drink tax in Mexico is projected to reduce obesity, BMI and diabetes across populations, with lower-income people benefiting the most.
- ▶ Should Mexico double its sugary drink tax to 2 pesos-per-liter, there will be an even greater impact on obesity rates and diabetes cases.

Source:

Barrientos-Gutierrez T, Zepeda-Tello R, Rodrigues ER, Colchero-Aragón A, Rojas-Martínez R, Lazcano-Ponce E, et al. (2017) Expected population weight and diabetes impact of the 1-peso-per-litre tax to sugar sweetened beverages in Mexico. PLoS ONE12(5): e0176336. <https://doi.org/10.1371/journal.pone.0176336>

FACT 22

According to the Harvard School of Public Health's CHOICES project research analysis, implementing a penny-per-ounce sugary drink tax in San Francisco would save San Francisco more in healthcare cost savings than it would cost to implement. The tax, which does not apply to diet drinks, would prevent 3,750 cases of obesity and save more than \$36 million in healthcare costs over a ten-year period (2015-2025). It would also raise \$24 million in revenue annually and reduce diabetes rate by 4 percent once the tax reaches its full effect. (see [here](#) for other cities which can use the same model to generate data)

Fast Facts:

- ▶ Research predicts that implementing a penny-per-ounce sugary drink tax in San Francisco would:
 - ▶ prevent more than 3,700 cases of obesity over 10 years
 - ▶ save more than \$36 million in healthcare costs over 10 years
 - ▶ reduce cases of obesity by 4% about three years after implementation
 - ▶ raise more than \$24 million in revenue annually

Source:

Results prepared by the CHOICES project at the Harvard T.H. Chan School of Public Health: Gortmaker SL, Long MW, Ward ZJ, Giles CM, Barrett JL, Resch SC, Cradock AL. Funded by The JPB Foundation and Healthy Food America. Results are those of the authors and not the funders.

FACT 23

The industry claims of regional employment losses related to proposed sugar-sweetened beverage taxes are overstated and such claims may mislead lawmakers and constituents.

Fast Facts:

- ▶ Beverage industry funded research on job losses related to sugary drink taxes are overstated and are an attempt to mislead the public. The study did not account for increased spending on non-taxed beverages or on other goods and services. The study also did not address the government spending of the new tax revenue.

Source:

Powell LM, Wada R, Persky JJ, Chaloupka FJ. Employment impact of Sugar-Sweetened Beverage Taxes. AJPH 2014.e1-e6

FACT 24

A year and a half after passage of the Berkeley soda tax, food sector sales tax revenue rose by 15 percent in the city, and 469 new food sector jobs were created—an increase of 7.2 percent.

Fast Facts:

- ▶ The Berkeley sugary drink tax is working, and new jobs are being created in restaurants, supermarkets and grocery stores.
- ▶ The Berkeley sugary drink tax is helping the economy—increasing tax revenue and creating new jobs.
- ▶ Since Berkeley implemented the first sugary drink tax in the United States, more than 450 new jobs have been created.

Source:

Berkeley Evaluation of Soda Tax Project - The Public Health Institute NCDHub Lynn Silver, MD, MPH lsilver@phi.org and team analyzed data provided by the City of Berkeley Data Source - City of Berkeley, Office of Economic Development, Data sources: Muniservices, and Employment Development Department (EDD) QCEW Data 2014-2016

FACT 25

A 20 percent tax on sugar-sweetened beverages would result in a net employment increase of 4,406 jobs in Illinois and 6,654 jobs in California.

Fast Facts:

- ▶ A modeling study showed that a 20 percent increase in the price of sugary drinks would help create nearly 4,400 jobs in Illinois and 6,500 jobs in California.
- ▶ A modeling study showed that a statewide tax on sugary drinks in California and Illinois could result in small job gains in the public and private sector in both states.

Source:

Powell LM, Wada R, Persky JJ, Chaloupka FJ. Employment impact of Sugar-Sweetened Beverage Taxes. AJPH 2014.e1-e6