

Choose HEALTH California

HEALTHY DRINKS FOR HEALTHY FAMILIES

FACT: Both in our nation and here in California, diabetes has reached epidemic proportions. Over the past 10 years, the percent of American teens who have diabetes or pre-diabetes has increased from nine percent to 25 percent.ⁱ Unless the situation is reversed one in three children born after 2000 – and HALF of Latino and African American children – will go on to develop Type 2 diabetes in their lifetimes.ⁱⁱ

FACT: Nearly 40 percent of our children are overweight or obeseⁱⁱⁱ, and in the last 30 years the adult obesity rate has nearly tripled.^{iv} Californians need to reduce overconsumption of sugary beverages.

FACT: Drinking sugar-sweetened beverages daily for just two weeks increases LDL cholesterol and triglyceride levels by 20 percent.^v After six months, the daily consumption of sugar-sweetened beverages increases fat deposits in the liver by 150 percent, which DIRECTLY CONTRIBUTES TO DIABETES, STROKE AND HEART DISEASE.^{vi}

FACT: New medical studies show that sugar-sweetened beverages such as sodas and energy drinks do more harm to the body than added sugar in foods. Because drinks loaded with sugar are nothing much beyond sugar and water, your body processes them much more quickly^{vii} and turns them into fat.^{viii}

FACT: Over the last thirty years the average American's daily intake of calories has increased by approximately 300 calories.^{ix} Sugar-sweetened beverages account for 43 percent of that increase.^x The average American now drinks more than 45 gallons of sugar-sweetened beverages per year.^{xi}

FACT: Thirty-two percent of six to 11 year olds drink a sugar-sweetened beverage each day and that increases to sixty-five percent of the 12 to 17 year olds.^{xii} Every one of those children consuming a soda or more per day has a 26 percent HIGHER RISK OF DIABETES and a 55 percent HIGHER RISK OF BECOMING OBESE. ^{xiii} No wonder some people in the medical community call sugar-sweetened beverages liquid diabetes.

SOLUTION: Pass a sugar-sweetened beverage fee and use the dedicated revenues raised to further educate consumers on the dangers of drinking sugary beverages.

**The Facts Are Clear.
Now, let's do something about it:
Healthy Drinks for Healthy Families**



ⁱ May AL, Kuklina EV, Yoon PW. Prevalence of Cardiovascular Disease Risk Factors Among US Adolescents, 1999-2008. *Pediatrics* 2012;129(6):1035-1041.

ⁱⁱ Centers for Disease Control and Prevention, National Diabetes Surveillance System. *California - Total number (in thousands) of new cases of diagnosed diabetes among adults aged 18-76 years, 1996-2010*.

ⁱⁱⁱ Department of Health Services, Children's Medical Services Branch, CHDP Program (2008). *Pediatric Nutrition Surveillance System (PedNSS) 2007 Data Tables*.

^{iv} Levi, Jeffrey and Segal, Laura M. and St. Laurent, Rebecca and Lang, Albert and Rayburn, Jack (2012) *F as in Fat: How Obesity Threatens America's Future 2012*. Project Report. Trust for America's Health/Robert Wood Johnson Foundation, Princeton, N.J..

^v Stanhope KL, Bremer AA, Medici V, et al. Consumption of fructose and high fructose corn syrup increase postprandial triglycerides, LDL-cholesterol, and apolipoprotein-B in young men and women. *J Clin Endocrinol Metab*. Oct 2011;96(10):E1596-1605.

^{vi} Maersk M, Belza A, Stodkilde-Jorgensen H, et al. Sucrose-sweetened beverages increase fat storage in the liver, muscle, and visceral fat depot: a 6-mo randomized intervention study. *Am J Clin Nutr*. Feb 2012;95(2):283-289.

^{vii} JP, Shapira N, Debeuf P, et al. Effects of soft drink and table beer consumption on insulin response in normal teenagers and carbohydrate drink in youngsters. *Eur J Cancer Prev* 1999;8:289-95.

^{viii} Mayes, PA (1993). Intermediary metabolism of fructose. *American Journal of Clinical Nutrition*. 58: 5, 754S-765S

^{ix} Finkelstein EA, Ruhm CJ, Kosa KM. Economic causes and consequences of obesity. *Ann Rev Public Health* 2005;26:239-57.

^x Woodward-Lopez G, Kao J, Ritchie L. *To what extent have sweetened beverages contributed to the obesity epidemic?* *Public Health Nutr* 2011 Mar;14(3):499-509

^{xi} Andreyeva T, Chaloupka FJ, Brownell KD. Estimating the potential of taxes on sugar-sweetened beverages to reduce consumption and generate revenue. *Prev Med*. Jun 2011;52(6):413-416.

^{xii} 2005-07 and 2011-12 California Health Interview Surveys

^{xiii} Morenga LT, Mallard S, Mann J. Dietary sugars and body weight: systematic review and meta-analyses of randomised controlled trials and cohort studies. *Brit Med J*. Jan 15 2013;346.