



Reducing Sugary Drink Consumption

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Goals

- Why focus on sugary drinks?
- What can be done to further decrease consumption of sugary drinks?
- How can foundations engage?



What are sugary drinks?

Energy Drinks



Fruit Drinks

Sports Drinks



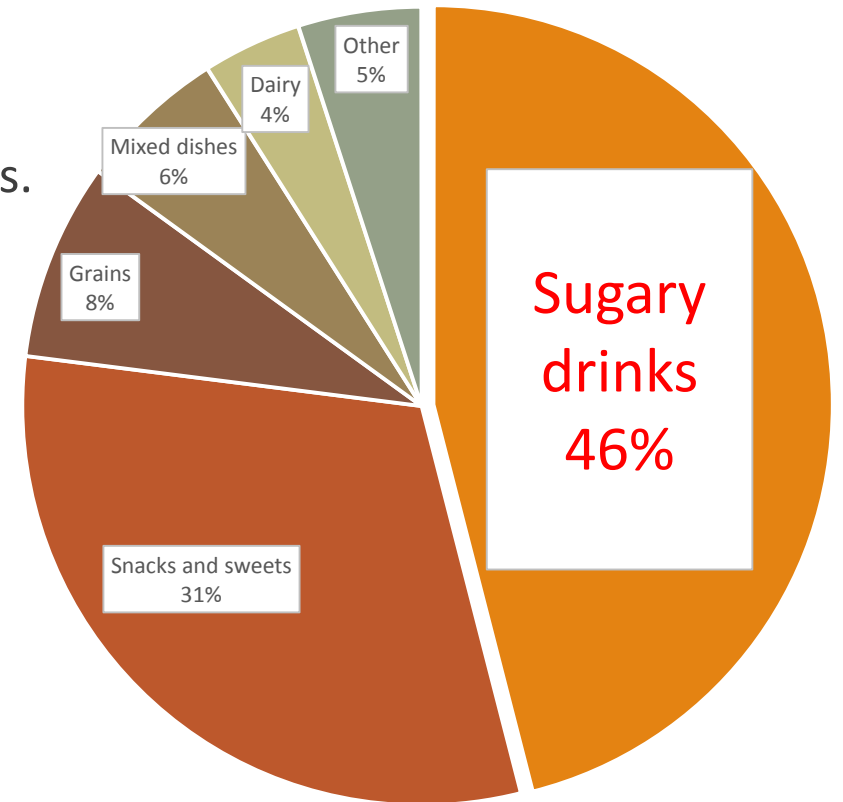
Soda



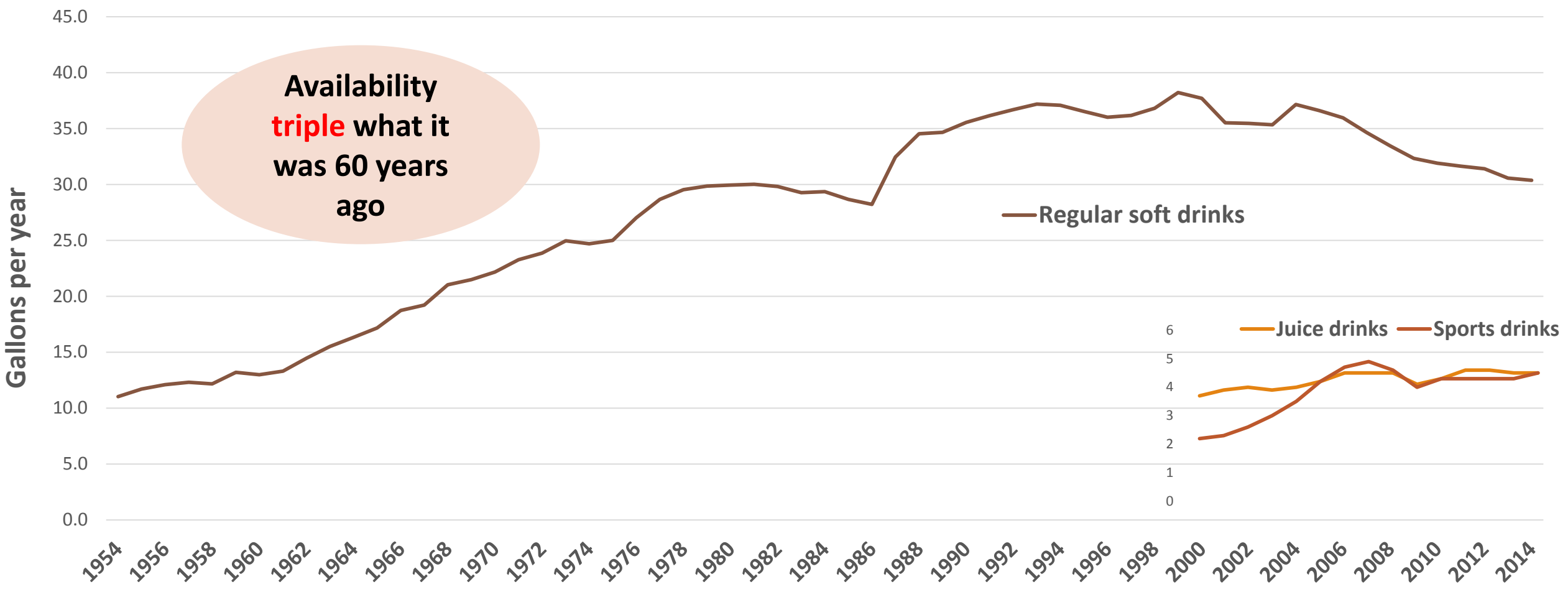
Sweet Iced Tea & Coffee

Why worry about sugary drinks?

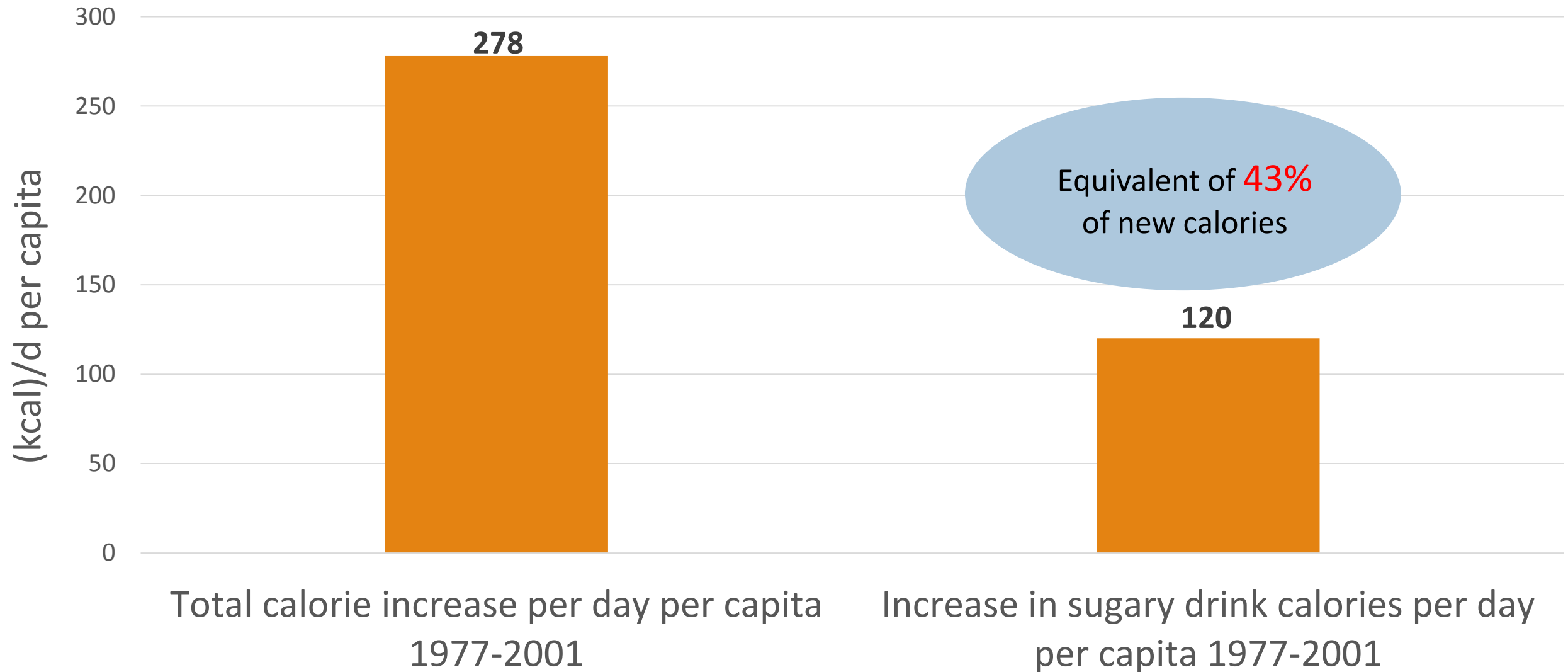
- Primary source of sugar in U.S. diet.
- Major source of added calories fueling the obesity epidemic.
- Consumption higher among low income and minority populations.
- Cause obesity, diabetes, dental decay, liver, and heart disease.
- Cause metabolic disturbances that lead to chronic diseases.
- No nutritional benefits and lack protective nutrients.
- Displace healthier foods from diet.
- Poor calorie compensation.
- Heavily marketed (and youth and minorities targeted).



Dramatic increase in sugary drink availability, 1954-2014



Proportion of increase in total energy intake from sugary drinks, 1977-2001



Sugary drinks cause chronic diseases

1 soda/day

- ↑ Risk of overweight/obesity by 55% (children)
- ↑ Risk of diabetes by 26%
- ↑ Risk of dying from heart disease by almost 1/3



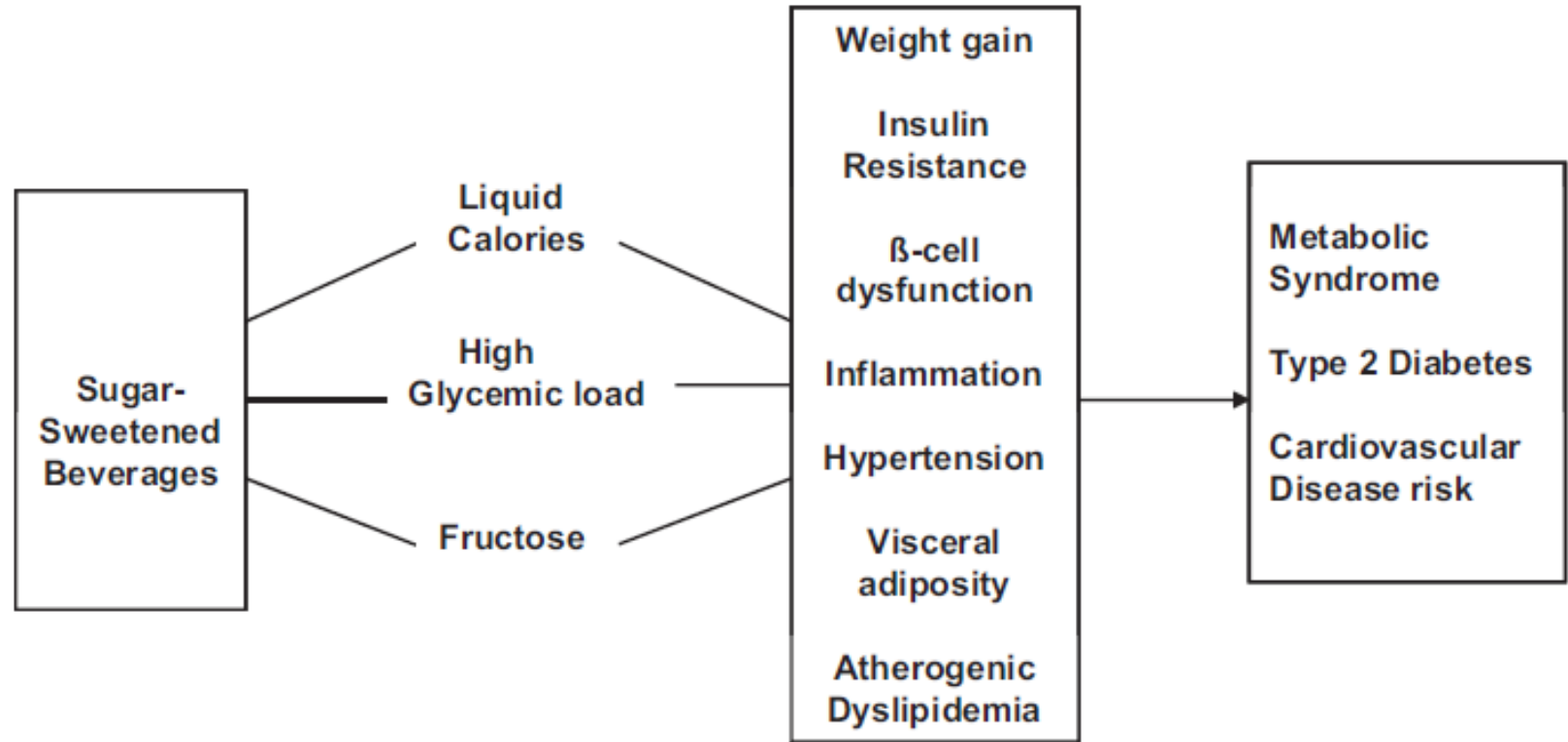
A calorie is not a calorie

2 sodas/day for just 2 weeks

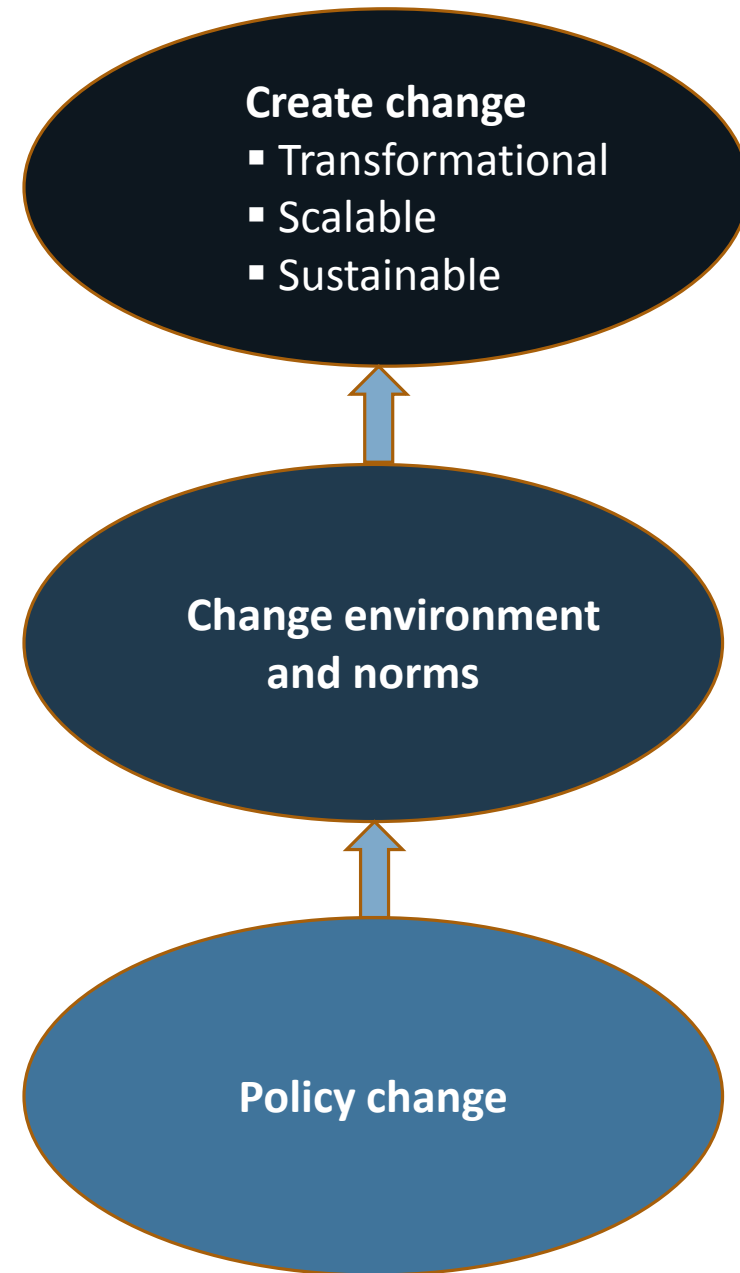
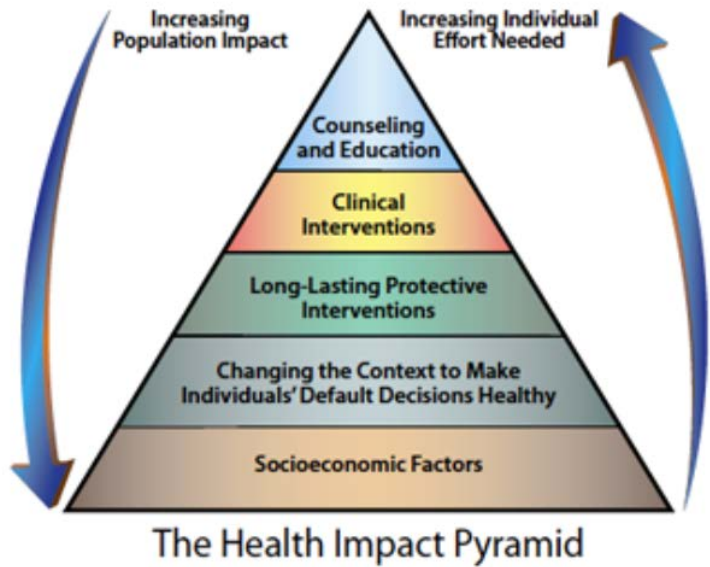
↑ 20% increase in LDL cholesterol & triglycerides

2 sodas/day for 6 months

↑ Cholesterol, visceral fat, fatty liver disease



So – what do we do about it?

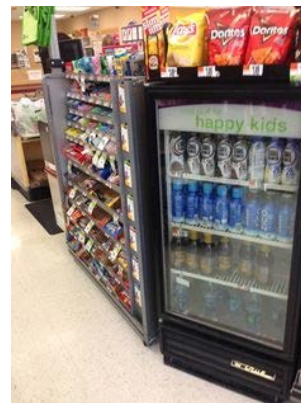


State and local public policy solutions

Limit Marketing & Sales to Kids



Limit sugary drinks in checkout aisles



Pass Taxes



Cap Portion Sizes



Require Display of Health Information



Restrict sugary drink purchases using SNAP benefits



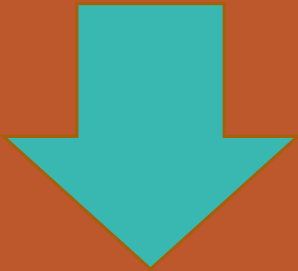
Implement childcare/afterschool nutrition standards



Sugary Drink Tax

❖ Taxes are reducing consumption and raising revenue.

MEXICO



6% decrease in consumption

BERKELEY



Raising \$1.5 million per year

- Reduce consumption 20-24% at a penny per ounce
- Reduce disease
 - Diabetes: 3.4% decrease in new cases over 10 years.
 - Obesity:
 - 1% decrease (adults)
 - 1.4% decrease (children)
- Increase awareness about adverse health effects
- Generate revenue to support obesity and chronic disease prevention.
- Reduce national health care costs by \$23 billion over 10 years.

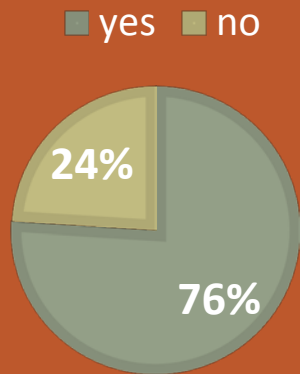
How to use tax revenue

- Promote healthy eating
 - School food
 - Improve food quality
 - Universal breakfast
 - Support public awareness campaigns
 - Sustain foundation program investments
- Public Health funding
- Medicaid funding
- General Fund

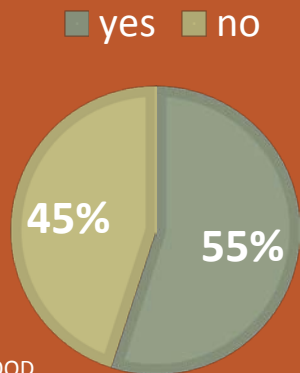


Berkeley & San Francisco

BERKELEY SODA TAX



SAN FRANCISCO SODA TAX

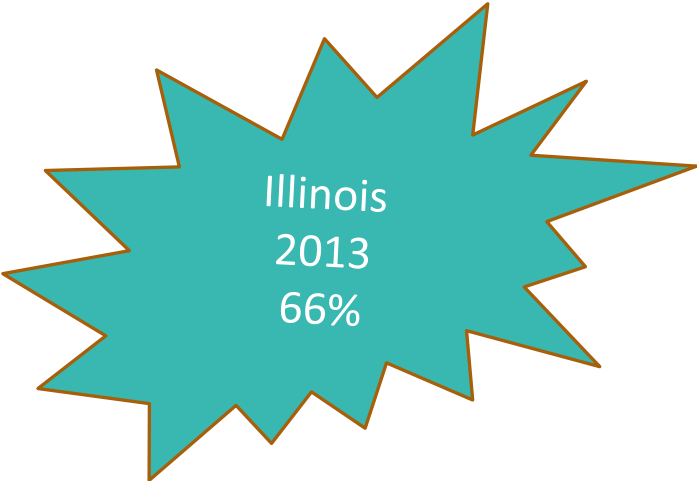


- Tax implemented in Berkeley in March 2015
 - Penny per ounce is raising \$1.5 million per year.
 - Supporting chronic disease prevention.



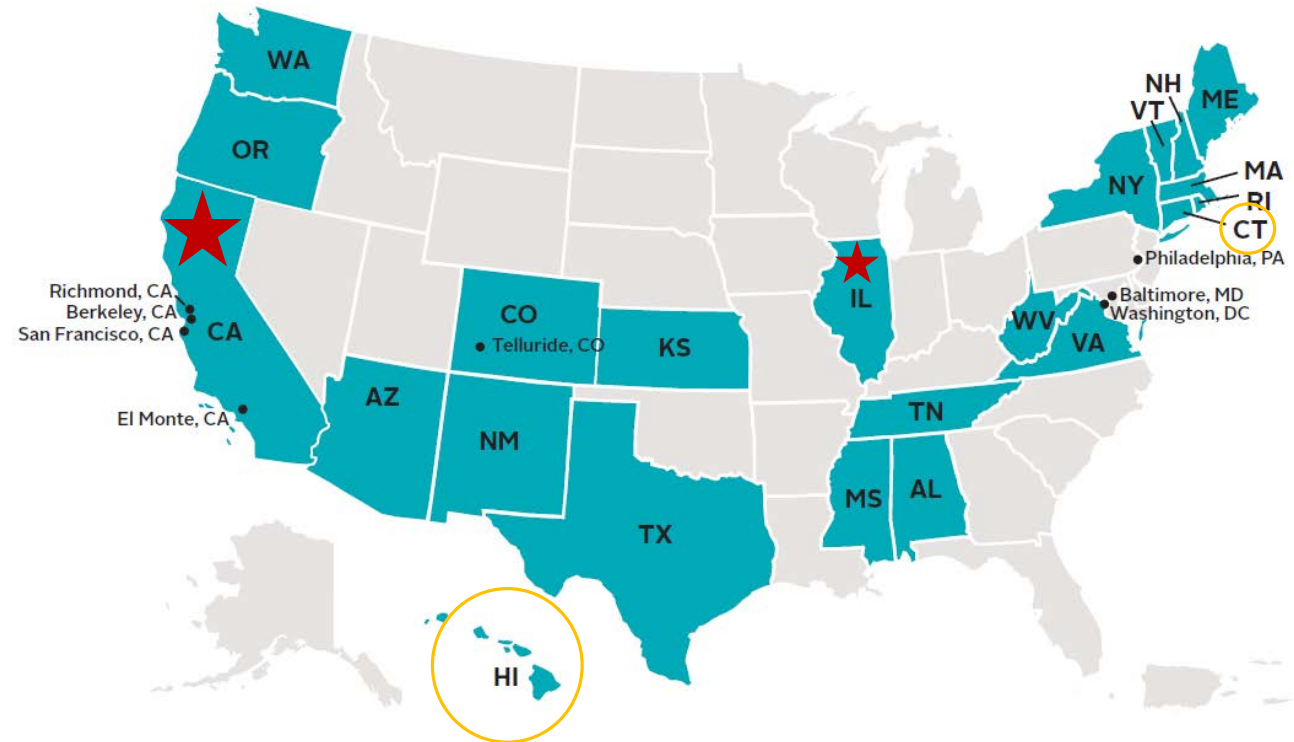
- Success despite industry opposition
 - San Francisco - 33:1
 - Opposition spent \$9.2M vs. Supporters \$277K.
 - Berkeley - nearly 5:1
 - Opposition spent \$2.4M vs. Supporters \$521K.

People support a tax



Where will the next tax happen?

- Sugary drink excise tax efforts in the US since 2009.
- ★ Current activity: CA and IL
- In the running for 2016:
 - State: HI and CT
 - Local: 8-10 cities and counties across US.



Include health information at point of purchase

Consumers lack information on the health effects of sugary drinks.

- Require health warnings on sugary drinks.
- Post health information signs on shelves where sugary drinks are sold.



Kids Meals

A third of all US children and adolescents aged 2–19 consumed fast food on a given day.

- Ban soda as default beverage option or ban completely.
- Nutritional standards for kids meals.



SNAP demonstration projects

Sugary drinks account for 58% of refreshment beverage purchases made by SNAP households.

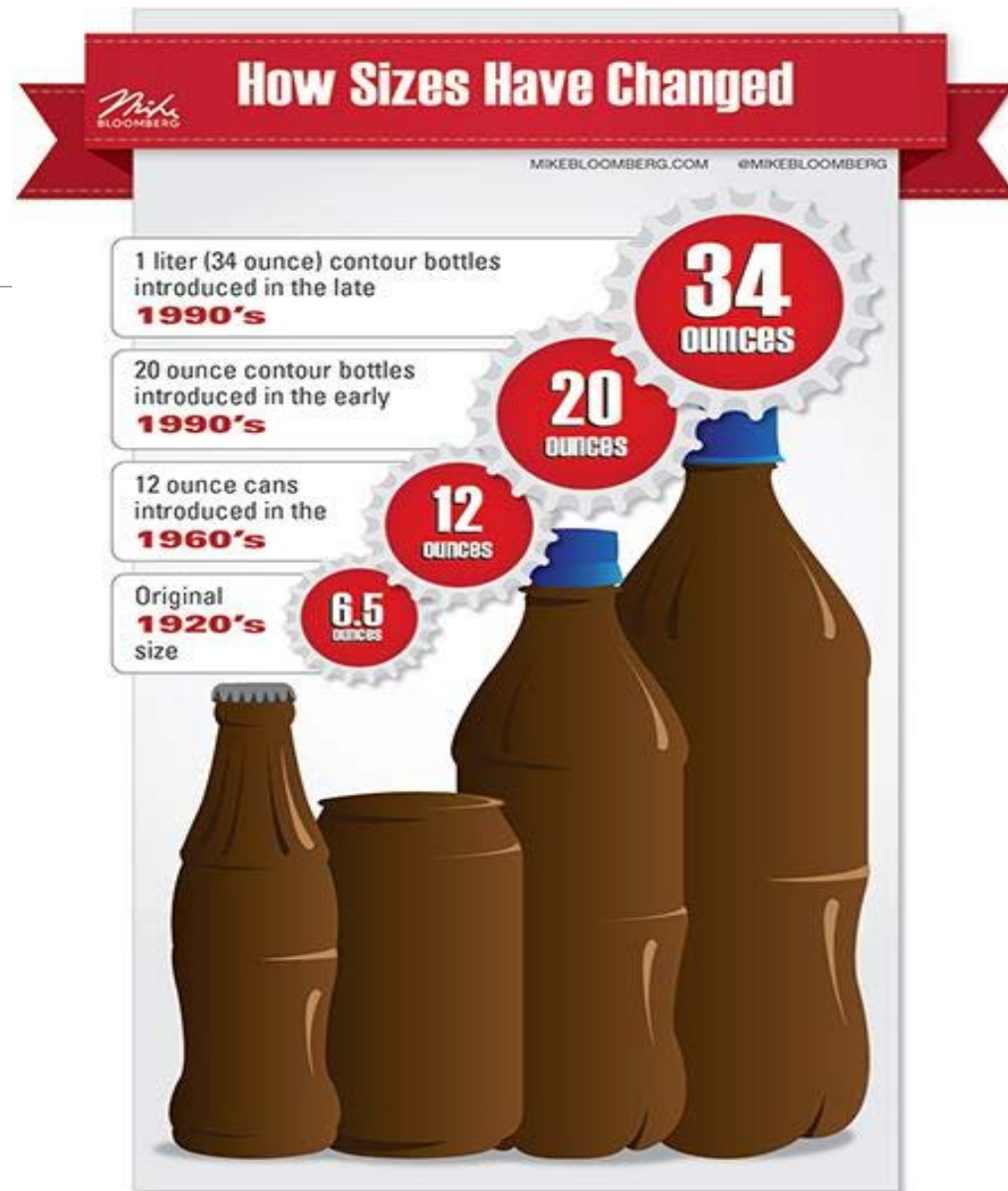
- Policy – SNAP benefits cannot be used to purchase sugary drinks (and healthy food incentives could be added).



Limit portion sizes

Larger portion sizes lead to greater consumption and increased calorie intake.

- Limit portion sizes of drinks served in restaurants.
- Limit portion sizes of bottled SSBs sold in stores.



Checkout aisles

The majority (60%) of checkout beverage offerings are soda and other sugary drinks.

- Limit presence of sugary drinks (and other less healthy foods) in checkout aisles



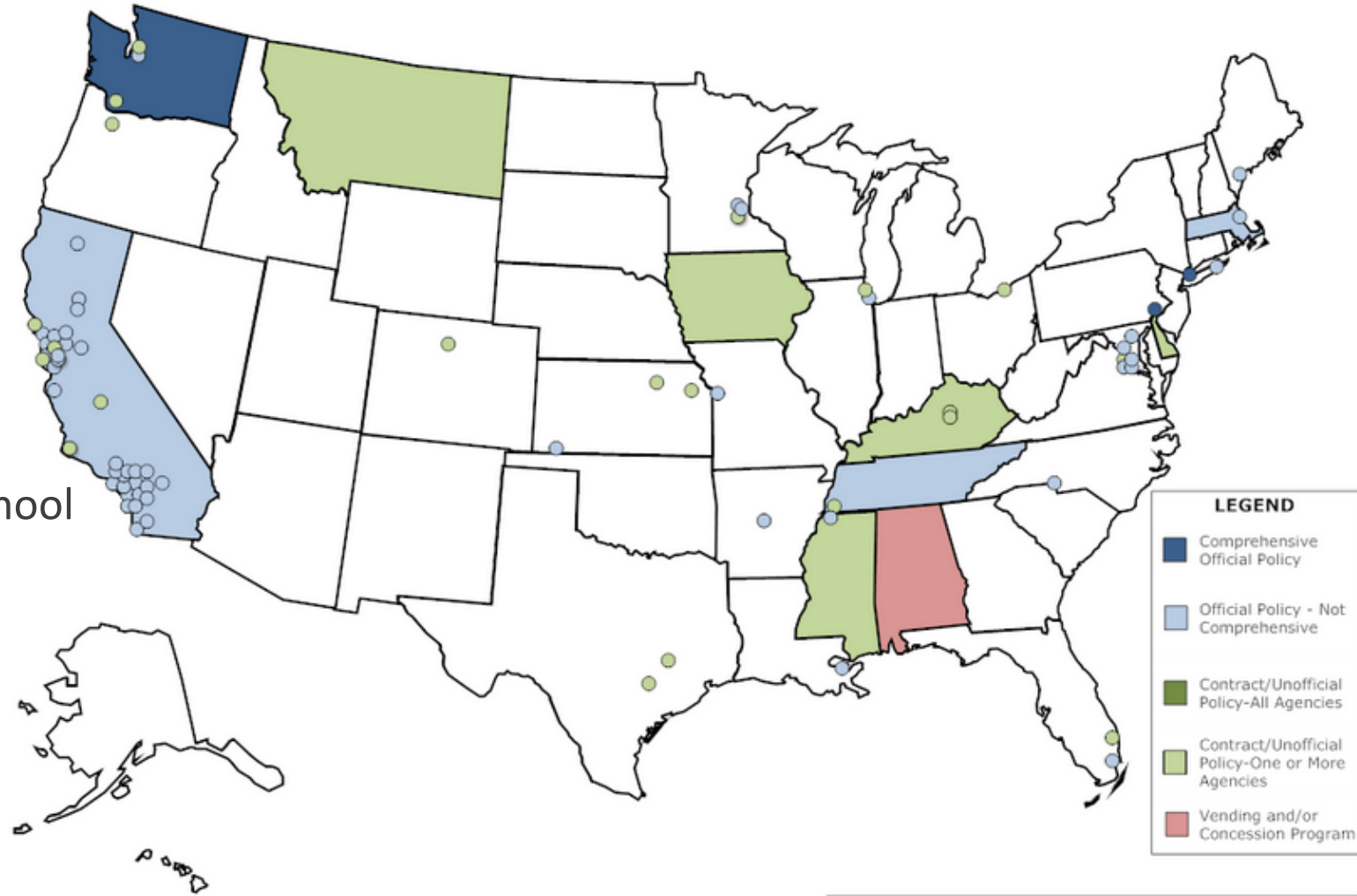
Organization Policy Solutions



Government

- Vending
- Cafeterias
- Government programs
 - Parks and Recreation Sites.
 - Child care and before/after school programs.
- Government contracts

Healthy Food on State and Local Property



For a summary of each policy, see bit.ly/1bgdS1z

New York City

No sugary drinks in:

- Group daycare facilities
- Licensed day camps
- Publicly funded meals in:
 - schools
 - city hospitals
 - correctional facilities
 - senior centers
 - daycare centers
 - afterschool programs
 - day programs for the mentally ill

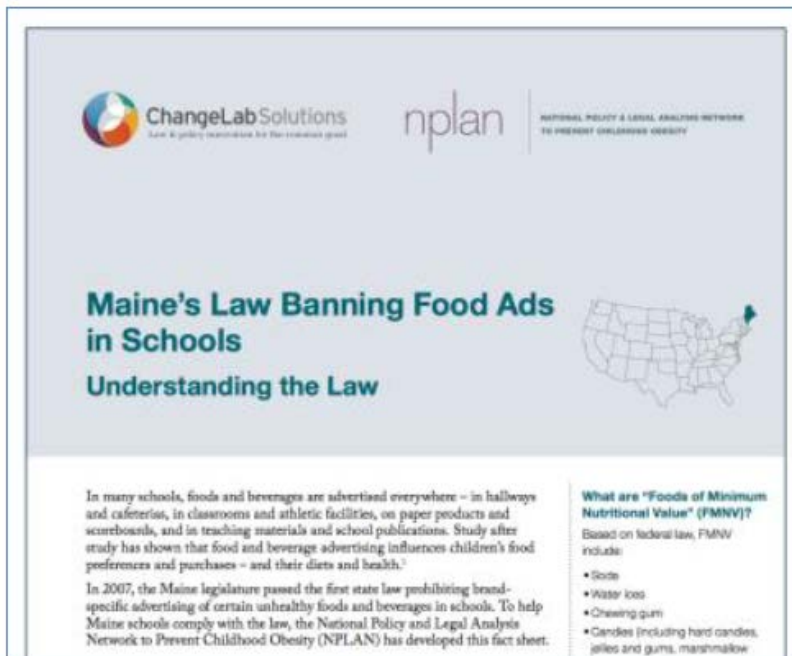


Hospitals



Schools

- Ban food ads



The image shows the cover of a fact sheet. At the top left is the logo for ChangeLab Solutions, which includes a globe icon and the text 'ChangeLab Solutions' and 'Law & policy research for the common good'. To its right is the logo for nplan, which includes the text 'nplan' and 'NATIONAL POLICY & LEGAL ANALYSIS NETWORK TO PREVENT CHILDHOOD OBESITY'. The main title of the fact sheet is 'Maine's Law Banning Food Ads in Schools' in a large, bold, teal font, with the subtitle 'Understanding the Law' below it. To the right of the title is a map of the United States with the state of Maine highlighted in teal. Below the title and map, there are two columns of text. The left column explains that in many schools, foods and beverages are advertised everywhere, and that a study has shown that food and beverage advertising influences children's food preferences and purchases. The right column is titled 'What are "Foods of Minimum Nutritional Value" (FMNV)?' and lists items such as Soda, Water ices, Chewing gum, and Candies (including hard candies, jellies and gums, marshmallow).

ChangeLab Solutions
Law & policy research for the common good

nplan
NATIONAL POLICY & LEGAL ANALYSIS NETWORK
TO PREVENT CHILDHOOD OBESITY

Maine's Law Banning Food Ads in Schools

Understanding the Law

In many schools, foods and beverages are advertised everywhere – in hallways and cafeterias, in classrooms and athletic facilities, on paper products and scoreboards, and in teaching materials and school publications. Study after study has shown that food and beverage advertising influences children's food preferences and purchases – and their diets and health.

In 2007, the Maine legislature passed the first state law prohibiting brand-specific advertising of certain unhealthy foods and beverages in schools. To help Maine schools comply with the law, the National Policy and Legal Analysis Network to Prevent Childhood Obesity (NPLAN) has developed this fact sheet.

What are "Foods of Minimum Nutritional Value" (FMNV)?
Based on federal law, FMNV includes:

- Soda
- Water ices
- Chewing gum
- Candies (including hard candies, jellies and gums, marshmallow)

- Cafeteria choice architecture



Child Care

- 70 percent of 2- to 5-year-olds consume a sugary drink on a typical day.
- 10 percent of childcare sites in CA serve flavored or sweetened milk.
- Availability can be reduced through:
 - Distributing information about nutrition.
 - Licensing and regulation.
 - Offering technical assistance to implement healthy practices and policies.



Communications campaigns

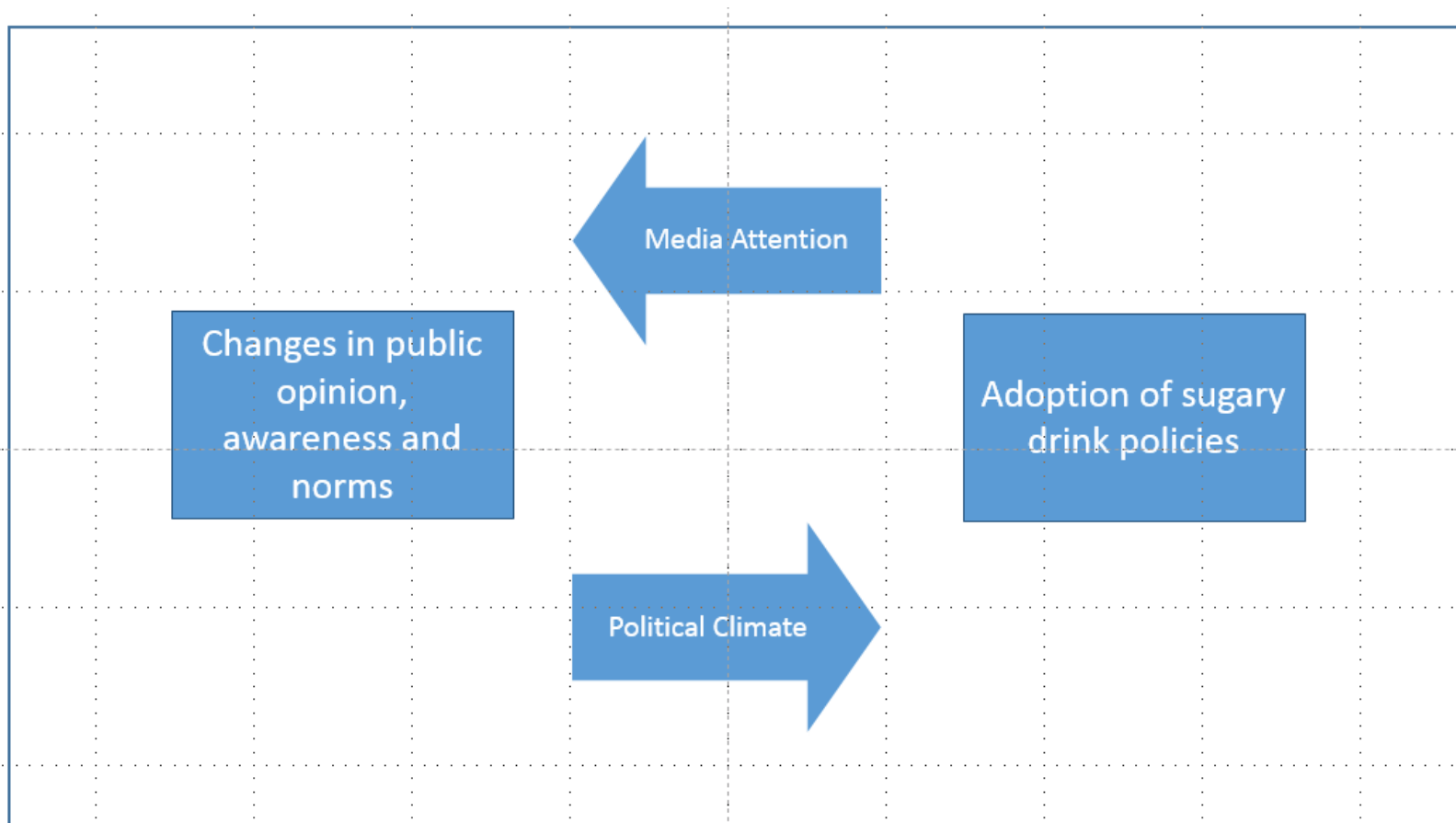


“Fatsmack!”



Boston

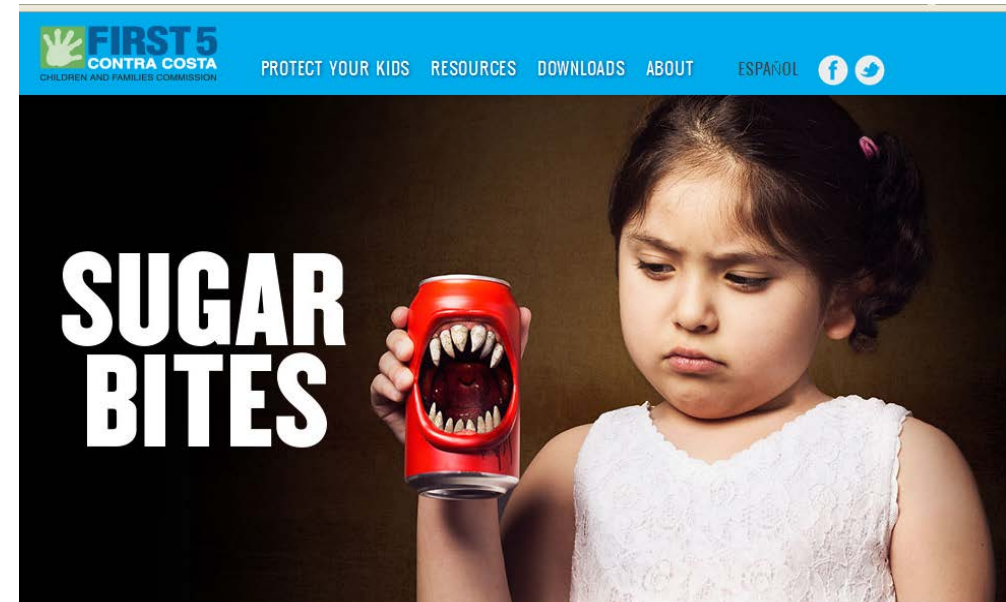
Communications



AHF communications campaign

Two goals for 2016:

- Boost awareness and desire to act in markets pursuing drink taxes.
- Raise awareness on health impacts of added sugars in general.
 - Likely linked to new nutrition labels.
 - Testing first in several markets – yours could be one!



Soda, juice drinks, flavored milk and sports drinks can destroy teeth, cause obesity and lead to type II diabetes.
Protect your kids. Choose water instead of sugary drinks.



AHF communications campaign

- Robust research program – Nov-Mar, 2016.
- Creative development early 2016.
- Paid media.
- Earned media.
- Social media.



AHF communications campaign

We need community partners (funders and advocates):

- To help fund local ads and campaign materials.
- To amplify the messages through grassroots activities.
- To help generate earned media around the campaign.



Opportunities for funders

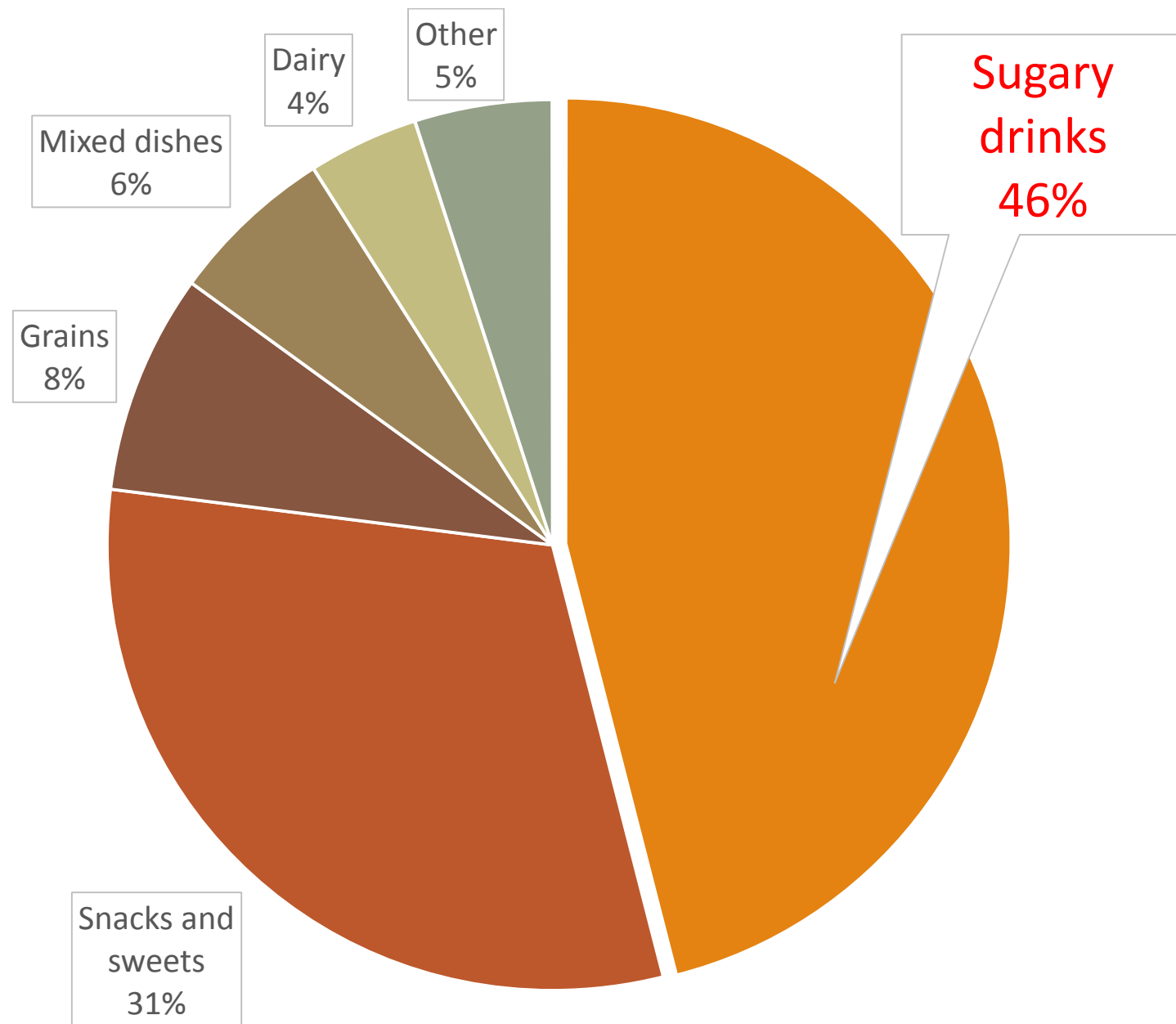
- Generate interest and momentum.
 - Issue RFAs.
 - Convene local and regional advocates.
 - Support data collection, analysis, and reporting.
- Support policy analysis and development.
- Support policy change action.
 - Institutional policy.
 - Public policy.
- Support public awareness and norms change campaigns.
- Leverage local funds through partnerships with national funders like VFHK and AHF.
- Other ideas? Let's discuss!



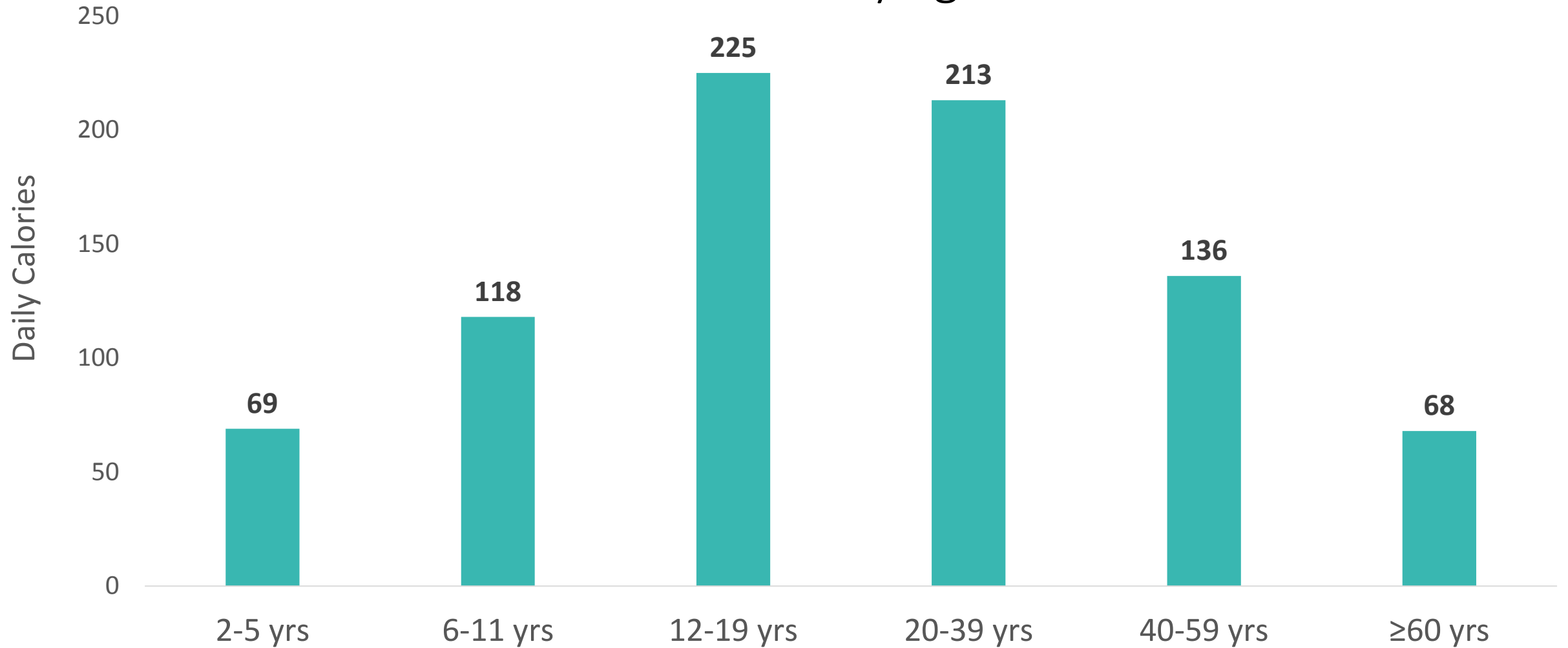
Thank you!

Almost half of the added sugars comes from sugary drinks

- ❖ Among youth, 2-18, 60% of total added sugar calories come from beverages.
- ❖ Youth (2-19) are consuming **155** calories per day from sugary drinks – this is more calories than they consume from milk.
- ❖ Adults consume **151** calories per day from sugary drinks.



Daily calories from sugary drinks, 2009-2010 by age



Industry markets heavily, especially to children and communities of color

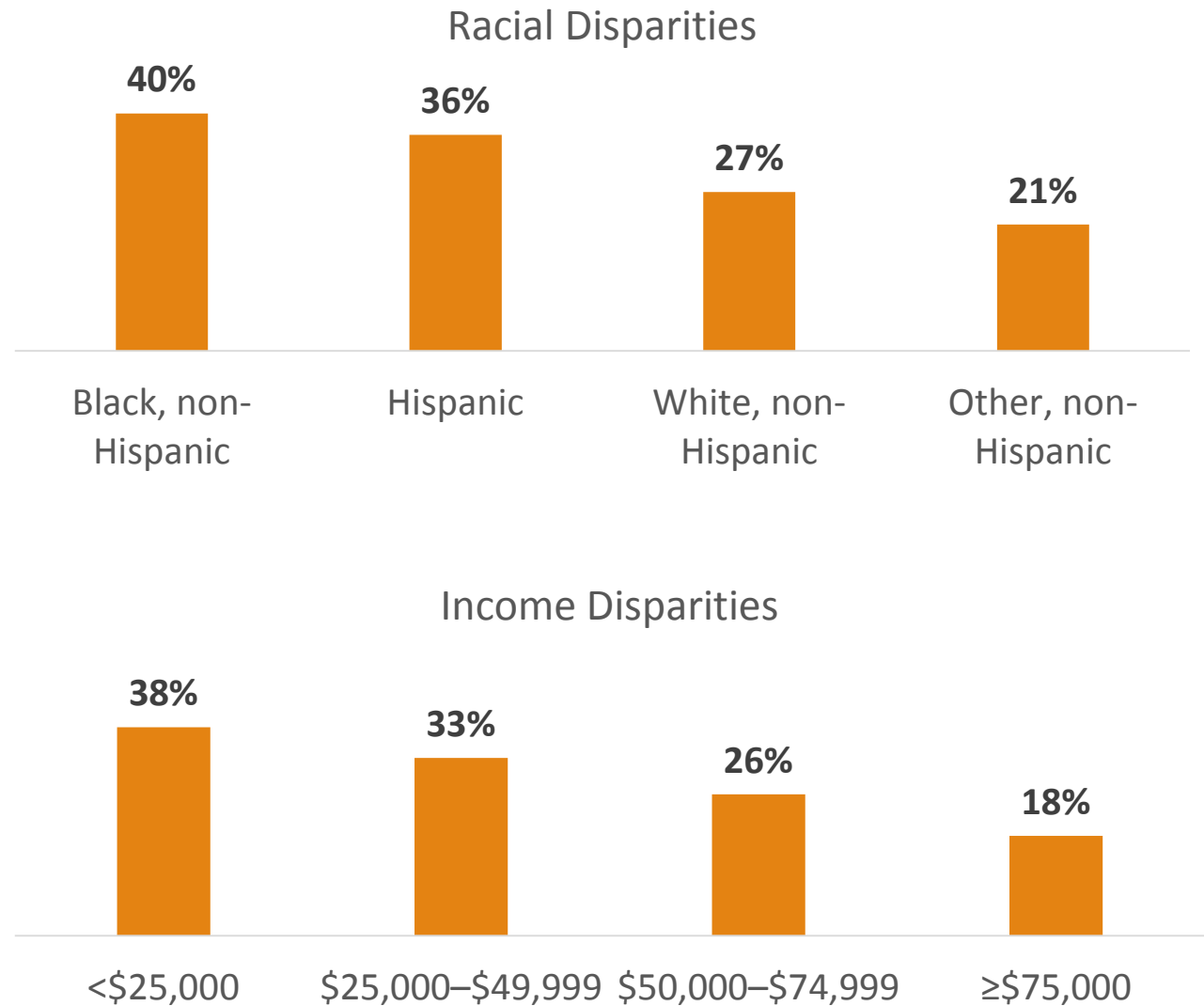
- ❖ In 2013, beverage companies spent \$866 million to advertise sugary drinks - 4x more than on 100% juice and water.
- ❖ PepsiCo increased advertising to children 6 -11 by 25% from 2010 to 2013, and nearly tripled its regular soda advertising to children.
- ❖ In 2013, Black youth saw over twice as many TV ads for sugary drinks and energy drinks than did white youth.



Adult sugary drink consumption varies by race and income

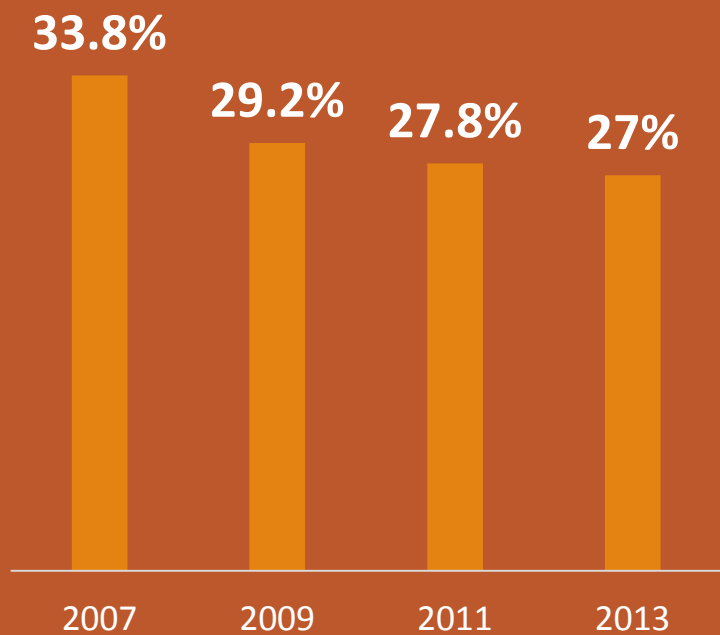
❖ 29% of all adults report drinking one or more sugary beverages per day.

One or more sugary drink per day, adults

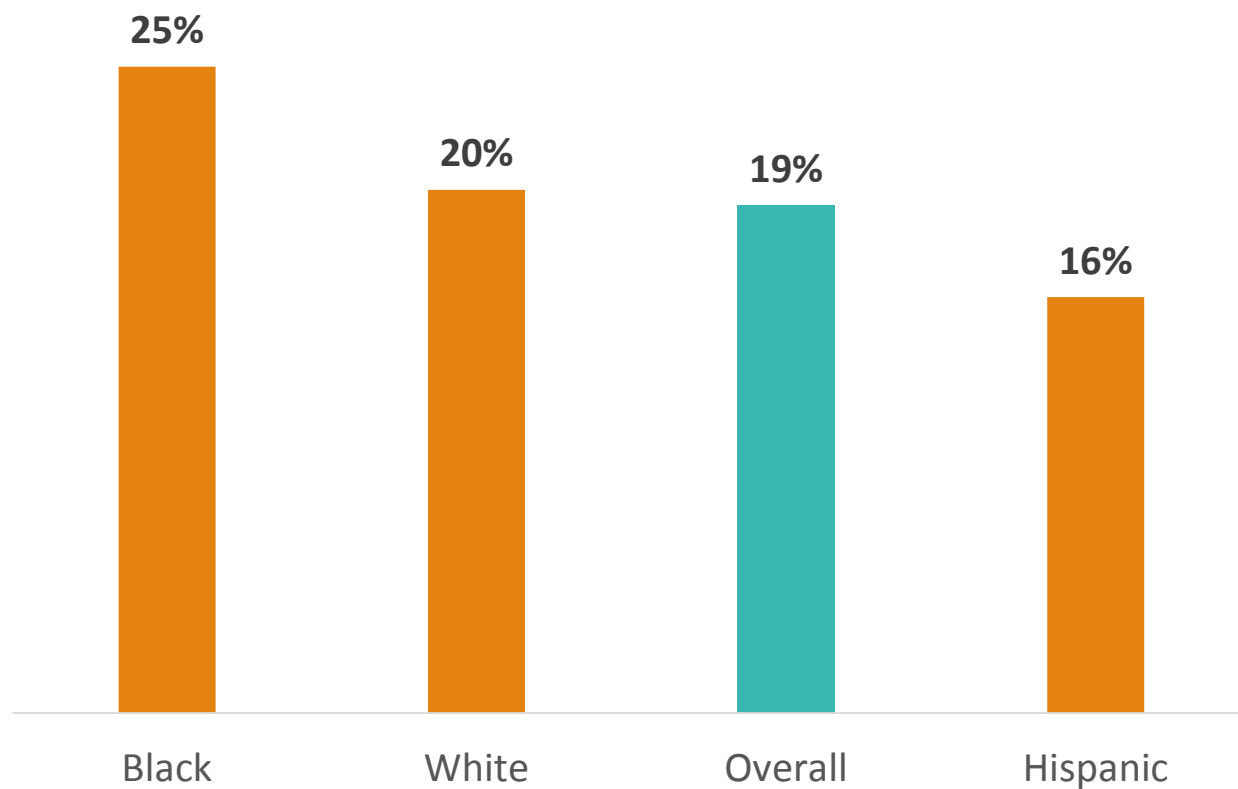


Sugary drink consumption is declining but still too high

One or more sodas per day, youth



Two or more sodas per day, youth



Even the youngest children consume too much



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

Broad support for CA warning label bill

