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# Sugary Drinks Fast Facts

To provide you with the best science and to reduce review time, please find the following science-approved facts or use in your campaigns and materials. After each fact, you will find fast facts based on the science, which can be cut and pasted word-for-word without need for additional science review. Please note that any change in wording will result in the need to run your documents through the science review process before release.

## Sugary Drinks

The American Heart Association considers full-calorie soda, sports drinks, juice drinks, calorically sweetened teas and waters, and calorically sweetened ready-to-drink coffees as sugary drinks. Flavored animal milks, 100% fruit juice, unsweetened waters, teas and coffees, diet drinks and plant-based milk with fewer than 5 grams of added sugars per 8 ounces, infant formula, and medically necessary beverages are not considered sugary drinks.

## Health Effects of Sugary Drink Consumption

### FACT 1

Sugary drinks are the single leading source of added sugars in the American diet. Nearly half (46%) of all added sugars consumed by the U.S. population ages 2 and older come from sugary drinks, including soft drinks, fruit drinks, sweetened coffee and tea, and energy drinks.

#### Fast Facts:

- ▶ Sugary drinks are the leading source of added sugars in the American diet.
- ▶ Sugary drinks like soft drinks, fruit drinks, sweetened coffees and teas, and energy drinks are the leading source of added sugars in the American diet.
- ▶ People in the U.S. consume more added sugars from sugary drinks than any other food source.
- ▶ Nearly half of all added sugars consumed by people in the U.S. over the age of 2 come from sugary drinks.

#### Source:

U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at: [https://health.gov/dietaryguidelines/2015/resources/2015-2020\\_Dietary\\_Guidelines.pdf](https://health.gov/dietaryguidelines/2015/resources/2015-2020_Dietary_Guidelines.pdf).

### FACT 2

On average, children consume more than 30 gallons of sugary drinks every year. This is enough to fill a bathtub.

#### Fast Facts:

- ▶ Children consume more than 30 gallons of sugary drinks, on average, every year.
- ▶ On average, children consume enough sugary drinks—30 gallons—every year to fill a bathtub.
- ▶ On average, kids drink 30 gallons of sugary drinks each year—that's enough to fill an entire bathtub.

#### Source:

American Heart Association. American Academy of Pediatrics and American Heart Association endorse suite of policies to reduce kids' consumption of sugary drinks. News release. March 24, 2019. Available at: <https://newsroom.heart.org/news/american-academy-of-pediatrics-and-american-heart-association-endorse-suite-of-policies-to-reduce-kids-consumption-of-sugary-drinks>.

### FACT 3

In addition to weight gain, excess consumption of added sugars, especially from sugary drinks, raises the risk of heart disease, high blood pressure, type 2 diabetes, and tooth decay.

### Fast Facts:

- ▶ Drinking too many sugary drinks can raise the risk of heart disease.
- ▶ Drinking too many sugary drinks can raise the risk of high blood pressure.
- ▶ Drinking too many sugary drinks can raise the risk of type 2 diabetes
- ▶ Drinking too many sugary drinks can raise the risk of tooth decay.

### Source:

Muth ND, Dietz WH, Magge SN, Johnson RK; American Academy of Pediatrics, Section on Obesity, Committee on Nutrition; American Heart Association. Public policies to reduce sugary drink consumption in children and adolescents. *Pediatrics*. 2019;143:e20190282. doi: 10.1542/peds.2019-0282.

## FACT 4

In 2012, 50,000 deaths were associated with drinking too many sugary drinks. Of that, 40,000 deaths in the U.S. were attributed to heart problems and 10,000 deaths were attributed to type 2 diabetes caused specifically by consuming too many sugary drinks.

### Fast Facts:

- ▶ In 2012, 40,000 people in the U.S. died from heart problems related to drinking too many sugary drinks.
- ▶ In 2012, 10,000 people in the U.S. died from type 2 diabetes related to drinking too many sugary drinks.
- ▶ In 2012, about 50,000 people died from diseases related to drinking too many sugary drinks.
- ▶ In 2012, about 50,000 heart disease and type 2 diabetes deaths were associated with drinking too many sugary drinks.

### Source:

Micha R, Peñalvo JL, Cudhea F, Imamura F, Rehm CD, Mozaffarian D. Association Between Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States. *JAMA*. 2017; 317:912-24. doi: 10.1001/jama.2017.0947.

## FACT 5

Sugary drinks may increase the risk of hypertension and heart disease, independently of weight gain. A 2015 review found that increasing sugary drink consumption by one serving per day increased the risk of hypertension by 8% and the risk of heart disease by 17%.

### Fast Facts:

- ▶ Increasing sugary drink consumption by just one serving per day may negatively impact heart health, even without weight gain.
- ▶ Drinking only one additional serving of sugary drinks per day may increase the risk of hypertension and heart disease.
- ▶ Consuming only one additional serving of sugary drinks per day may increase the risk of hypertension by 8%.
- ▶ Consuming only one additional serving of sugary drinks per day may increase the risk of heart disease by 17%.
- ▶ Risk for heart disease may rise as much as 17% by drinking only one sugary drink a day.

### Sources:

Malik VS, Hu FB. Sugar-sweetened beverages and cardiometabolic health: an update of the evidence. *Nutrients*. 2019; pii:E1840. doi: 10.3390/nu11081840.

Xi B, Huang Y, Reilly KH, et al. Sugar-sweetened beverages and risk of hypertension and CVD: a dose-response meta-analysis. *Br J Nutr*. 2015; 113:709-17. doi: 10.1017/S0007114514004383.

## FACT 6

A 2018 systematic review found that there is consistent evidence for the negative effect of sugary drinks on children's health. In particular, there is strong evidence that consumption of sugary drinks increases obesity risk and dental caries among children and adolescents, with emerging evidence supporting an association with insulin resistance (a marker of increased cardiometabolic risk and type 2 diabetes) and caffeine-related effects (including reduced sleep quality and headaches).

### Fast Facts:

- ▶ Evidence shows that sugary drink consumption increases the risk of obesity among children and adolescents.
- ▶ Evidence shows that sugary drink consumption increases the risk of dental cavities among children and adolescents.
- ▶ Emerging evidence shows an association between insulin resistance and sugary drink consumption in children and adolescents.
- ▶ Emerging evidence shows an association between reduced quality of sleep and sugary drink consumption in children and adolescents.
- ▶ Emerging evidence shows an association between headaches and sugary drink consumption in children and adolescents.
- ▶ Evidence shows that the risk of obesity, cavities, headaches and less sleep can all be traced back to sugary drinks.

### Source:

Bleich SN, Vercammen KA. The negative impact of sugar-sweetened beverages on children's health: an update of the literature. *BMC Obes.* 2018; 5:6. doi: 10.1186/s40608-017-0178-9.

## FACT 7

A review of studies found that each additional serving of sugary drinks per day increases the risk of type 2 diabetes by 13-18%. Over 10 years, about two million type 2 diabetes cases in the United States are attributable to consumption of sugary beverages.

### Fast Facts:

- ▶ People who drink sugary drinks regularly have a greater risk of developing type 2 diabetes compared to people who rarely drink sugary drinks.
- ▶ Each additional serving of sugary drinks per day increases the risk of type 2 diabetes by 13-18%.
- ▶ Over 10 years, about two million type 2 diabetes are related to drinking sugary beverages.
- ▶ People are at a higher risk for type 2 diabetes if they regularly drink sugary drinks.

### Source:

Imamura F, O'Connor L, Ye Z, Mursu J, Hayashino Y, Bhupathiraju SN, Forouhi NG. Consumption of sugar-sweetened beverages, artificially sweetened beverages, and fruit juice and incidence of type 2 diabetes: systematic review, meta-analysis, and estimation of population attributable fraction. *BMJ.* 2015; 351. doi: 10.1136/bmj.h3576.

## FACT 8

Researchers from the Harvard School of Public Health found that people who drank two or more servings of sugary drinks per day had a 31% higher risk of death from heart disease, compared to people who drank less than one serving of sugary drinks per month. Each additional serving per day of sugary drinks increased the risk of dying from heart disease by 10%.

### Fast Facts:

- ▶ People who drink two or more sugary drinks per day have a 31% higher risk of death from heart disease than those who drink less than one per month.
- ▶ People who drink more than two sugary drinks a day have a higher risk of death from heart disease compared to those who drank less than one per month.
- ▶ Each additional serving of a sugary drink per day increases the risk of dying from heart disease by 10%.
- ▶ Death from heart disease is 31% more likely among those who have two or more sugary drinks per day. That risk rises by 10% with each additional drink.

### Source:

Malik VS, Li Y, Pan A, De Koning L, Schernhammer E, Willett WC, Hu FB. Long-term consumption of sugar-sweetened and artificially sweetened beverages and risk of mortality in U.S. adults. *Circulation*. 2019; 139:2113-2125. doi: 10.1161/CIRCULATIONAHA.118.037401.

## Rates of Sugary Drink Consumption

### FACT 9

In 2013-2014, 61% of children and 50% of adults in the United States drank sugary drinks on a given day. On average, youth consume approximately 133 calories and adults consume approximately 138 calories of sugary drinks on a given day.

### Fast Facts:

- ▶ In 2013-2014, 61% of U.S. children drank sugary drinks on a given day.
- ▶ More than 60% of U.S. children drank a sugary drink on a given day in 2013-2014
- ▶ In 2013-2014, 50% of U.S. adults drank sugary drinks on a given day.
- ▶ In 2013-2014, half of U.S. adults drank sugary drinks on a given day.
- ▶ U.S. youth consume approximately 133 calories on a given day from sugary drinks.
- ▶ U.S. adults consume approximately 138 calories on a given day from sugary drinks.

### Source:

Bleich SN, Vercammen KA, Koma JW, Li Z. Trends in beverage consumption among children and adults, 2003–2014. *Obesity*. 2018; 26:432-441. doi: 10.1002/oby.22056.

### FACT 10

Nearly 50% of 2- to 5-year-olds have at least one sugary drink daily.

### Fast Facts:

- ▶ Almost half of 2- to 5-year olds have at least one sugary drink daily.

### Source:

Bleich SN, Vercammen KA, Koma JW, Li Z. Trends in beverage consumption among children and adults, 2003–2014. *Obesity*. 2018; 26:432-441. doi: 10.1002/oby.22056.

### FACT 11

Children from low-income households are more likely to be heavy consumers of sugary drinks and take in more calories from sugary drinks per day, particularly from fruit drinks, than children from high-income households.

### Fast Facts:

- ▶ Children from low-income families are more likely to be heavy consumers of sugary drinks.
- ▶ Children from low-income families are more likely to drink sugary drinks, like fruit-flavored drinks.
- ▶ Children from low-income families are more likely to take in more calories from sugary drinks than children from high-income households.
- ▶ Children from low-income households are more likely to drink more fruit-flavored drinks than children from high-income households.

### Source:

Han E, Powell LM. Consumption patterns of sugary-sweetened beverages in the United States. *J Acad Nutr Diet.* 2013; 113:43-53. doi: 10.1016/j.jand.2012.09.016.

## FACT 12

According to national survey data, in 2013–2014 more Black and Mexican American children and adolescents were likely to drink sugary drinks on a given day compared to white youth.

### Fast Facts:

- ▶ In 2013–2014, more Black and Mexican American youth were likely to drink sugary drinks than white youth.
- ▶ In 2013–2014, white youth were less likely to drink sugary drinks than Black and Mexican American youth.
- ▶ In 2013–2014, white youth consumed fewer calories from sugary drinks than Black and Mexican American youth.
- ▶ In 2013–2014, more Black and Mexican American children were likely to drink high-calorie sugary drinks than white youth.

### Source:

Bleich SN, Vercammen KA, Koma JW, Li Z. Trends in beverage consumption among children and adults, 2003–2014. *Obesity.* 2018; 26:432-441. doi: 10.1002/oby.22056.

## FACT 13

A study from the U.S. Centers for Disease Control and Prevention found that nearly one in three adults drink one or more sugary drinks per day. Consumption is higher in rural counties, where 39.3% of adults drink at least one sugary beverage per day, compared to 30.6% of adults in urban counties. The share of adults who drink at least one sugary beverage per day also varies by states:

Mississippi – 46.8%

West Virginia – 40.4%

Indiana – 38.1%

Texas – 37.3%

Ohio – 34.2%

Delaware – 31.0%

Iowa – 29.2%

New York – 23.3%

New Jersey – 21.5%

### Fast Facts:

- ▶ Nearly one-third of adults in the U.S. consume at least one sugary drink each day.
- ▶ Adults in rural counties are more likely to consume at least one sugary drink per day than adults in urban counties.
- ▶ Adults in urban counties drink fewer sugary drinks on a daily basis than adults in rural counties.
- ▶ Of all adults in rural counties, 39.3% drink at least one sugary drink each day.
- ▶ Of adults in urban counties, 30.6% drink at least one sugary drink each day.
- ▶ The share of adults who drink sugary drinks daily varies by state:

Mississippi – 46.8%	Delaware – 31.0%
West Virginia – 40.4%	Iowa – 29.2%
Indiana – 38.1%	New York – 23.3%
Texas – 37.3%	New Jersey – 21.5%
Ohio – 34.2%	

### Source:

Lundeen EA, Park S, Pan L, Blanck HM. Daily intake of sugar-sweetened beverages among U.S. adults in 9 States, by State and Sociodemographic and Behavioral Characteristics, 2016. *Prev Chronic Dis.* 2018; 15:E154. doi: 10.5888/pcd15.180335.

## FACT 14

Excess consumption of added sugars, particularly from sugary drinks, leads to weight gain in children and adults.

### Fast Facts:

- ▶ Consuming too many added sugars leads to weight gain in children.
- ▶ Consuming too many added sugars leads to weight gain in adults.
- ▶ Consuming too many sugary drinks leads to weight gain in children and adults.
- ▶ Drinking too many sugary drinks leads to weight gain.

### Sources:

Te Morenga L, Mallard S, Mann J. Dietary sugars and body weight: systematic review and meta-analyses of randomised controlled trials and cohort studies. *BMJ.* 2013;346:e7492–e7492. doi: 10.1136/bmj.e7492.

Malik VS, Pan A, Willett WC, Hu FB. Sugar-sweetened beverages and weight gain in children and adults: a systematic review and meta-analysis. *Am J Clin Nutr.* 2013;98:1084–1102. doi: 10.3945/ajcn.113.058362.

## FACT 15

U.S. children and adolescents report consuming 17% of their daily calories from added sugars, nearly half of which are from sugary beverages. The highest consumers report average intakes of 620 calories daily from added sugars, of which nearly 300 calories (equivalent to 75 grams or 18.75 teaspoons) are from sugary drinks. The American Heart Association recommends that children ages 2 to 18 years should have no more than 100 calories of added sugars per day.

### Fast Facts:

- ▶ U.S. children and adolescents consume 17% of their calories from added sugars.
- ▶ Nearly 8.5% of calories consumed by U.S. children and adolescents are from sugary drinks.
- ▶ U.S. children and adolescents who consume the highest levels of added sugars report consuming an average 620 calories daily from added sugars.
- ▶ U.S. children and adolescents who consume the highest levels of added sugars report consuming an average of nearly 300 calories of added sugars from sugary drinks.
- ▶ U.S. children and adolescents who consume the highest levels of added sugars report consuming an average of 18.75 teaspoons of added sugars from sugary drinks.

Sources:

Powell ES, Smith-Tallie LP, Popkin BM. Added sugars intake across the distribution of U.S. children and adult consumers: 1977-2012. *J Acad Nutr Diet*. 2016; 116:1543-1550. doi: 10.1016/j.jand.2016.06.003.

Vos MB, Kaar JL, Welsh JA, Van Horn LV, Feig DI, Anderson CAM, et al. Added sugars and cardiovascular disease risk in children: a scientific statement from the American Heart Association. *Circulation*. 2017; 135:e1017-e1034. doi: 10.1161/CIR.0000000000000439.

## Expert Recommendations for Sugary Drink Consumption

### FACT 16

The American Heart Association recommends that children ages 2 to 18 years should have no more than 6 teaspoons of added sugars per day from foods and beverages and no more than one 8-ounce serving of sugary drinks each week. Yet children today are consuming as much as ten servings of sugary drinks per week, ten times the recommended amount.

#### Fast Facts:

- ▶ The American Heart Association recommends that children have no more than 6 teaspoons of added sugars per day.
- ▶ The American Heart Association recommends that children have no more than 8 ounces of sugary drinks each week.
- ▶ The American Heart Association recommends that children have no more than 8 ounces of sugary drinks each week, but many children consume as much as 10 times this amount.
- ▶ Children consume as much as 80 ounces of sugary drinks each week.
- ▶ Children consume as much as 60 teaspoons of added sugars daily.

Sources:

Vos MB, Kaar JL, Welsh JA, Van Horn LV, Feig DI, Anderson CAM, et al. Added sugars and cardiovascular disease risk in children: a scientific statement from the American Heart Association. *Circulation*. 2017; 135:e1017-e1034. doi: 10.1161/CIR.0000000000000439.

Benjamin EJ, Muntner P, Alonso A, Bittencourt MS, Callaway CW, Carson AP, et al; American Heart Association Council on Epidemiology and Prevention Statistics Committee and Stroke Statistics Subcommittee. *Circulation*. 2019;139:e56-e528. doi: 10.1161/CIR.0000000000000659.

### FACT 17

To achieve and maintain a healthy weight and decrease heart disease risk, while at the same time meeting essential nutrient needs, the American Heart Association encourages women to eat or drink no more than 100 calories per day from added sugars and men to eat or drink no more than 150 calories per day from added sugars.

#### Fast Facts:

- ▶ The American Heart Association recommends that women eat or drink no more than 100 calories per day from added sugars.
- ▶ The American Heart Association recommends that men eat or drink no more than 150 calories per day from added sugars.
- ▶ To maintain a healthy weight and decrease the risk of heart disease, the American Heart Association recommends people limit the calories they consume each day from added sugars.

Source:

Johnson RK, Appel LJ, Brands M, Howard BV, Lefevre M, Lustig RH, et al. Dietary sugars intake and cardiovascular health: a scientific statement from the American Heart Association. *Circulation*. 2009; 120:1011-20. doi: 10.1161/CIRCULATIONAHA.109.192627.

### FACT 18

The American Heart Association recommends that adults consume no more than 36 ounces of sugary beverages each week and children consume no more than 8 ounces of sugary beverages each week.

### Fast Facts:

- ▶ Adults should drink no more than 36 ounces of sugary drinks each week, according to the American Heart Association.
- ▶ Children should drink no more than 8 ounces of sugary drinks each week, according to the American Heart Association.
- ▶ The American Heart Association recommends that adults and children limit the amount of sugary drinks they have each week to no more than 36 ounces and 8 ounces respectively.

### Sources:

Lloyd-Jones DM, Hong Y, Labarthe D, Mozaffarian D, Appel LJ, Van Horn L, et al. Defining and setting national goals or cardiovascular health promotion and disease reduction: the American Heart Association's strategic Impact Goal through 2020 and beyond. *Circulation*. 2010; 121:586-612. doi: 10.1161/CIRCULATIONAHA.109.192703.

Vos MB, Kaar JL, Welsh JA, Van Horn LV, Feig DI, Anderson CAM, et al. Added sugars and cardiovascular disease risk in children: a scientific statement from the American Heart Association. *Circulation*. 2017; 135:e1017-e1034. doi: 10.1161/CIR.0000000000000439.

## FACT 19

The 2015–2020 Dietary Guidelines for Americans recommends that added sugars from foods or beverages contribute less than 10% of total calories consumed, yet U.S. children and adolescents report consuming 17% of their calories from added sugars, nearly half of which are from sugary drinks.

### Fast Facts:

- ▶ Less than 10% of total calories consumed should come from added sugars, according to The Dietary Guidelines for Americans.
- ▶ U.S. children and adolescents report consuming 17% of their calories from added sugars, 7% more than the recommended amount in the 2015–2020 Dietary Guidelines for Americans.
- ▶ U.S. children and adolescents report consuming more than the recommended amount of added sugars.
- ▶ Nearly half of the added sugars consumed by U.S. children and adolescents come from sugary drinks.

### Sources:

U.S. Department of Health and Human Services and U.S. Department of Agriculture. 2015–2020 Dietary Guidelines for Americans. 8th Edition. December 2015. Available at: [https://health.gov/dietaryguidelines/2015/resources/2015-2020\\_Dietary\\_Guidelines.pdf](https://health.gov/dietaryguidelines/2015/resources/2015-2020_Dietary_Guidelines.pdf).

Powell ES, Smith-Tallie LP, Popkin BM. Added sugars intake across the distribution of U.S. children and adult consumers: 1977–2012. *J Acad Nutr Diet*. 2016; 116:1543–1550. doi: 10.1016/j.jand.2016.06.003.

## FACT 20

The American Heart Association cautions against prolonged consumption of low-calorie sweetened drinks (i.e., diet drinks, which get their sweetness from low or no calorie sweeteners) for children between 2 and 18 years of age. Adults may choose to consume low-calorie sweetened drinks as a means to help them transition from sugary drinks to water.

### Fast Facts:

- ▶ Diet drinks can help adults transition from sugary drinks to water but should not be consumed for an extended period of time.
- ▶ The American Heart Association cautions against prolonged consumption of diet drinks for children between 2 and 18 years old.
- ▶ Children between 2 and 18 years old should not drink diet drinks for an extended period of time.

### Source:

Johnson RK, Lichtenstein AH, Anderson CAM, Carson JA, Després JP, Hu FB, et al. Low-calorie sweetened beverages and cardiometabolic health: a scientific advisory from the American Heart Association. *Circulation*. 2018; 138:e126-e140. doi: 10.1161/CIR.0000000000000569.



## FACT 21

A 2019 Consensus Report from experts at the American Heart Association, the Academy of Nutrition and Dietetics, the American Academy of Pediatric Dentistry, and the American Academy of Pediatrics recommended that children 0 to 5 years old only consume age-appropriate drinks, mainly breast milk or formula, water and plain milk. Specifically, children 2-3 years old should consume only plain, pasteurized low-fat or skim milk and water; on occasion, no more than 4 ounces of 100% fruit juice with no added sugars per day. Children 4-5 years old should consume only plain, pasteurized low-fat or skim milk and water; on occasion, no more than 6 ounces of 100% fruit juice with no added sugars per day.

### Fast Facts:

- ▶ According to four leading public health organizations, infants and children should only consume age-appropriate drinks like breast milk or formula, water and plain milk.
- ▶ Between birth and five years old, infants and children should only consume age-appropriate drinks like breast milk or formula, water and plain milk.
- ▶ According to four leading public health organizations, children between the ages of 2 and 3 should only drink water or plain, low fat or fat free milk. On occasion, children at this age can drink 100% fruit juice with no added sugar, but no more than 4 ounces in a day.
- ▶ Children between the ages of 2 and 3 should only drink water or plain, low fat or fat free milk. On occasion, children at this age can drink 100% fruit juice with no added sugar occasionally, but no more than 6 ounces in a day when it is served.
- ▶ According to four leading public health organizations, children between the ages of 4 and 5 should only drink water or plain, low fat or fat free milk. On occasion, children at this age can drink 100% fruit juice with no added sugar, but no more than no more than 6 ounces in a day.
- ▶ Children between the ages of 4 and 5 should only drink water or plain, low fat or fat free milk. On occasion, children at this age should only have 100% fruit juice with no added sugar occasionally, and no more than 6 ounces in a day when it is served.
- ▶ According to four leading public health organizations, children under age 2 should only drink breast milk, formula, plain milk or water and should never drink juice, even if it is 100% fruit juice.
- ▶ Children under age 2 should only drink breast milk, formula, plain milk or water and should never drink juice, even if it is 100% fruit juice.

### Source:

Lott M, Callahan E, Welker Duffy E, Story M, Daniels S. Healthy Beverage Consumption in Early Childhood: Recommendations from Key National Health and Nutrition Organizations. Technical Scientific Report. Durham, NC: Healthy Eating Research, 2019. Available at <http://healthyeatingresearch.org>.

## Targeted Marketing

## FACT 22

In 2013, Black children and teens saw more than twice as many ads for sugary drinks and energy drinks on English-language TV compared with white children and teens.

### Fast Facts:

- ▶ In 2013, Black children and teens saw more than twice as many ads for sugary drinks than white children and teens.
- ▶ White children saw nearly half as many ads for sugary drinks as Black children did in 2013.
- ▶ Black children were targeted by more than twice as many ads for sugary drinks than white children in 2013.

### Source:

Harris JL, Schwartz MB, LoDolce M, Munsell C, Fleming-Millici F, Elsey J, et al. Sugary Drink FACTS 2014: Some progress but much room for improvement in marketing to youth. November 2014. Available at: <http://sugarydrinkfacts.org/>.

## FACT 23

Research shows that healthier foods and beverages are less available in under-resourced (low-income), Black and Hispanic communities.

### Fast Facts:

- ▶ Healthier foods are less likely to be available in low-income, Black and Hispanic communities
- ▶ Research shows that healthier foods and drinks are harder to find in low-income, Black and Hispanic communities.
- ▶ There are fewer healthy foods and drinks available in low-income, Black and Hispanic communities.

### Source:

Zenk SN, Powell LM, Rimkus L, Isgor Z, Barker DC, Ohri-Vachaspati P, Chaloupka F. Relative and absolute availability of healthier food and beverage alternatives across communities in the United States. *Am J Public Health.* 2014;104:2170-8. doi: 10.2105/AJPH.2014.302113.

## FACT 24

From 2010 to 2013, spending on Spanish-language TV advertising for sugary drinks and energy drinks increased by 44%.

### Fast Facts:

- ▶ Spending on Spanish-language TV ads for sugary drinks and energy shots increased by 44% from 2010 to 2013.
- ▶ Between 2010-2013, beverage companies spent 44% more on Spanish-language TV ads for sugary drinks and energy shots.

### Source:

Harris JL, Schwartz MB, LoDolce M, Munsell C, Fleming-Millici F, Elsej J, et al. Sugary Drink FACTS 2014: Some progress but much room for improvement in marketing to youth. November 2014. Available at: <http://sugarydrinkfacts.org/>.

## FACT 25

A 2019 report from the UConn Rudd Center for Food Policy and Obesity found that sugary drink companies were significantly more likely to target television advertising to Black and/or Hispanic audiences. Of the 28 highly advertised sugary drink brands, 50% targeted Black consumers, 11% targeted Hispanic consumers, and 11% targeted both groups.

### Fast Facts:

- ▶ Sugary drinks are disproportionately advertised to Black and Hispanic consumers.
- ▶ Half of the highly advertised sugary drink brands targeted Black consumers.
- ▶ Eleven percent of the highly advertised sugary drink brands targeted Hispanic consumers.
- ▶ Eleven percent of the highly advertised sugary drink brands targeted both Black and Hispanic consumers.

### Source:

Harris JL, Frazier W, Kumanyika S, Ramirez AG. Increasing disparities in unhealthy food advertising targeted to Hispanic and Black youth. January 2019. Available at: <http://uconnruddcenter.org/files/Pdfs/TargetedMarketingReport2019.pdf>.

## FACT 26

Beverage company websites are more likely to attract children of color. On average, Black youth are 34% more likely and Hispanic youth are 93% more likely to visit beverage company websites compared with all youth.

### Fast Facts:

- ▶ Black youth are 34% more likely to visit beverage company websites compared to all youth.
- ▶ Latinx youth are 93% more likely to visit beverage company websites compared with all youth.
- ▶ Black and Hispanic youth are more likely to visit beverage company websites.

Source:

Harris JL, Schwartz MB, LoDolce M, Munsell C, Fleming-Millici F, Elsey J, et al. Sugary Drink FACTS 2014: Some progress but much room for improvement in marketing to youth. November 2014. Available at: <http://sugarydrinkfacts.org/>.

**FACT 27**

In today's digital age, cutting edge technology can be used to target low-income families and communities of color, including youth, more precisely than ever with ads for junk food and sugary drinks. Marketers can now understand a person's entire location history—where they go and what they do every minute of the day, including what they buy in stores and online.

Fast Facts:

- ▶ Savvy marketers use the latest technology to target consumers, especially those from families with low incomes and communities of color, with ads to get them to buy junk food and sugary drinks.
- ▶ Tech savvy marketers monitor our private information, like where we shop and what we buy, and then use that data as leverage to get us to buy junk food and sugary drinks. Families with low incomes and communities of color are especially affected.
- ▶ Whether online or in-person, advertising firms use cutting edge technology – like GPS and purchase made with credit, debit and membership rewards cards – to track everywhere we go and everything we buy. That information is turned into valuable data that those very companies can use to further market to us so we buy more of what they're selling.

Source:

Berkeley Media Studies Group. The 4 Ps of Marketing: Selling Junk Food to Communities of Color: Place. July 2019. Available at: <http://www.bmsg.org/resources/publications/the-4-ps-of-marketing-selling-junk-food-to-communities-of-color/>.

## Trends in Beverage Sales

**FACT 28**

Sales of regular soda have declined since their peak around 1998, but the decline has slowed down more recently. At the same time, sales of sports drinks, energy drinks, bottled coffees and teas, and sweetened waters have been rising in the past decade. For example, sales of sports drinks have doubled from about two gallons per person per year in 2000 to more than four gallons per person per year in 2015.

Fast Facts:

- ▶ The decline of soda sales has slowed recently.
- ▶ Sales of sports drinks, energy drinks, bottled coffees and teas, and sweetened waters have risen in the past decade.
- ▶ While soda sales are slowing, energy drink, bottled coffee and tea, and sweetened water sales are on the rise.

Source:

Healthy Food America. Sugary Drinks in America: Who's Drinking What and How Much? June 2018. Available at: [https://d3n8a8pro7vnm.cloudfront.net/healthyfoodamerica/pages/418/attachments/original/1529333445/Sugary\\_Drinks\\_in\\_America\\_Finalv.pdf?1529333445](https://d3n8a8pro7vnm.cloudfront.net/healthyfoodamerica/pages/418/attachments/original/1529333445/Sugary_Drinks_in_America_Finalv.pdf?1529333445).

**FACT 29**

Regular soda is the most popular sugary drink, making up about two-thirds (65%) of the sugary drinks sold in the U.S.

Fast Facts:

- ▶ Regular soda is the most popular sugary drink.
- ▶ Nearly two-thirds of drinks sold in the U.S. are regular sodas.
- ▶ Sixty five percent of all sugary drinks sold in the United States are regular sodas.

Source:

Healthy Food America. Sugary Drinks in America: Who's Drinking What and How Much? June 2018. Available at: [https://d3n8a8pro7vhm.cloudfront.net/healthyfoodamerica/pages/418/attachments/original/1529333445/Sugary\\_Drinks\\_in\\_America\\_Finalv.pdf?1529333445](https://d3n8a8pro7vhm.cloudfront.net/healthyfoodamerica/pages/418/attachments/original/1529333445/Sugary_Drinks_in_America_Finalv.pdf?1529333445).

**FACT 30**

A study of beverage pricing data collected in food stores in four U.S. cities in 2017 found that soda was the least expensive sugary drink sold (on average 3.4 cents per ounce). Prices were lower for family-sized sugary drinks (on average 9.6 cents per ounce) as compared to individual-sized drinks (on average 3.5 cents per ounce). Overall, sugary beverage prices were lower in stores in majority non-Hispanic Black census tracts compared to majority non-Hispanic white tracts (-0.27 cents per ounce).

Fast Facts:

- ▶ A 2017 study on beverage pricing indicated that soda was the least expensive sugary drink sold in stores.
- ▶ A study in four U.S. cities found that sugary drink prices were lower in stores located in Black communities than those in white communities.
- ▶ A study in four U.S. cities found that soda was on average 3.4 cents per ounce cheaper than other sugary drinks.
- ▶ A 2017 study on beverage pricing found that family-sized sugary drinks were cheaper than individual-sized sugary drinks.

Source:

Leider J, Powell LM. Sugar-sweetened beverage prices: variations by beverage food store, neighborhood characteristics, 2017. *Prev Med Reports*. 2019; 15:10083. doi: 10.1016/j.pmedr.2019.100883.

**FACT 31**

In 2013, beverage companies spent \$866 million to advertise sugary drinks and energy drinks in all measured media. Overall, 31% of advertising spending for all drink categories promoted regular soda and soda brands and 18% promoted energy drinks, while 35% promoted other non-sugar-sweetened drinks. Excluding brand-level advertising, sugary drinks outspent water and 100% juice by 4.2 to 1.

Fast Facts:

- ▶ Beverage companies spent \$866 million on advertising for sugary drinks and energy drinks in 2013.
- ▶ Marketing expenditures for sugary drinks was more than four times higher than water and 100% juice.
- ▶ Thirty one percent of all drink advertising in 2013 promoted regular soda and soda brands.
- ▶ Eighteen percent of all drink advertising in 2013 promoted energy drinks.
- ▶ Thirty five percent of all drink advertising in 2013 promoted non-sugary drinks.

Source:

Harris JL, Schwartz MB, LoDolce M, Munsell C, Fleming-Millici F, Elsey J, et al. Sugary Drink FACTS 2014: Some progress but much room for improvement in marketing to youth. November 2014. Available at: <http://sugarydrinkfacts.org/>.

## Economic Costs Related to Sugary Drinks

**FACT 32**

According to Time Magazine, the average U.S. household spent an estimated \$850 annually on soft drinks in 2012, or about \$71 each month.

### Fast Facts:

- ▶ According to Time Magazine, in 2012, the average U.S. household spent an estimated \$850 a year on soft drinks, like soda, fruit-flavored drinks and energy shots.
- ▶ According to Time Magazine, in 2012, the average U.S. household spent about \$71 each month on soft drinks, like soda, fruit-flavored drinks or energy shots.
- ▶ According to Time Magazine, in 2012, the average U.S. household spent about \$2.30 each day on soft drinks, like soda, fruit-flavored drinks or energy shots.
- ▶ According to Time Magazine, in 2012, the average U.S. household spent about \$850 a year—that's \$71 every single month—on soft drinks, like soda, fruit-flavored drinks or energy shots.

### Source:

Tuttle B. How Much You Spend Each Year on Coffee, Gas, Christmas, Pets, Beer, and More. Time. January 23, 2012. Available at: <http://business.time.com/2012/01/23/how-much-you-spend-each-year-on-coffee-gas-christmas-pets-beer-and-more/>.

## FACT 33

In 2015, missed work due to sugary drink-related diseases was estimated to cost the nation \$11 billion per year due to obesity, \$10 billion per year due to high blood pressure, and \$2.2 billion per year due to diabetes (types 1 and 2).

### Fast Facts:

- ▶ Missed work due to sugary drink-related obesity was estimated to cost the nation \$11 billion in 2015.
- ▶ Missed work due to sugary drink-related high blood pressure was estimated to cost the nation \$10 billion in 2015
- ▶ Missed work due to sugary drink-related diabetes (type 1 and 2) was estimated to cost the nation \$2.2 billion in 2015.
- ▶ Missed work due to sugary drink-related diseases like obesity, high blood pressure, and diabetes are estimated to cost the nation tens of billions of dollars each year.

### Source:

Asay GR, Roy K, Lang JE, Payne RL, Howard DH. Absenteeism and employer costs associated with chronic diseases and health risk factors in the U.S. workforce. *Prev Chronic Dis.* 2016; 13:E141. doi: 10.5888/pcd13.150503.

## FACT 34

A Harvard study found that increasing total sugary beverage intake (including both sugar-sweetened beverages and 100% fruit juices) by >0.50 serving/day over a 4-year period was associated with a 16% higher type 2 diabetes risk among adults in the subsequent 4 years. Replacing one daily serving of sugary beverage with water, coffee or tea, but not artificially sweetened beverages, was associated with a 2–10% lower type 2 diabetes risk.

### Fast Facts:

- ▶ Drinking unsweetened water, coffee or tea instead of sugary drinks can lower your chances of getting type 2 diabetes.
- ▶ Make the switch: replacing one sugary drink a day with water can lower your risk of type 2 diabetes.
- ▶ Rethink your drink: swap sugary drinks with water to lower your risk of type 2 diabetes.
- ▶ Swapping water for sugary drinks lowers risk for type 2 diabetes.
- ▶ Drinking sugary drinks more frequently can increase your chances of getting type 2 diabetes.
- ▶ Drinking sugary drinks less frequently can decrease your chances of getting type 2 diabetes.
- ▶ Drinking just 4 ounces of sugary drinks a day for four years increases risk of type 2 diabetes by 16%. The number of sugary beverages a person drinks each day is directly related to their type 2 diabetes risk. More frequent sugary drink consumption was associated with a higher type 2 diabetes risk, meanwhile, replacing sugary drinks with unsweetened options like plain water, coffee or tea was associated with a lower type 2 diabetes risk.

Source:

Drouin-Chartier JP, Zheng Y, Li Y, Malik V, Pan A, Bhupathiraju SN, et al. Changes in consumption of sugary beverages and artificially sweetened beverages and subsequent risk of type 2 diabetes: results from three large prospective U.S. cohorts of women and men. *Diabetes Care*. 2019; 42(12):2181-2189. doi: 10.2337/dc19-0734.

**FACT 35**

A 2020 study found that drinking a sugary drink (12 oz of soda or 8 oz of a fruit flavored drink) daily was associated with a 53% higher incidence of high triglycerides and a 98% higher incidence in low HDL cholesterol (the 'bad' type), compared to those who drank less than one serving per month, over a mean of 12.5 years. These findings suggest that higher consumption of sugary drinks are associated with dyslipidemia, a risk factor for heart disease.

Fast Facts:

- ▶ Sugary drinks hurt our hearts, not just our waistlines.
- ▶ Sugary drinks directly impact heart health.
- ▶ While sugary drinks add empty calories and can add to our waistlines, they also cause an imbalance in blood cholesterol, directly impacting heart health.
- ▶ Sugary drinks can specifically lead to an imbalance in blood cholesterol, increasing the risk for heart disease.
- ▶ We now know that sugary drinks are harming our health well beyond weight gain. Even without weight gain, sugary drinks cause harm to our heart health.

Source:

McKeown N, Haslam D, Peloso G, Herman M, Dupuis J, Lichtenstein A, et al. Beverage consumption and longitudinal changes in lipoprotein concentration and incident dyslipidemia in U.S. adults: the Framingham Heart Study. *JAHA*. 2020; 8:e014083. doi: 10.1161/JAHA.119.014083.