



Overwhelming science shows that liquid sugar has a unique role in driving today's skyrocketing diabetes rate, and that sugary drinks are the single largest contributors to the obesity epidemic.

DIABETES AND OBESITY TRENDS:

- Over the past 30 years, adult diabetes rates have nearly tripled,¹ while obesity rates have more than doubled for adults,² tripled for adolescents³ and quadrupled for 6-11 year old children.⁴ In the same period, soda consumption doubled.⁵
- 60 percent of California's adults⁶ and 38 percent of California children⁷ are overweight or obese.
- One in three children born today, including half of Latino and African-American children, are expected to develop diabetes in their lifetime.⁸
- Between 1977 and 2001, Americans' average daily calorie consumption increased by 250-300 calories, 43 percent of which came from a single source: sugary drinks.⁹

WHY SUGARY DRINKS?

- A growing body of research shows unequivocally that sugary beverages – because they provide all of their calories as liquid sugar – are uniquely harmful.
- We absorb liquid sugar in as little as 30 minutes, much faster than a candy bar, leading to a spike in blood sugar that the body is not well equipped to handle, particularly in repetition.¹⁰ These spikes in blood sugar can overwhelm the body and lead to the transformation of sugar into fat in the liver, as well as the excess production of insulin in the pancreas, which contributes directly to the development of diabetes.¹¹
- Calories from sugary drinks do not satisfy hunger like calories from solid food or milk. As a result, sugary drinks tend to add to the calories people consume rather than replace them.¹³ A single 20-oz. bottle of soda contains 16 teaspoons of sugar,¹² delivering over 240 nutrition-free calories,¹⁴ equivalent in calories to two eggs and two slices of bacon¹⁵ – almost a full breakfast.

THE HARMFUL EFFECTS OF SUGARY DRINKS:

An overwhelming body of scientific research shows that sugary drink consumption significantly contributes to diabetes, obesity and cavities:

- Drinking just one soda a day increases an adult's likelihood of being overweight by 27 percent¹⁶; for children, the likelihood doubles to 55 percent.¹⁷
- Drinking one or two sodas a day increases the risk of developing type II diabetes by 26 percent.¹⁸
- People who consume the average amount of added sugar, equivalent to one soda per day, are 30 percent more likely to die from a heart attack. People who drink 2-3 sodas per day are 2.75 times more likely to die from a heart attack.¹⁹
- Drinking sugary beverages daily for just two weeks increases LDL cholesterol and triglyceride levels by 20 percent.²⁰ After six months, daily consumption of sugary drinks increases fat deposits in the liver by 150 percent, which directly contribute to both diabetes and heart disease.²¹
- Children who frequently consume sugary beverages are at dramatically increased risk for dental caries (cavities), which untreated can lead to pain, infection, and tooth loss.²²

Half of Americans drink a soda a day, raising their risk of being overweight, having diabetes or dying of a heart attack by almost 30 percent.



WHY WARNING LABELS?

- Diabetes costs the state at least \$24.5 billion each year in total health care expenses and lost productivity.²³
- Hospital stays for patients with diabetes, regardless of the primary diagnosis, cost \$2,200 more than other patients, adding an extra \$1.6 billion every year to California's hospitalization costs, including \$254 million in Medi-Cal costs.²⁴ Diabetes also impacts the state more than it should because 95 percent of cases are preventable.
- Soda is a daily habit for almost half of Americans²⁵ and is often purchased without knowledge of the long-term consequences.
- The nation's leading nutrition and public health experts agree that the proposed label is strongly supported by scientific evidence.²⁶
- Warning labels, like those on alcohol and tobacco, have been shown to be effective in decreasing the consumption of harmful products.²⁷
- A sugary drink warning label costs taxpayers nothing and allows consumers to make more informed purchasing decisions.

Sugary drink consumption has doubled over the past thirty years, just as rates of obesity and diabetes have more than doubled.

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