

AN EXCISE TAX OF 1¢ PER OUNCE ON SUGAR-SWEETENED DRINKS WOULD:

Reduce consumption of sugar-sweetened beverages by at least 10%

Prevent at least 150,000 NYS adults from becoming obese

Prevent more than 18,000 NYS adults from developing diabetes

Prevent adults & children from gaining 10 pounds of excess weight over 5 years

TO BALANCE THE BUDGET, 76% OF NEW YORK CITY VOTERS WOULD SUPPORT A TAX ON SUGAR-SWEETENED DRINKS, INCLUDING:

73% of White voters
76% of Hispanic voters
77% of Black voters⁸

THE SUGAR-SWEETENED BEVERAGE TAX, OBESITY, AND HEALTH

OBESITY & DIABETES ARE THE ONLY MAJOR HEALTH PROBLEMS THAT ARE GETTING WORSE

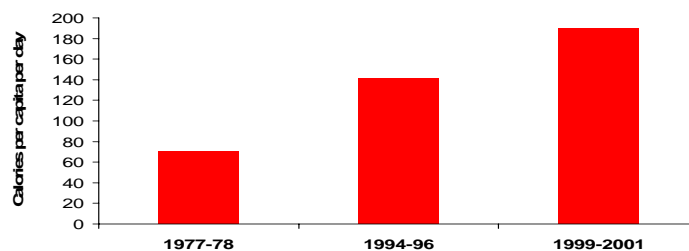
- Obesity increases heart disease, high blood pressure, stroke, depression, arthritis, cancer and diabetes.
- In NYC alone, diabetes causes 20,000 hospitalizations, 3,000 amputations, and 4,700 deaths each year.
- Medical care for the >1 million New Yorkers with diabetes costs \$9 billion/year, which is more than \$1,100 per household/year.

SUGAR-SWEETENED DRINKS ARE THE LARGEST SINGLE DRIVER OF THE OBESITY EPIDEMIC

Americans consume 200-300 more calories per day than 30 years ago¹, with the largest single increase due to sugar-sweetened drinks. Nearly half of added sugar we consume is now from sugar-sweetened drinks.²

1. Finkelstein EA, et al. Economic causes and consequences of obesity. *Ann Rev Pub Health*. 2005; 26:239-257.
2. Guthrie JF, Morton JF. Food sources of added sweeteners in the diets of Americans. *J Am Diet Assoc*. 2000;100:43-51.

Daily calorie intake from sugar-sweetened drinks has nearly tripled



Nielsen SJ, Siega-Riz AM, Popkin BM. *Obesity Res* 2002;10:370-378. Nielsen SJ, Popkin BM *Am J Prev Med* 2004;27:205-2

- Each 20 ounce bottle of soda contains 16½ teaspoons of sugar and ~250 calories.
- More than 10% of the daily calorie intake of children and adolescents is from sugar sweetened beverages.³
- One extra soda a day contains enough calories to increase weight by 15 pounds a year.⁴
- Each additional daily sugar-sweetened beverage increases a child's risk of obesity by 60%.⁵
- Children who reduce their soda consumption are less likely to become overweight.⁶
- High soft drink consumption increases risk of diabetes by 83% in women.⁷

3. Wang YC, Bleich SN, Gortmaker SL. Increasing Caloric Contribution From Sugar-Sweetened Beverages and 100% Fruit Juices among US Children and Adolescents, 1988-2004. *Pediatrics*. 2008;121:e1604-e1614.
4. Malik VS, Schulze MB, Hu FB. Intake of sugar-sweetened beverages and weight gain: a systematic review. *Am J Clin Nutr*. 2006;84:274-288.
5. Ludwig D, Peterson K, Gortmaker S. Relation between consumption of sugar-sweetened drinks and childhood obesity: a prospective, observational analysis. *Lancet*. 2001;357:505-508.
6. James J, Thomas P, Cavan D, Kerr D. Preventing childhood obesity by reducing consumption of carbonated drinks: cluster randomized trial. *BMJ*. 2004 May 22;328
7. Schulze MB, Manson JE, Ludwig DS, Colditz GA, Stampfer MJ, Willett WC, Hu FB. Sugar-sweetened beverages, weight gain, and incidence of type 2 diabetes in young and middle-aged women. *JAMA*. 2004;292(8):927-934.