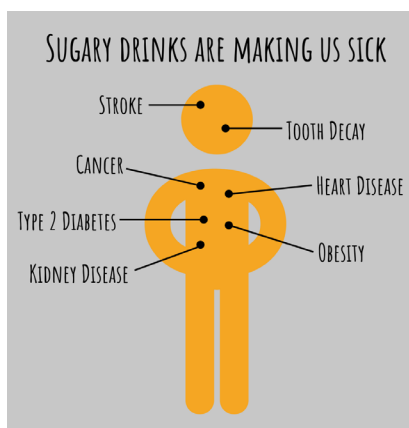


Why worry about sugary drinks?

Sugary drinks can harm your health. Research demonstrating the direct link between sugary beverages and diabetes is incontrovertible; the links to obesity are even more established.^{1,2,3,4} We also know that the consumption of sugary drinks is a significant driver of fatty liver disease, heart disease, stroke, dental caries, kidney disease and is associated with several forms of cancer (liver, advanced prostate, ovary, gallbladder, kidney, colorectal, stomach).^{5,6,7,8,9}



Sugary drinks can kill you - each additional daily 12-ounce can of sugary drinks is associated with a 7% higher risk for death from any cause, a 5% higher risk for cancer death, and a 10% higher risk for death from heart disease.¹⁰

Diabetes and heart disease (heart disease is what kills most people with diabetes) are two of the leading causes of death in our state. Drinking just one to two 12-oz sodas per day increases your risk of developing diabetes by 26% and of developing high blood pressure by 12%.^{11,12}

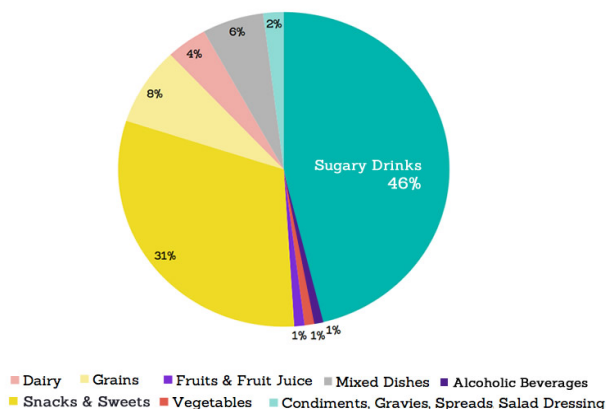
The diabetes epidemic is costly, in California, almost 3 million people have diagnosed diabetes. More than 1 in 3 US adults has pre-diabetes, which means higher risk of developing type 2 diabetes, heart disease, and stroke:¹³ The diabetes epidemic cost California over \$39 billion in 2017: \$27 billion in healthcare costs, the majority paid for by government, and \$12 billion in indirect costs, including lost productivity and absenteeism from illness, disability, early death and caregiving.¹⁴ This is \$975 dollars yearly for every man, woman and child in the state. The hardship for families is immense and unacceptable.

The 2015-2020 Dietary Guidelines for Americans calls for limiting added sugars consumption to less than 10% of calories per day, about 12 teaspoons. But Americans consume about 76 pounds of added sugars per person every year. Our kids fail to meet the dietary guidelines recommendation. Fully 88% of adolescents consume 10% or more of their calories from added sugars.¹⁵ Children consume 50-70% more added sugars than is recommended.¹⁶ It is predicted that 40% of all children and over 50% of African American and Latino children will develop diabetes in their lifetimes.¹⁷

Adolescents and adults consume 241 and 283 calories per day respectively from these beverages.¹⁸ Preschoolers on average consume nearly 100 calories a day from these harmful drinks that increase their risk of an unhealthy future.¹⁹

It's time for change.

Sugary drinks are the key driver of our overconsumption of added sugars



Source: 2009-2010 data from US Department of Health and Human Services and U.S. Department of Agriculture. 2015-2020 Dietary Guidelines for Americans, 8th Edition. December 2015.

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