Policy Strategies to Reduce the Consumption of Sugar-Sweetened Beverages

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Reducing Sugary Drink Consumption

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OCTOBER 2017

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Healthy Food America acts on science to drive change in policy and industry practice, so that all people can live in places where nutritious food is easy to obtain and exposure to healthy products is limited.

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Sugary drinks

Energy Drinks

Fruit Drinks

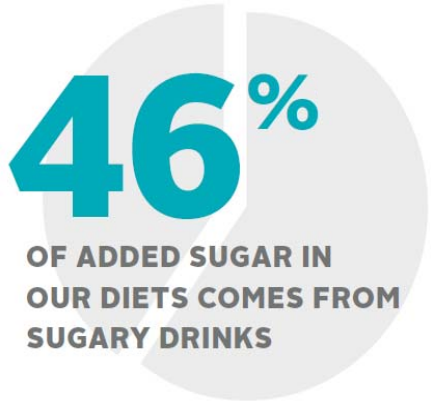
Sports Drinks

Soda

Sweet Iced Tea & Coffee

Why worry about sugary drinks?

- Primary source of added sugar in U.S. diet.
- Major source of added calories fueling the obesity epidemic.
- Two thirds of youth and half of adults drink daily.
- Consumption higher among low income and minority populations.
- Cause obesity, diabetes, dental decay, liver, and heart disease.
- Displace healthier foods from diet.
- Heavily marketed (and youth and minorities targeted).



Most Americans consume sugary drinks daily

Almost 2 out of 3 youth consume sugary drinks every day

241 calories/day[3]

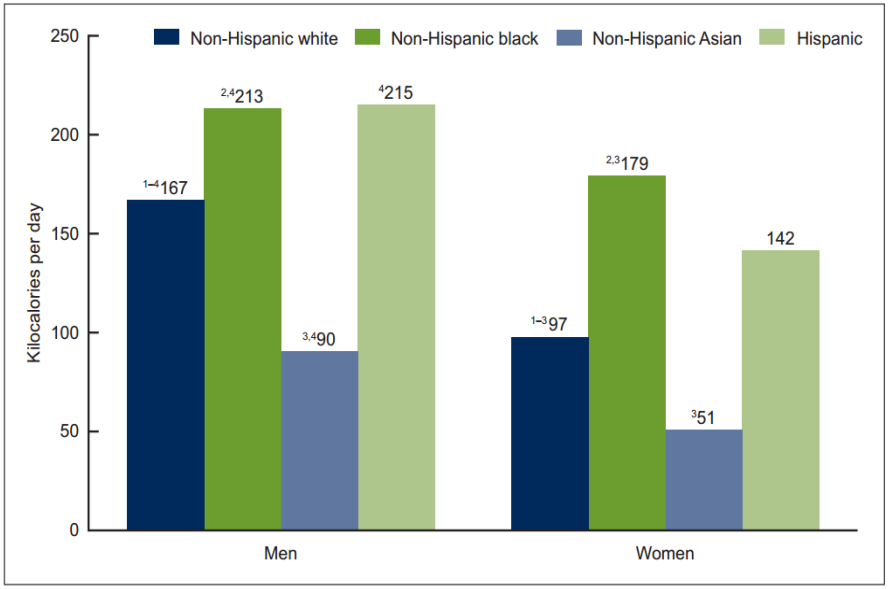
1 out of 2 adults consume sugary drinks every day

283 calories/day[3]

31% of toddlers age 12-23 months consume sugary drinks on any given day.

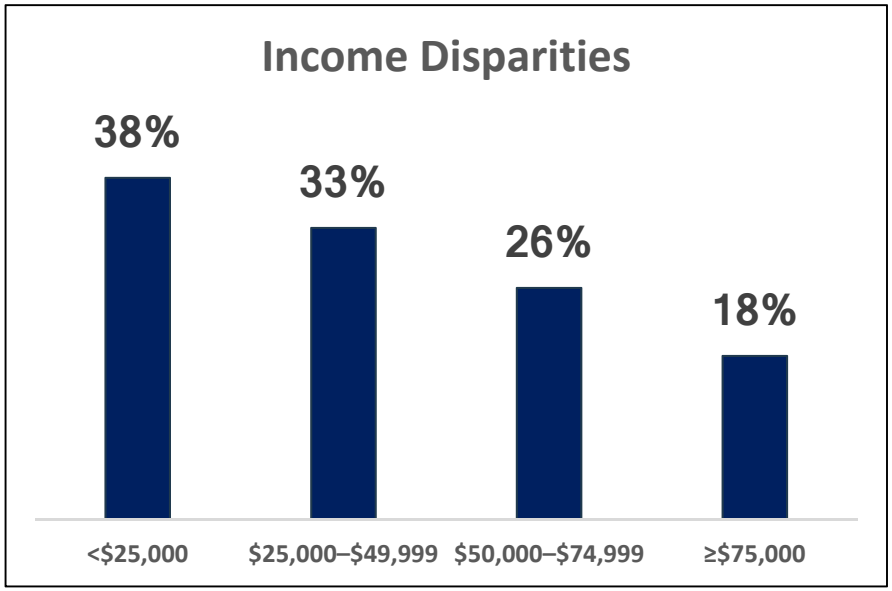
Black and Hispanic and low-income adults consume more sugary drinks

Figure 3. Mean kilocalories from sugar-sweetened beverages on a given day for adults aged 20 and over, by sex and race and Hispanic origin: United States, 2011–2014



[1]Significantly different from non-Hispanic black, $p < 0.05$.
[2]Significantly different from non-Hispanic Asian, $p < 0.05$.
[3]Significantly different from Hispanic, $p < 0.05$.
[4]Significantly different from women, $p < 0.05$.
NOTE: Access data table for Figure 3 at: https://www.cdc.gov/nchs/data/databriefs/db270_table.pdf#3.
SOURCE: NCHS, National Health and Nutrition Examination Survey, 2011–2014.

Percent drinking one or more sugary drinks on a given day



NHANES: NCHS data brief, no 270. January 2017
BRFSS 2013

Core sugary drink strategies

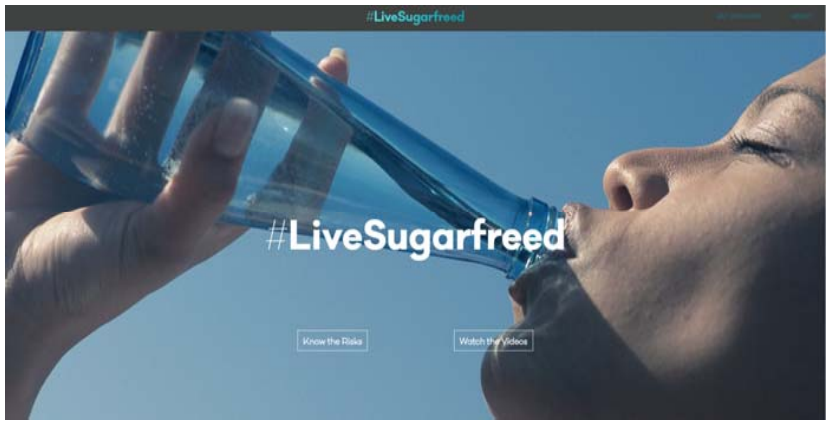
Acceptability/Appeal

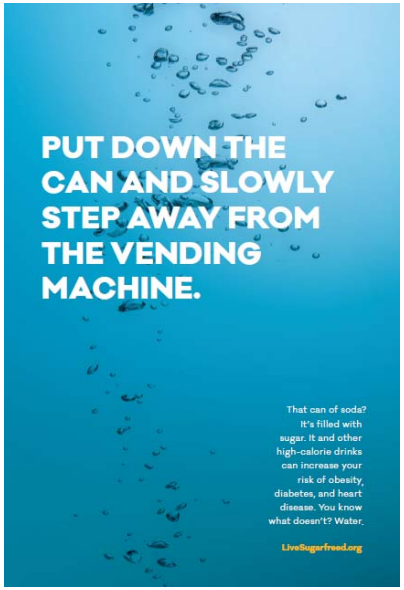
Availability

Affordability

Acceptability & Appeal

Public awareness campaigns





Warning labels

Nutrition facts panel

Old Label:

Nutrition Facts
Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230	Calories from Fat 40
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

New Label:

Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)

Amount per 2/3 cup
Calories **230**

% DV*	
12%	**Total Fat** 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	**Cholesterol** 0mg
7%	**Sodium** 160mg
12%	**Total Carbs** 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	**Vitamin D** 2mcg
20%	**Calcium** 260mg
45%	**Iron** 8mg
5%	**Potassium** 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

Availability

Kids meals

The problem:

- A third of all US kids consume fast food on a given day.
- A quarter of kids' calories come from eating out.
- Kids who eat at fast food drink more sugary drinks and less milk.

The options:

- Remove soda as default beverage option or eliminate completely.
- Continue to push fast food chains to voluntarily remove sugary drinks

Organizational policies

Affordability

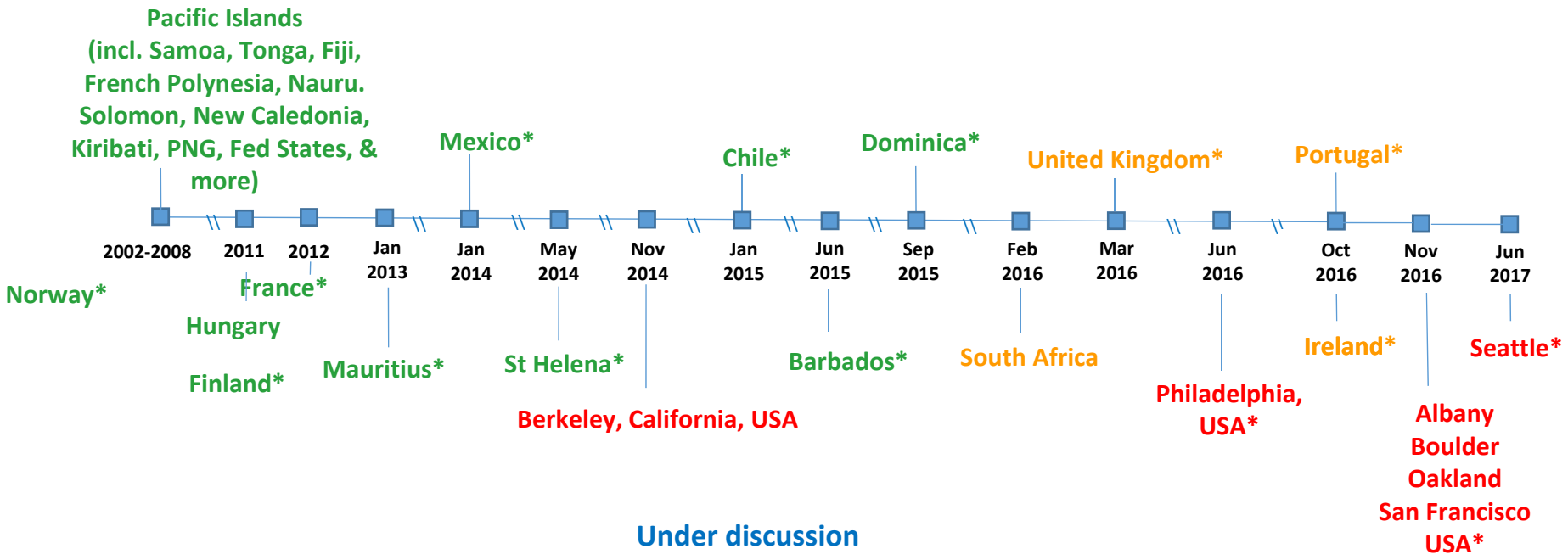
Sugary drink tax

- Reduces consumption
- Increases awareness about adverse health effects
- Generates revenue to support community health and well-being
- Predicted to reduce disease and health care spending
- May induce product reformulation

Local Sugary Drink Taxes across the United States

- 3.8 million people benefitting
- $131 million per year

And around the world:
SSB taxes adopted or active consideration



Under discussion

- Canada
- Columbia
- CNMI
- India
- Indonesia
- Italy
- Panama
- Peru
- Philippines

Adapted from Backholer 2016

Local Sugary Drink Taxes across the United States

Location	Population	Est. annual revenue ($1,000,000)	Tax rate per ounce	Type of beverage	Use of Revenue
Philadelphia, PA - Council	1,567,442	$91.0	1.5 cents	Sweetened	Pre-k, parks,schools
Berkeley, CA Measure D	112,580	$1.5	1.0 cent	Sugary	Health
Albany, CA Measure O1	19,735	$0.2	1.0 cent	Sugary	Health
Oakland, CA Measure HH	419,267	$7.0	1.0 cent	Sugary	Health
San Francisco, CA Measure V	864,816	$15.0	1.0 cent	Sugary	Health
Boulder, CO Measure 2H	107,349	$1.5	2.0 cents	Sugary	Health
Seattle, WA - Council	686,800	$15.0	1.75 cents	Sugary	Food access, education
Total	**3,777,989**	**$131.2**			

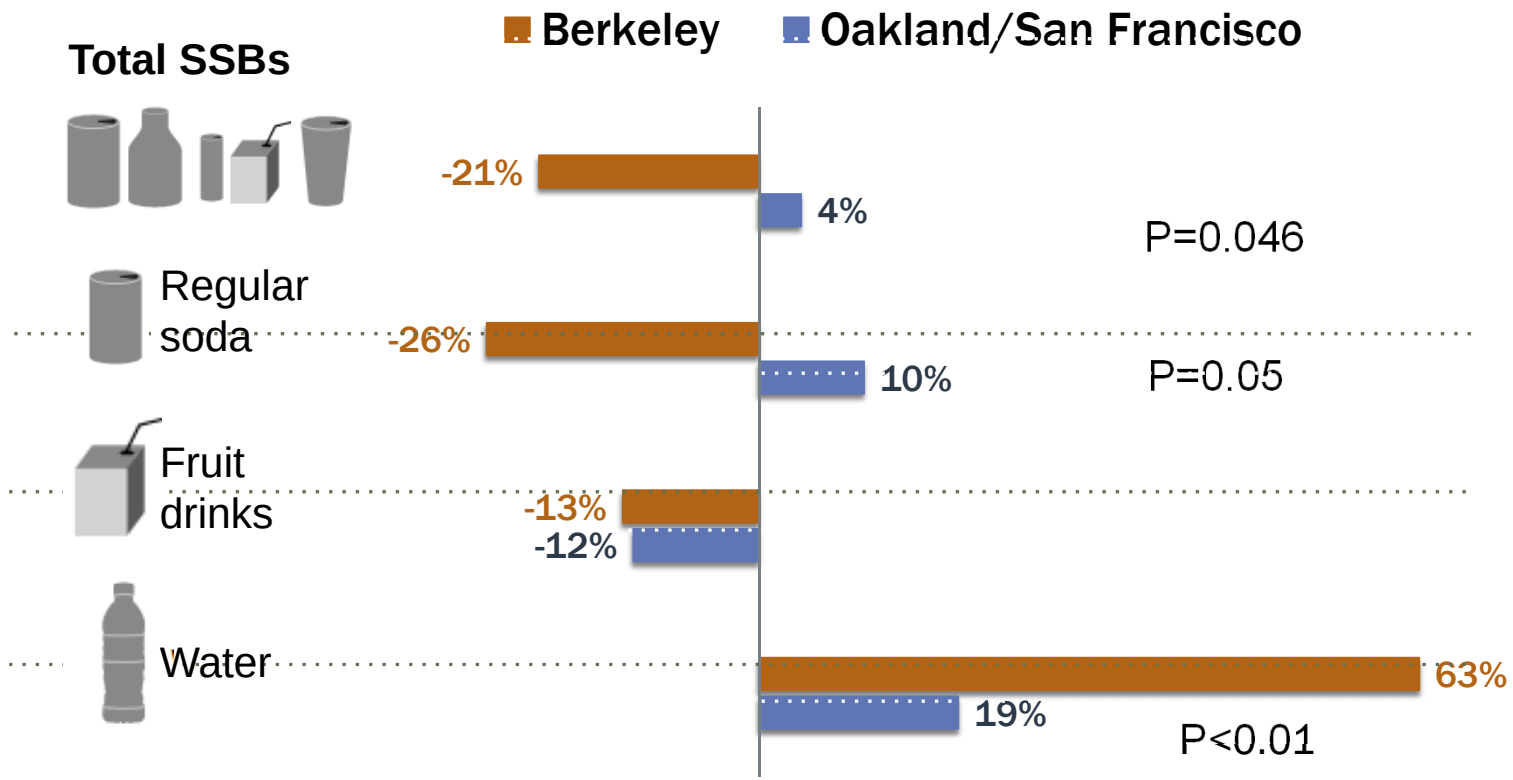
Using the tax revenues

- Healthy food access
- Diabetes Prevention Program
- Oral health access
- Community education and counter messaging
- School-based nutrition education
- Pre-school and early childhood
- Community schools
- High school completion
- Parks and rec site repairs and upgrades

Do taxes work?

Taxes decrease sugary drink consumption

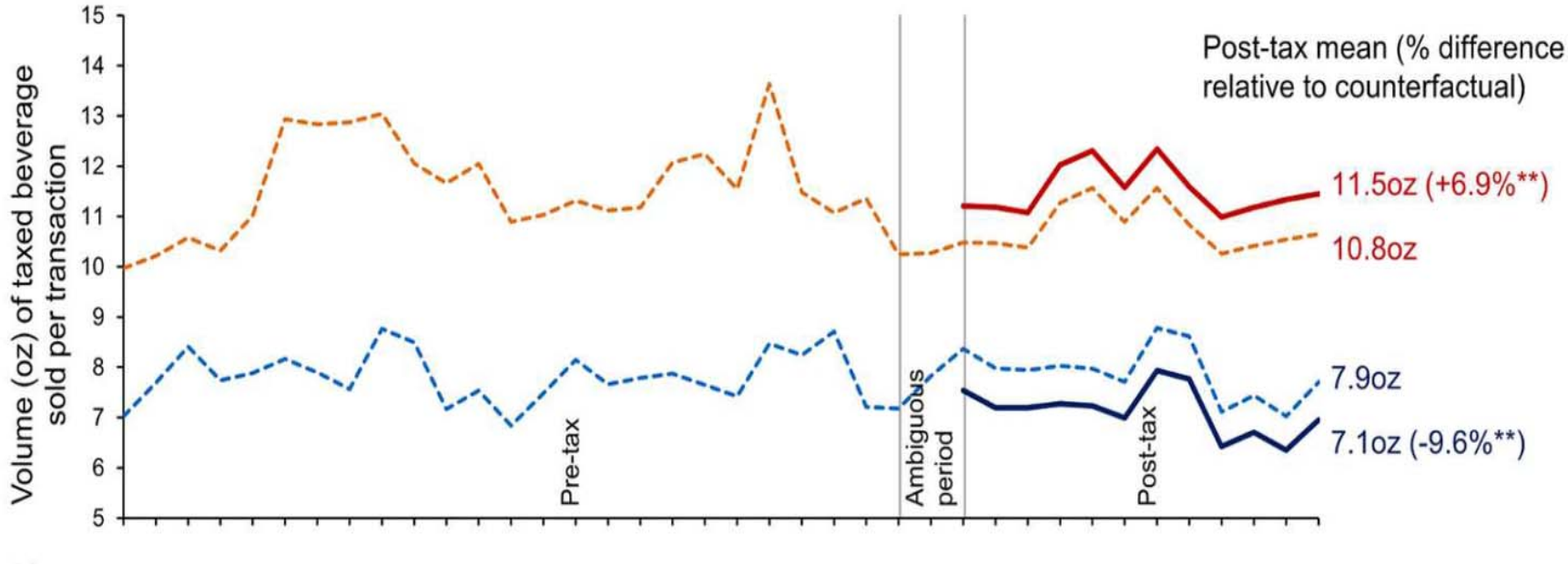
Berkeley - 1 cent per ounce tax (16%) in low income neighborhoods



Falbe et al. Impact of the Berkeley Excise Tax on Sugar-Sweetened Beverage Consumption. AJPH 2016.

Taxes decrease sugary drink sales

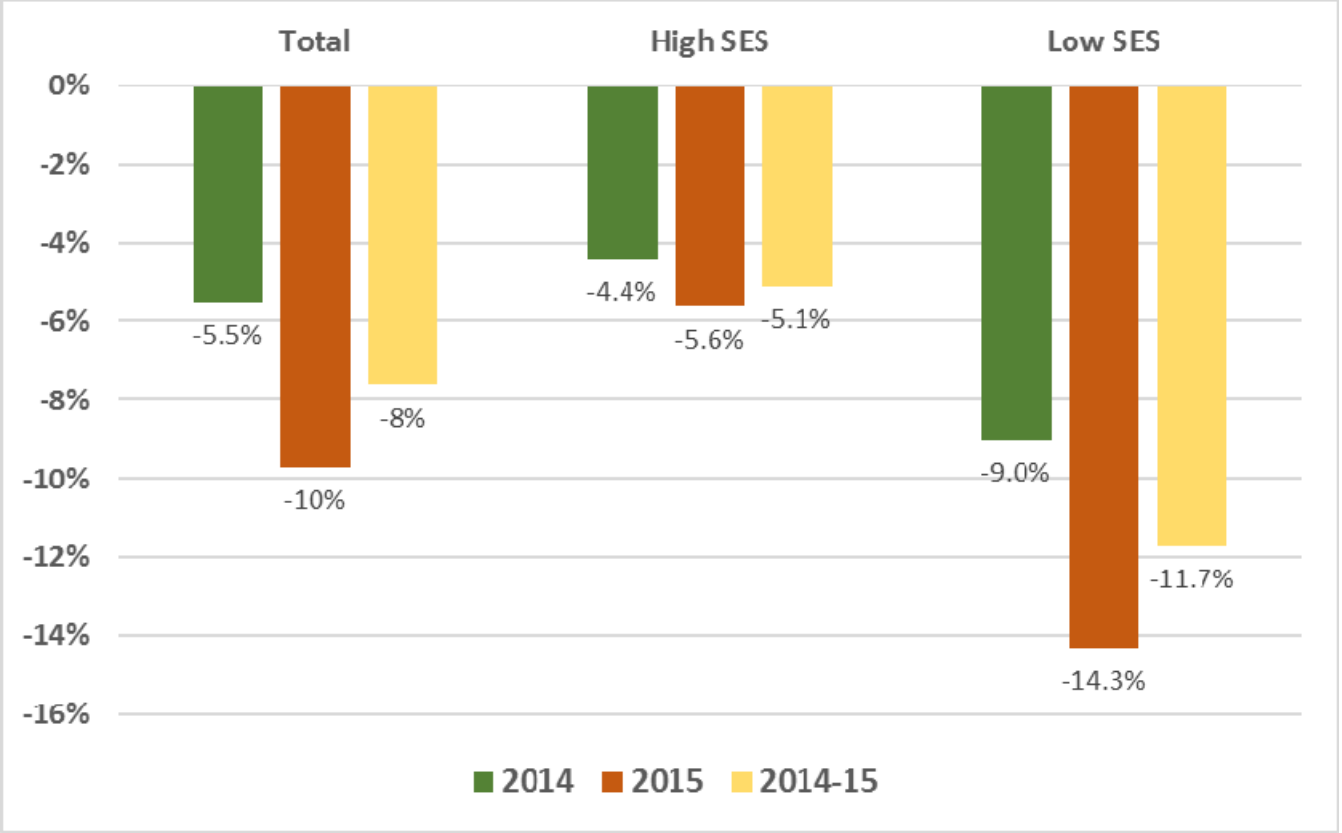
Impact of a 1 cent per ounce tax (15%) in Berkeley



Silver, et al. PLoS Med. 2017 Apr 18;14(4):e1002283

Taxes decrease sugary drink sales

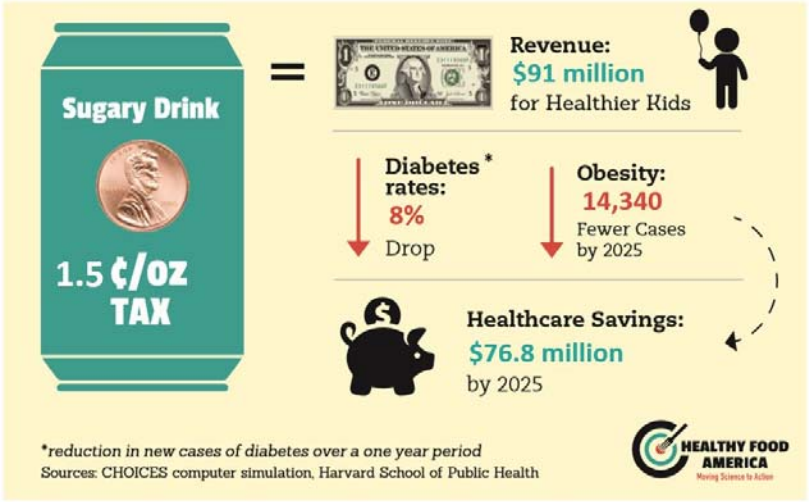
Impact of a 10% tax in Mexico



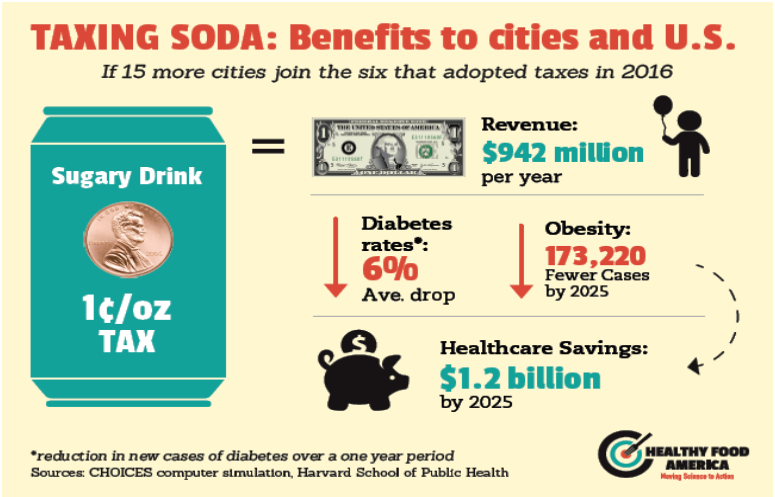
Colchero. Health Affairs 2017

Modeling the health impact of a tax

PHILADELPHIA: 1.5 CENTS/OZ. ON SUGARY & DIET DRINKS

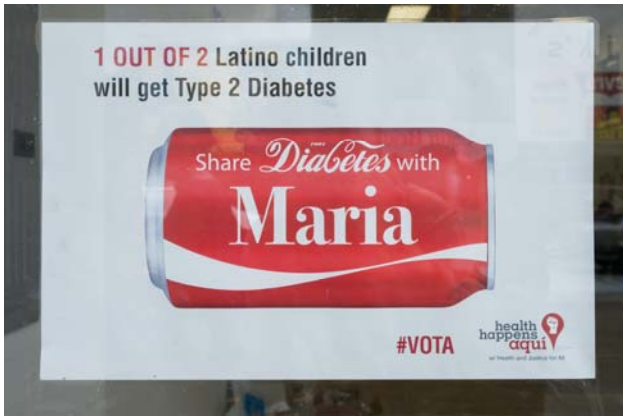


BIG CITIES ACROSS THE NATION



Additional benefits

- Raise public awareness of dangers of sugary drinks
- Develop new partnerships
- Build a strong and equitable health coalition – that can engage in future community action



Lessons learned

- Ballot measure and legislative paths – both viable
- Significant financial support essential and has evened the playing field
- Ground-softening to raise awareness of SSBs
- Political and grassroots organizing – from pre-campaign through implementation
- Strong communications operation and starting first to control the debate
- Community-based messengers and influential champions.
- Health sector is a key ally

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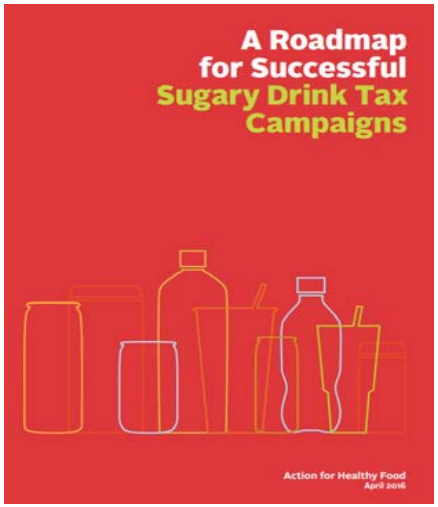

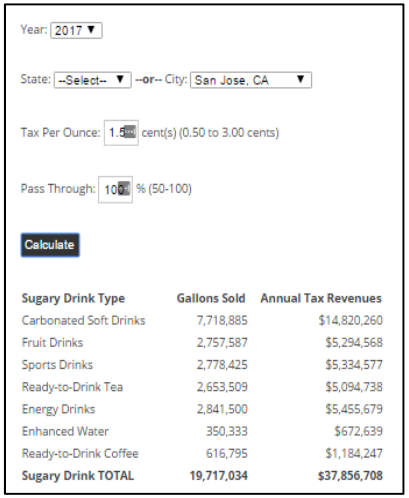

Contact us!

- **Get answers to your questions**
- **Technical assistance and support**
- **Tools and resources**
- **Media and communications help**

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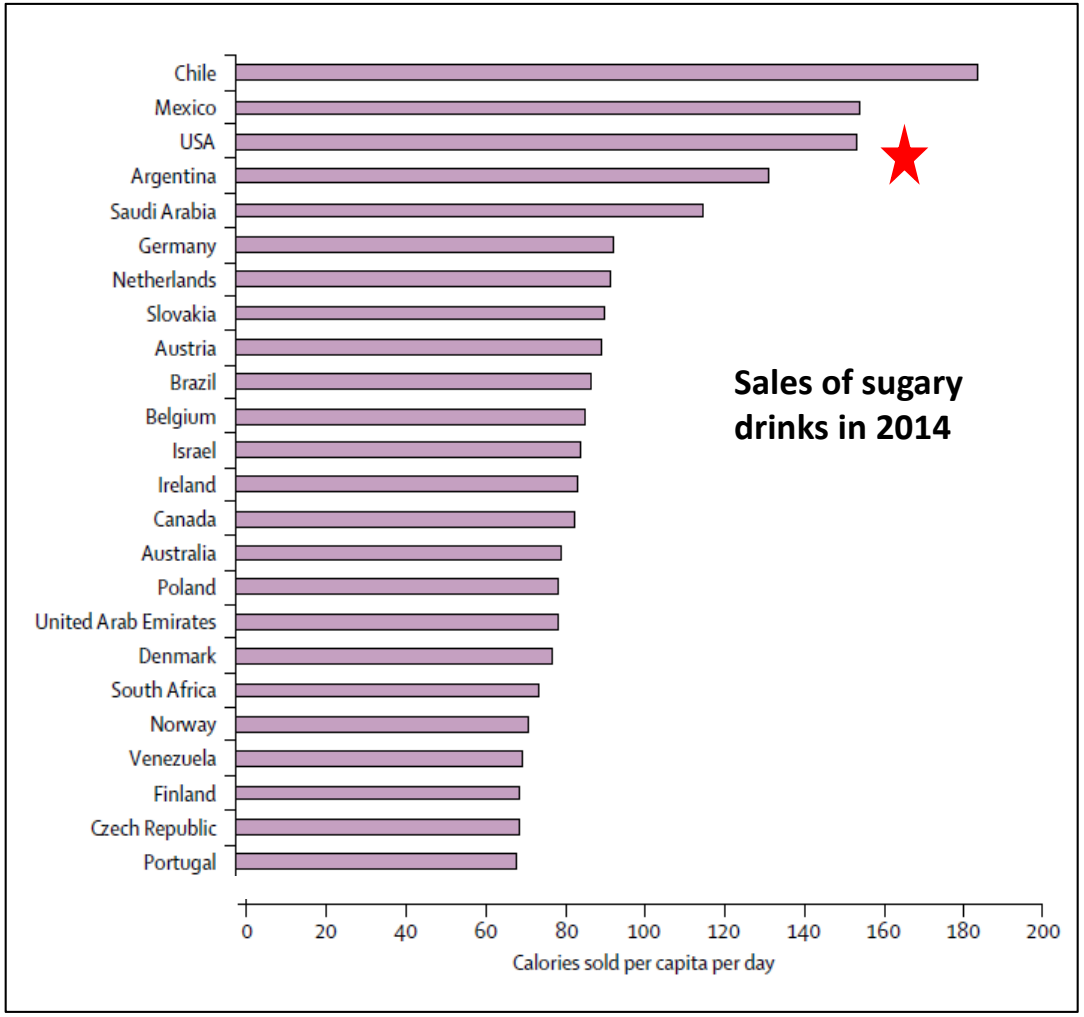
206-451-8196

Thank you!

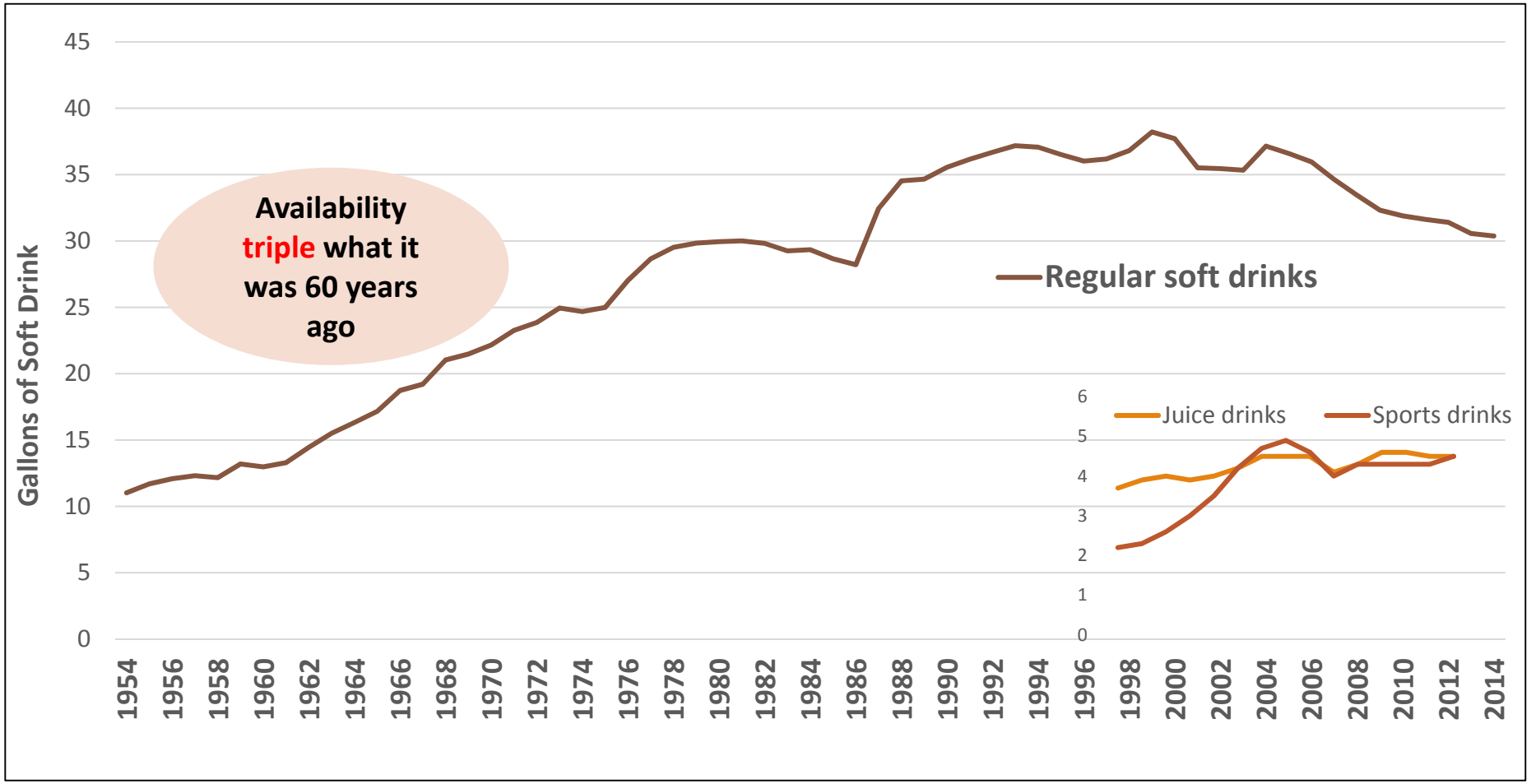
Additional Slides

The US is a global leader in sugary drink consumption



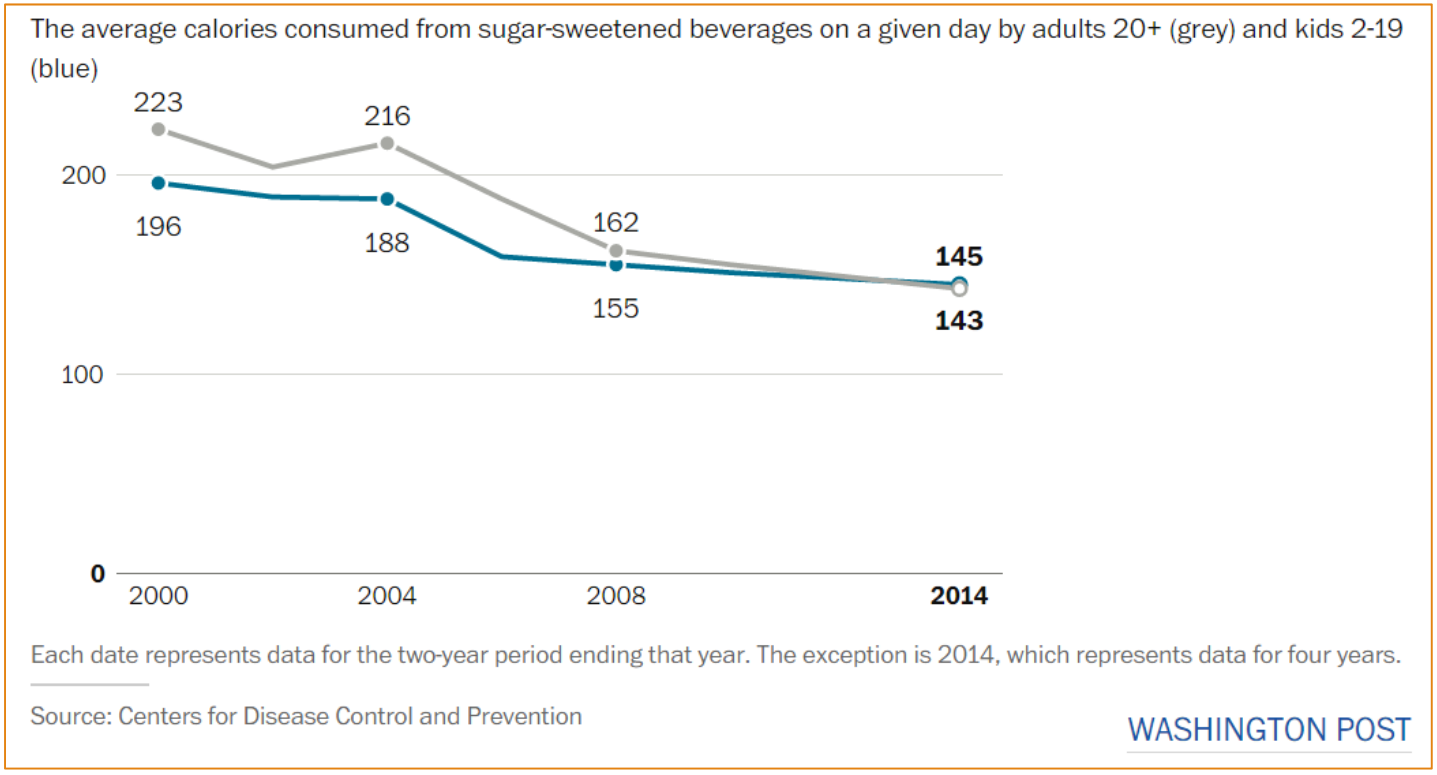
Popkin BM, Hawkes C. Sweetening of the global diet, particularly beverages: patterns, trends, and policy responses. *Lancet Diabetes Endocrinol.* 2016;4(2):174-86.

Soda availability peaked in 2000



Sources: (1954-2003): Beverages Table. United States Department of Agriculture, Economic Research Service Food Availability (Per Capita) Data System Website.
Updated February 1, 2015. Accessed September 9, 2015. (2004-2014): Beverage Digest annual estimates; Caloric CSDs based on estimate that 70% of CSDs are caloric and 30% are non-caloric/diet.

But sugary drink consumption has plateaued



SODA TAX WARS

Tax endorsements

World Health Organization

American Heart Association

APHA
AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

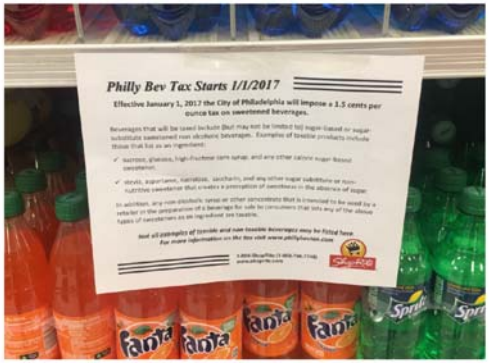
ASSOCIATION MÉDICALE CANADIENNE

CANADIAN MEDICAL ASSOCIATION

AMA
AMERICAN MEDICAL ASSOCIATION

Big Soda aggressively fighting adopted taxes

- Law suit in Philly
- Earned media
- TV, radio, full page ads – more than $1 .5M in Philly
- Digital media
- Lobbied council to repeal Cook County, trying in Philly
- Misinformation about tax by storeowners and distributors



A sign hangs in a ShopRite in Philadelphia. ANNA ORSO/BILLY PENN

ShopRite admits Philly stores overcharged for the soda tax

It's not just sticker shock, the grocery chain's corporate leadership told Billy Penn.