

# Sickly Sweet STATE OF EMERGENCY

## Our kids are drinking too much sugar



#1

Sugary drinks are the single biggest source of calories in teens' diets,<sup>1</sup> contributing up to 15 percent of their daily calories.<sup>2</sup>

62 percent of California teens, ages 12-17, consume at least one sugary drink a day.<sup>3</sup>



Rates are even higher among teens of color, with approximately 3/4 of African-American and Latino California teens consuming at least one sugary drink a day.<sup>4</sup>

Between 1977 and 2001, the beginning of America's obesity crisis, our average daily calorie consumption increased by 250-300 calories. 43 percent of extra calories came from sugary drinks.<sup>5</sup>



## Here's where they're getting that sugar:



20 oz soda:  
**14 tps**  
of sugar



16 oz orange  
juice:  
**12 tps**  
of sugar



20 oz  
sweetened tea:  
**14 tps**  
of sugar



20 oz sports  
drink:  
**9 tps**  
of sugar



16 oz energy  
drink:  
**15 tps**  
of sugar

# All those sugary drinks are making them sick



Drinking just one sugary drink a day increases a child's likelihood of being overweight by 55 percent.<sup>6</sup>

Children who frequently consume sugary drinks are nearly twice as likely to have cavities than children who consume mostly milk or water.<sup>7</sup>



People consuming one or more sugary drinks per day have a 26 percent higher risk of diabetes.<sup>8</sup>

If Americans gave up their daily sugary drink habit, 2 million cases of diabetes could be prevented by 2020.<sup>9</sup>



## This problem won't go away on its own



Over the last 20 years, research confirmed the harms of sugary drinks and policy advocacy efforts have reduced availability of these drinks for kids. As a result, childhood obesity rates stopped increasing<sup>10</sup> and sugary drink consumption went down.<sup>11</sup>

But just as smart policy efforts are starting to have an impact, the beverage industry stepped up its game. New sugar saturated products masquerading as sports drinks and teas drinks have been introduced and backed by multi-million dollar advertising campaigns featuring celebrities and superstar athletes to capture young consumers. Beverage marketers are redoubling their efforts through sophisticated social media campaigns and unconscionably micro-targeting low-income communities of color.

**That's why continued pressure and advocacy is vital to ensuring a healthy environment for our kids.**



**Coalition for a Healthy California:** American Diabetes Association • American Heart Association/American Stroke Association • Asian Pacific Partners for Empowerment, Advocacy and Leadership • California Black Health Network • California Dental Association • California Primary Care Association/Health+Advocates • California Rural Indian Health Board • California School-Based Health Alliance • Latino Coalition for a Healthy California • Praxis Project • Public Health Advocates • Public Health Institute • Roots of Change • Social Justice Learning Institute

For references and attributions visit: <http://coalitionforahealthycalifornia.org/references>

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