

**MINISTRY OF HEALTH  
INFORMATION BRIEFING NOTE**

**Cliff # 947470**

**PREPARED FOR:** Honourable Dr. Margaret MacDiarmid, Minister of Health –  
**FOR INFORMATION**

**TITLE:** Minister's Meeting with Coca Cola Canada-November 1, 2012

**PURPOSE:** To provide background information on Coca Cola Canada and collaboration re: healthy eating and healthy lifestyles.

**BACKGROUND:**

Coca Cola Canada is a member of the Canadian Beverage Association (the Association), the national trade association representing companies that manufacture and distribute the majority of non-alcoholic beverages consumed in Canada. Coca Cola Canada and the Association met with the Provincial Health Officer and the Provincial Nutritionist on September 27, 2012 to discuss their commitment to healthy eating, including the *Clear on Calories* initiative, meeting school nutrition guidelines and marketing to children.

In partnership with BC, the Association launched the *Clear on Calories* Initiative on February 11, 2011. This initiative provides clear and consistent disclosure of caloric information on the front of pack, on vending machines, and on fountain beverage dispensers.

Coca Cola sponsors Breakfast Clubs of Canada as part of their *Live Positively Campaign*. Breakfast Clubs of Canada has a Memorandum of Understanding with the Ministry of Education that states Breakfast Clubs of Canada will work with their programs to meet school nutrition guidelines.

Coca Cola Canada has recently extended their partnership with ParticipACTION. This partnership strategy, identified as *Sogo Active*, is to provide funding support in the form of micro-grants to community youth groups across Canada to encourage active living. In May 2012, the Ministry announced a \$6 million, 3 year partnership with ParticipACTION to increase the promotion of physical activity to British Columbians. Throughout this partnership, BC has explicitly discussed with ParticipACTION that none of the funding they acquire through their relationship with Coca Cola Canada be used in association with the partnership between ParticipACTION and the Province of BC. The partnership plan between ParticipACTION and the BC Ministry of Health does not identify any strategy, program support, or funding support associated with Coca Cola Canada.

Sugary drink reduction is a key component of the Healthy Families BC healthy eating strategy (<http://www.healthvfamiliesbc.ca/home/articles/topic/sugary-drinks>). Website content includes key messages and tips to reduce the consumption of sugary drinks and make healthier beverage choices. The Association has concerns with the focus on sugary drink reduction. They are against any initiative that focuses on only one source of sugar. Ministry staff have worked with Association over the past year to engage their support in the Healthy Families BC initiative

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1 of 2

**DISCUSSION:**

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**ADVICE:**

The Ministry encourages Coca Cola Canada's continued commitment to voluntary actions to promote healthy eating and healthy lifestyles.

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<b>Program ADM/Division:</b>	Arlene Paton, Assistant Deputy Minister, Population and Public Health
<b>Telephone:</b>	250 952-1731
<b>Program Contact (for content):</b>	Lorrie Cramb, A/Provincial Nutritionist
<b>Drafter:</b>	Lorrie Cramb, A/Provincial Nutritionist
<b>Date:</b>	October 24 2012
<b>File Name with Path:</b>	Z:\CDIPBE\HL CD prevention\Briefing Notes - 280-20\2012 - Briefing Notes\CDIPBE\ - Minister Meeting with Coca Cola Canada.docx

2 of 2

**Shorthouse, Ashley HLTH:EX**

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**From:** Cramb, Lorrie HLTH:EX  
**Sent:** Friday, October 19, 2012 9:06 AM  
**To:** Kronick, Ilana HLTH:EX  
**Cc:** Gamble, Christine HLTH:EX; Shorthouse, Ashley HLTH:EX; Woodland, Laurie HLTH:EX; McKellar, Lisa HLTH:EX  
**Subject:** FW: URGENT. BN FOR PCC -- sugary drinks  
**Attachments:**

S13

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P.S. RE: clear on calories-There was not restriction in size of cup, nor a commitment to label calories on cups, just a commitment to label calories on bottles/cans, vending machines and fountain drink dispensers.

<http://www.refreshments.ca/146-clear-on-calories/147-clear-on-calories-the-canadian-calorie-label-initiative>

Thanks, Lorrie

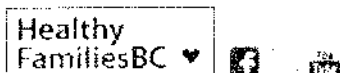
Lorrie Cramb, MEd., RD

Acting Provincial Nutritionist\* Chronic Disease/Injury Prevention and Built Environment\*

Population and Public Health \* Ministry of Health \*1515 Blanshard St., 4-2 \* Victoria. B.C V8W 3C8

Telephone (250) 952-1124 \* BB: S17 \* Fax: (250) 952-1570

Join the Healthy Families BC community...



**From:** Cowan, Darynn HLTH:EX  
**Sent:** Friday, October 19, 2012 8:24 AM  
**To:** Cramb, Lorrie HLTH:EX  
**Subject:** Fw: URGENT. BN FOR PCC -- sugary drinks

Darynn Cowan: Message sent from handheld S17

**From:** Paton, Arlene HLTH:EX  
**Sent:** Thursday, October 18, 2012 05:39 PM  
**To:** Sit, Vera JTST:EX  
**Cc:** Woodland, Laurie HLTH:EX; Cowan, Darynn HLTH:EX  
**Subject:** RE: URGENT. BN FOR PCC -- sugary drinks

Hi Vera -

S13

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We meet regularly with the soft drink industry to encourage them to work with us to improve the health of the population – by in particular not advertising empty calories to children, being up front with the number of calories per container (Clear on Calories initiative) and other initiatives to improve health. We just briefed our minister on Coca Cola so can send you this tomorrow.

1

Regards,

Arlene Paton  
Assistant Deputy Minister  
Population and Public Health  
Ministry of Health  
Tel: 250-952-1731

**From:** Sit, Vera JTST:EX  
**Sent:** Thursday, October 18, 2012 3:41 PM  
**To:** Paton, Arlene HLTH:EX  
**Subject:** FW: URGENT. BN FOR PCC -- sugary drinks

Hello Arlene,

I am preparing a BN for Premier Clark's upcoming meeting with Coca-Cola on October 31. Attached is the incoming request and my current draft.

S13

I have spoken with Coca-Cola and learned that their objectives are to present to PCC Coca-Cola's business contribution to BC and to inquire about BC's

S13

S13

It would be most helpful if you could also provide some key messages for PCC.

I would like to send the draft up to PO this Friday.

Thank you for your help.

Regards,

**Vera Sit**  
Executive Director, Strategic Initiatives  
Economic Development Division  
Ministry of Jobs, Tourism, and Skills Training  
New Phone Number: 250-387-6061

**From:** Yelovatz, Maureen JTST:EX  
**Sent:** Tuesday, October 16, 2012 07:36 PM  
**To:** Mason, Shanna JTST:EX; Turner, Shauna JTST:EX  
**Cc:** Hourston, Sveah JTST:EX  
**Subject:** URGENT. BN FOR PCC

Hi. There is a bn required for PCC upcoming meeting.

S13

Sent from my iPhone

Begin forwarded message:

**From:** "Wharf, Sandy PREM:EX" <[Sandy.Wharf@gov.bc.ca](mailto:Sandy.Wharf@gov.bc.ca)>  
**Date:** 16 October, 2012 3:34:53 PM PDT  
**To:** "Yelovatz, Maureen JTST:EX" <[Maureen.Yelovatz@gov.bc.ca](mailto:Maureen.Yelovatz@gov.bc.ca)>  
**Subject:** Request for BN - Coca-Cola Canada

Hi, Premier has an upcoming meeting with the President of Coca cola Canada and I'd like to request a 2 pgr related to the issues identified in the meeting request

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Thanks!

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# Discussion Document

## Policy Issues re: Sugary Drink Taxation

### Ministry of Health

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Sugary Drink Consumption: A Public Health Issue

S13

September 2012

Page 7 redacted for the following reason:

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Amount of Tax

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S13      Researchers estimate that a 10 percent increase in the price of sugary drinks would reduce consumption by 8 to 11 percent.<sup>iv</sup> In a Norwegian study, increasing the price of soft drinks by about 11 percent was estimated to decrease consumption by nearly 7 percent in the lowest consumption group, by 17 percent in the highest consumption group and by an average 9.5 percent overall. Increasing the price by 27 percent was associated with a drop in consumption of 17 percent in the lowest use group, 44 percent in the highest use group, and an overall 24 percent reduction in consumption across the population.<sup>v</sup>

Types of Tax

S13

September 2012



Page 9 redacted for the following reason:

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**From:** Paton, Arlene HLTH:EX  
**Sent:** Thursday, October 18, 2012 05:39 PM  
**To:** Sit, Vera JTST:EX  
**Cc:** Woodland, Laurie HLTH:EX; Cowan, Darynn HLTH:EX  
**Subject:** RE: URGENT. BN FOR PCC -- sugary drinks

S13

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Regards,

Arlene Paton  
Assistant Deputy Minister  
Population and Public Health  
Ministry of Health  
Tel: 250-952-1731

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**Sent:** Thursday, October 18, 2012 3:41 PM  
**To:** Paton, Arlene HLTH:EX  
**Subject:** FW: URGENT. BN FOR PCC -- sugary drinks

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S13

2

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Thank you for your help.

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**Vera Sit**

Executive Director, Strategic Initiatives  
Economic Development Division  
Ministry of Jobs, Tourism, and Skills Training  
New Phone Number: 250-387-6061

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**Cc:** Hourston, Sveah JTST:EX  
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Sent from my iPhone

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**From:** "Wharf, Sandy PREM:EX" <[Sandy.Wharf@gov.bc.ca](mailto:Sandy.Wharf@gov.bc.ca)>  
**Date:** 16 October, 2012 3:34:53 PM PDT  
**To:** "Yelovatz, Maureen JTST:EX" <[Maureen.Yelovatz@gov.bc.ca](mailto:Maureen.Yelovatz@gov.bc.ca)>  
**Subject:** Request for BN - Coca-Cola Canada

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S13

Thanks!

Pages 12 through 13 redacted for the following reasons:

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S13, S17

**Laframboise, Natalie HLTH:EX**

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**From:** Laframboise, Natalie HLTH:EX  
**Sent:** Thursday, August 16, 2012 12:50 PM  
**To:** Corby, Lynda HLTH:EX; Cramb, Lorrie HLTH:EX  
**Subject:** RE: Discussion on ThinkHealthBC - Su  
**Attachments:** ThinkHealth\_Sugary Drinks\_August 16 2012.docx

I've drafted the attached response. Not sure how much information we want to include. Lynda your input would be greatly appreciated.

Thanks!

Natalie Laframboise, B.A.Sc. (AHN)  
Policy Analyst - Public Health Nutrition Ministry of Health  
1515 Blanshard St, 4-2 / Victoria BC / V8W 3C8  
Telephone: 250 952-2187  
Email: [natalie.laframboise@gov.bc.ca](mailto:natalie.laframboise@gov.bc.ca)

Join the Healthy Families BC community...

-----Original Message-----

**From:** Corby, Lynda HLTH:EX  
**Sent:** Thursday, August 16, 2012 11:09 AM  
**To:** Cramb, Lorrie HLTH:EX  
**Cc:** Laframboise, Natalie HLTH:EX  
**Subject:** RE: Discussion on ThinkHealthBC - Su

Hi Lorrie - I've looked that comment on Think Health. There is some documentation in the sugary drink binder on taxation but since this work was actually "before my time" - I think it would have been prepared by Stacey and Lisa - S13  
S13 Will you be at the prevention communication meeting today? Perhaps we can talk further about this. S22

S22

Lynda  
Lynda Corby MSc, MEd, RD, FDC  
Special Advisor on Nutrition Education  
Population and Public Health  
Ministry of Health  
1515 Blanshard Street, 4th floor  
Victoria, BC  
V8W 3C8  
PH 250 386-0006  
FAX 250 386-0065  
Email: [lynda.corby@gov.bc.ca](mailto:lynda.corby@gov.bc.ca)

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**From:** Cramb, Lorrie HLTH:EX  
**Sent:** Wednesday, August 15, 2012 4:48 PM  
**To:** Corby, Lynda HLTH:EX  
**Cc:** Laframboise, Natalie HLTH:EX  
**Subject:** FW: Discussion on ThinkHealthBC - Su

Hi Lynda and Natalie

Would you be comfortable preparing a brief response to this Think Health note? Not sure if you were involved in the sugary drink tax stuff or if that was Natalie???

Lorrie Cramb, MEd., RD

Acting Provincial Nutritionist\* Chronic Disease/Injury Prevention and Built Environment\*  
Population and Public Health \* Ministry of Health \*1515 Blanshard St., 4-2 \* Victoria, B.C.  
V8W 3C8

Telephone: (250) 952-1956 \* 88: S17 \* Fax: (250) 952-1570

Join the Healthy Families BC community...

[cid:image003.png@01CD7B05.BDCE01A0]<<http://healthyfamiliesbc.ca/>>

[cid:image004.jpg@01CD7B05.BDCE01A0] <<https://www.facebook.com/HealthyFamiliesBC>>

[cid:image005.jpg@01CD7B05.BDCE01A0] <<http://twitter.com/#!/Healthyfamilybc>>

[cid:image006.jpg@01CD7B05.BDCE01A0] <<http://www.youtube.com/user/healthyfamiliesbc>>

From: Murray, Wendy HLTH:EX

Sent: Wednesday, August 15, 2012 4:24 PM

To: Cramb, Lorrie HLTH:EX

Cc: Forster-Coull, Lisa HLTH:EX; Porter, Rodney GCPE:EX

Subject: FW: Discussion on ThinkHealthBC - Su

Hi Lorrie...please see the attached email I sent to Lisa. I have received Lisa out-of-office. Please let me know if you would like to discuss.

Thanks...enjoy your evening...W

From: Murray, Wendy HLTH:EX

Sent: Wednesday, August 15, 2012 4:22 PM

To: Forster-Coull, Lisa HLTH:EX

Cc: Porter, Rodney GCPE:EX

Subject: Discussion on ThinkHealthBC - Su

Hi Lisa....I just want to make you aware of the following discussion on ThinkHealthBC - Tax Sugary Drinks and Use \$\$ to fund Health Promotion -<https://www.thinkhealthbc.ca/topics/235>

Please let me know if you would like to chime in or have the ambassadors chime in on your behalf.

Please call me if you have any questions or would like to discuss. Thanks so much...enjoy your evening...W

Wendy Murray ~ Operations Manager~ThinkHealthBC~Ministry of Health 800 Johnson Street,  
Victoria, BC, ~250-356-9814~~BB S17 - <mailto:wendy.murray@gov.bc.ca>

[cid:image001.png@01CD7B01.A372B5C0]<<http://www.thinkhealthbc.ca/>>

[cid:image002.png@01CD7B01.A372B5C0]<<https://twitter.com/ThinkHealthBC>>

Reduction of sugary drink consumption is a priority for the Province. Taxation of unhealthy foods such as sugary drinks is one option available to encourage healthy living choices; however obesity is a very complex public health issue that requires multiple strategies to address.

The Healthy Families BC strategy includes education and tools for the public on sugary drinks including Sugary Drink Sense, an interactive tool where British Columbians can learn about the amount of added sugar in common beverages. For more information on Healthy Families BC visit [www.healthyfamiliesbc.ca](http://www.healthyfamiliesbc.ca)



**From:** [Docs Processing HLTH:EX](#)  
**To:** [Jukes, Shaina HLTH:EX;](#)  
**cc:** [Casanova, Tamara HLTH:EX;](#) [Docs Processing HLTH:EX;](#) [Turner, Julie HLTH:EX;](#) [Boomer, Joanne HLTH:EX;](#) [Marsh, Jania HLTH:EX;](#)  
**Subject:** URGENT: Minister de Jong Mtg Tuesday April 3 w/ Tom Warshawski (Kelowna) (Cliff 924615)  
**Date:** Monday, April 2, 2012 4:17:57 PM  
**Attachments:** [COF tax on SSB Brief Jan 5, 2011 for candidates.doc](#)  
[Curbing childhood obesity 2010.pdf](#)  
[924615 - Bullets for T. Warshawski meeting with Minister re Childhood Obesity.docx](#)

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Hi Shaina:

Attached is bulleted information prepared by Population & Public Health for Minister's meeting tomorrow. It has been approved by Arlene Paton, ADM, and reviewed by Graham Whitmarsh.

S13

Thanks,  
Kathy Simonson  
Program Coordinator, Documents Processing Unit  
Ministry of Health  
5-2 1515 Blanshard St  
Victoria BC V8W 3C8  
Telephone 250 952-1811 Fax 250 952-1909  
[kathy.simonson@gov.bc.ca](mailto:kathy.simonson@gov.bc.ca)

---

**From:** [Jukes, Shaina HLTH:EX](#)  
**Sent:** Friday, March 30, 2012 3:26 PM  
**To:** [Docs Processing HLTH:EX](#)  
**Subject:** FW: Meeting with Minister de Jong Tuesday April 3

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Page 19 to/à Page 36

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Pages 39 through 40 redacted for the following reasons:

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## MEETING ADVICE

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**CLIFF #:** 921304

**DATE OF REQUEST:** Monday February 13, 2012

**REQUESTER:** Jim Goetz, Vice President – Government Affairs Canadian Beverage Association

**MEETING REQUEST/ISSUE:** Meeting with Canadian Beverage Association scheduled for Wednesday, March 14th, 2012

### BACKGROUND:

- Canadian Beverage Association (CBA) (formerly Refreshments Canada) is the national trade association representing companies that manufacture and distribute the majority of non-alcoholic beverages consumed in Canada.
- Ministry of Health (the Ministry) staff have worked with CBA over the past years to engage their support in government's chronic disease prevention agenda.
- On February 8, 2011, the former Minister of Health Services joined CBA to announce the *Clear on Calories* labeling initiative which provides calorie information per container on the front of cans/bottles and on vending machine buttons and fountain equipment

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- CBA has concerns about the HealthyFamiliesBC initiative including a focus on sugary drink reduction. CBA is against any initiative that focuses on only one source of sugar.
- The HealthyFamiliesBC initiative focuses on healthy eating which includes making healthy beverage choices, including drinking fewer sugary drinks. The initiative is not about reducing sugar.
- Sugary drinks include pop, sports drinks, energy drinks, lemonades, iced teas, fruit cocktails, milk shakes, specialty coffee drinks, flavoured milks and soy beverages.
- Sugary drinks provide calories but few (if any) nutrients. People do not adjust their calorie intake from food for their calorie intake from beverages.
- CBA wants to work collaboratively with the Ministry, including having input into the government website content.
- CBA's concerns regarding the website content were reviewed and modifications were made to the site to address their concerns.

\\SHIFTER\\ASH\\SHORTS\\PROFILE\\DESKTOP\\2012-00239\\946609 - BULLETS - Ministers Briefing - Coca Cola Sugary Drinks - 17 Oct 2012\\921304 -Canadian Beverage Association\\921304 - Canadian Beverage Association.Docx

- More recently the sugary drink website content has been updated to align it with consumer focus-tested key messages while giving consideration to sensitivities of the CBA.
- An awareness campaign focusing on sugary drinks is planned for late May-June 2012.

**ADM RESPONSIBLE:** Arlene Paton, ADM, Population and Public Health

**RECOMMENDATION:**

Meet with CBA to encourage their continued commitment to voluntary actions by their industry to promote healthy eating.

**SHOULD MINISTRY STAFF ATTEND (AND IF SO, WHO):**

Laurie Woodland, Executive Director, Population and Public Health

Lisa Forster-Coull, Provincial Nutritionist, Population and Public Health

**DATE:** March 1, 2012

**APPROVED BY:** \_\_\_\_\_  
**Arlene Paton**  
**Assistant Deputy Minister**

\\SHIFTER\ASHSHORT\$\PROFILE\DESKTOP\2012-00239\946609 - BULLETS - Ministers Briefing - Coca Cola Sugary Drinks - 17 Oct 2012\921304 -Canadian Beverage Association\921304 - Canadian Beverage Association.Docx

# SUGARY DRINK REDUCTION FACT SHEET

## BACKGROUND

- British Columbians, especially youth, consume a high proportion of their daily calories from sugary beverages (SBs)<sup>1,2</sup>, which may contribute to lifelong health consequences.
- The consumption of SBs has been linked to weight gain and higher body mass index in children and youth.<sup>3</sup> Overweight and obesity are associated with other health consequences such as diabetes, heart disease, stroke, cancer, and arthritis.
- SBs have been linked to several other health problems including type 2 diabetes<sup>4</sup> and risk of heart disease.<sup>5</sup> The consumption of sugary beverages has also been shown to: replace milk<sup>6</sup>, lead to poor bone health<sup>7</sup>, result in nutrient inadequacies<sup>8</sup>, cause tooth decay<sup>9</sup>, and result in excess caffeine consumption.<sup>10</sup>
- The consumption of SBs by children and youth is increasing.<sup>11</sup> Environmental factors such as increased availability, affordability and portion size such as supersizing and free refills, may be contributing to this trend.
- BC can target childhood obesity by building on the success of provincial policies and programs that create healthy environments that encourage healthy choices, including reducing the consumption of SBs.
- The Ministry of Health (the Ministry) supported the development of Sip Smart! BC, a BC Healthy Living Alliance initiative led by the Heart and Stroke Foundation of BC & Yukon and the BC Paediatric Society. The classroom learning module aims to decrease consumption of SBs among school children in grades 4, 5 and 6. Sip Smart! BC is currently implemented in 450 schools.

S13, S17

<sup>1</sup> Langlois K and Garriguet Didier. Sugar consumption among Canadians of all ages. Statistics Canada. 2011. <http://www.statcan.gc.ca/pub/82-003-x/2011003/article/11540-eng.htm>

<sup>2</sup> Statistics Canada Health Report. Beverage consumption in children and teens, 2008.

<sup>3</sup> Welsh, JA et (2010). Caloric Sweetener Consumption and Dyslipidaemia Among US Adults. JAMA. 303(15): 1490-1497.

<sup>4</sup> Schulze MB, Manson JE, Ludwig DS, Colditz GA, Stampfer MJ, Willett WC, Hu FB (2004). Sugar-sweetened beverages, weight gain, and incidence of type 2 diabetes in young and middle-aged women. JAMA. 292(8):927-934

<sup>5</sup> Welsh, JA et al. (2010) Caloric Sweetener Consumption and Dyslipidemia Among US Adults. JAMA. 303(15):1490-1497

<sup>6</sup> Blum J, Jacobsen D and Donnelly J. "Beverage Consumption Patterns in Elementary School Aged Children Across a Two-year Period." *Journal of the American College of Nutrition*. 24(2): 93-98, April 2005.

<sup>7</sup> McGartland C, Robson PJ, Cran G, et al. Carbonated soft drink consumption and bone mineral density in adolescence: The Northern Ireland Young Hearts Project. *J Bone Miner Res* 2003;18:1563-1569

<sup>8</sup> Frary C, Johnson R and Wang M. "Children and Adolescents' Choices of Foods and Beverages High in Added Sugars are Associated with Intakes of Key Nutrients and Food Groups." *Journal of Adolescent Health*. 34(1):56-63, January 2004.

<sup>9</sup> Ruxton CHS, Gardner EJ, McNulty HM. Is sugar consumption detrimental to health? A review of the evidence 1995-2006. *Critical Reviews in Food Science and Nutrition* 2010; 50(1): 1-19

<sup>10</sup> Pollak C and Bright D. "Caffeine Consumption and Weekly Sleep Patterns in US Seventh-, Eighth-, and Ninth-graders." *Pediatrics*, 111(1): 42-46, January 2003.

<sup>11</sup> The negative impact of sugar sweetened beverages on children's health, Robert Wood Johnson Foundation, 2009. Accessed January 2010 <http://www.rwjf.org/files/research/20091203hcrsyb.pdf>

- The Ministry partnered with SportMed BC to develop *Guidelines for Food and Beverages Available at Sporting Events in BC*, which promote the voluntary provision of healthy, inclusive and safe food and beverage choices for athletes and spectators. These guidelines recommend that SBs comprise a maximum of 20 percent of all beverage choices sold at sporting events.
- The Province has been working with food industry stakeholders to implement voluntary measures to reduce SB intake. The Canadian Beverage Association, in partnership with BC, launched its Clear on Calories initiative on February 11, 2011. This initiative provides clear and consistent disclosure of caloric information on the front of pack, on vending machines, and on fountain beverage dispensers.
- BC provided a grant to Dietitians of Canada to develop consistent key messages on sugary drink reduction to be used on the Healthy Families BC website ([www.healthyfamiliesBC.ca](http://www.healthyfamiliesBC.ca)) and in other educational materials and settings.

#### KEY FACTS

- The 2004 Canadian Community Health Survey: Nutrition found that 20 percent of daily calorie intake comes from beverages. In youth, almost half of these calories are from SBs. The combined consumption of SBs surveyed, including regular soft drinks and fruit drinks, exceeds that of either milk or 100 percent fruit juice for both males and females aged 14-18 years.<sup>12</sup>
- The 2004 Canadian Community Health Survey: Nutrition also found that sweetened beverages are consumed in greater quantities among Aboriginal people as compared to non-Aboriginal people, except for males aged 19-30 years.
- A recent report by the McCreary Centre Society (2009) found 42 percent of BC youth had consumed one or more soft drinks the day prior to the interview.<sup>13</sup>
- Overweight and obesity is a major health concern for all British Columbians, especially youth. In 2004, over 25 percent of BC children and adolescents were classified as obese or overweight.<sup>14</sup>

#### REGIONAL FACTS

N/A

#### FINANCIAL IMPLICATIONS

N/A

#### CONTACT

For more information call:

Laurie Woodland, Executive Director, Chronic Disease/Injury Prevention and Built Environment, (250) 952-2847.

#### APPROVALS

Approved by Arlene Paton, ADM, Population and Public Health – February 7, 2012

Approved by Glynis Soper, ED, Business Intelligence Branch, Planning and Information Division – February 16, 2012

<sup>12</sup> Tjepkema, M., & Shields, M. (2005). Nutrition: findings from the Canadian Community Health Survey - overweight Canadian children and adolescents. *Statistics Canada Catalogue no. 82-620-XWE2005001*

<sup>13</sup> A Picture of Health, The McCreary Centre Society, 2009. Accessed January 2010

[http://www.mcs.bc.ca/pdf/AHS%20\[V%20March%2030%20Final.pdf](http://www.mcs.bc.ca/pdf/AHS%20[V%20March%2030%20Final.pdf)

<sup>14</sup> Tjepkema, M., & Shields, M. (2005). Nutrition: findings from the Canadian Community Health Survey - overweight Canadian children and adolescents. *Statistics Canada Catalogue no. 82-620-XWE2005001*.



Pages 45 through 50 redacted for the following reasons:

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S13

**Shorthouse, Ashley HLTH:EX**

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**From:** Jukes, Shaina HLTH:EX  
**Sent:** Wednesday, September 14, 2011 1:49 PM  
**To:** Health, HLTH HLTH:EX  
**Subject:** FW: sugary drinks and health effects

FYI

**From:** deJong, MLA, Mike [<mailto:Mike.deJong.MLA@leg.bc.ca>]  
**Sent:** Wednesday, September 14, 2011 1:47 PM  
**To:** Jukes, Shaina HLTH:EX  
**Subject:** FW: sugary drinks and health effects

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**Sent:** September-13-11 9:22 PM  
**To:** Falcon, MLA, Kevin; deJong, MLA, Mike  
**Cc:** Krog, MLA, Leonard  
**Subject:** sugary drinks and health effects

Dear Ministers,

The item below explains why our BC government needs to tax sugary drinks. I agree with the article.

S22

## **Tax needed on sugary drinks**

### **There is strong evidence that sugar-sweetened beverages contribute to obesity and other health problems**

By Tom Warshawski and Craig Mitton, Vancouver Sun September 12, 2011

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# **Sugar Sweetened Beverage Consumption Discussion Paper**



Ministry of Health  
Revised: July 2011

Stacy A. White  
Meghan Day

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## Appendices

Sugar Content in Popular Beverages.....	Appendix A
Map of American States with Special Taxes on Soft Drinks .....	Appendix B

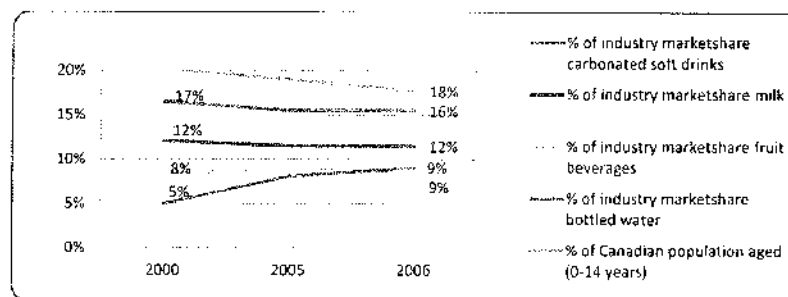
## Introduction: Health Risks Associated with Sugary Drink Consumption

- The consumption of sugar sweetened beverages (SSB) has been linked to weight gain due to increased caloric intake and energy imbalance. An additional 300 mLs of sugar sweetened beverage (less than one regular 355 mL can) per day has been shown to increase a child's risk of being overweight by 60%.<sup>1</sup>
- Sugar sweetened beverage consumption has also been linked to several other health problems including type 2 diabetes, heart disease and metabolic syndrome.<sup>2</sup>
- High consumption of sugar sweetened beverages (1-2 servings per day) has been linked to an increased risk of developing type 2 diabetes by 26 percent and metabolic syndrome by 20 percent
  - The definition of metabolic syndrome includes an elevated waist circumference, high triglyceride blood levels, low HDL (good) cholesterol, elevated blood pressure, and elevated fasting glucose blood levels.
- The consumption of added sugars has also been linked to adverse blood lipid levels, a risk factor for heart disease.<sup>3</sup> Added sugars mostly come from sweetened beverages, cereals and desserts.
- The consumption of sweetened beverages – both caloric and non caloric – have also been shown to: replace milk, thus reducing intake of important nutrients contained in the milk<sup>4</sup>; lead to poor bone health<sup>5</sup>; result in nutrient inadequacies<sup>6</sup>; and result in excess caffeine consumption, causing anxiety, withdrawal symptoms and poor-quality or reduced sleep – in particular in children and adolescents<sup>7</sup>

## Canadian Beverage Consumption

- Canadians consume a high proportion of their daily calories from sugar sweetened beverages. The *2004 Canadian Community Health Survey (CCHS): Nutrition*, found that beverages account for 20 percent of daily calorie intake for Canadians.
- According to Statistics Canada, sweetened beverage consumption per person increased three fold from the 1970s to late 1990s. In the last decade, statistics show that consumption of sweetened beverages (fruit beverages) and carbonated soft drinks has dropped slightly. However, these statistics do not account for consumption of the wide array of new beverage products available on the marketplace, such as sport drinks and energy drinks. In addition, there has been a 2.5 percent decrease in Canadians under the age of 14 years – one of the main consumer base of these beverages. Despite a decreasing trend, carbonated soft drinks still hold the largest market share of all other beverages (see Figure 1).

**Figure 1.** Change in beverage market share and demographics in Canada from 2001-2006



#### Canadian Adult Beverage Consumption

- According to CCHS (2004), in adults aged 18+ years, consumption of all beverages declined with age
- Males aged 19-30 years consumed more regular soft drinks than any other beverage with the exception of water. On average they consumed 304 grams, or 275mL, of soft drinks per day.
- In comparison, females aged 19-30 years consumed on average 142 grams, or 128mL, of soft drinks per day.

#### Canadian Youth Beverage Consumption

- In youth, almost half of all calories consumed from beverages are from sugar sweetened beverages such as soft drinks and fruit drinks with less than 100 percent fruit juice.
- A recent report by the McCreary Centre Society (2009) found 42 percent of youth had consumed one or more soft drinks the day prior to the interview.
- According to CCHS (2004), males aged 14-18 years consume more regular soft drinks than any other beverage other than water. On average they consume 376 grams (340mL) of regular soft drinks per day.
- Females aged 14-18 years consume much less regular soft drinks than their male counterparts, at an average daily consumption of 179 grams (160mL).
- The combined consumption of sweetened beverages surveyed, including regular soft drinks and fruit drinks, exceeds that of either milk or 100% fruit juice for both males and females aged 14-18 years.

#### Canadian Beverage Consumption of Aboriginal Adults, Living Off Reserve

- Among Aboriginal people, more individuals consume regular soft drinks compared to non-Aboriginal people except for men 19-30 years old
- Regular soft drink consumption for Aboriginal women (19-30 years) is on average 450 g/day
  - a little more than one 355mL can, 188 cals, and 10 teaspoons of sugar
- Regular soft drink consumption for Aboriginal men (19-30 and 31-50 years) is about 408 g/day
  - approximately one 355mL can, 170 cals, and more than 7 teaspoons of sugar

#### How Much Sugar is 'OK'?

- Health Canada recommends that added sugars be limited to no more than 25 percent of total energy to prevent the displacement of foods that are major sources of essential micronutrients
- The World Health Organization recommends a more conservative limit of added sugar to less than 10 percent of caloric intake. Their rationale is that sugar can threaten the nutrient quality of diets by providing significant energy without specific nutrients.
- For an average diet consisting of 2000 - 2200 calories per day, 10 percent of totally calories translate into 200 - 220 calories, or 12 - 13 teaspoons of added sugar.
- Sugar sweetened beverages are a significant source of added sugars, and are consumed in excess. This is largely due to their wide availability, large portion sizes, low cost, direct marketing and the recent introduction of many new varieties and flavours. See Figures 5 and 6 for examples of popular sweetened beverages and sugar content. (See Appendix A for the sugar content of other drinks)

Figure 2. Slurpee (Fanta Blue Raspberry Flavour)

Cup Size	Price per portion	Price per ounce	Sugar Content (grams)	Sugar Content (teaspoons)	Calories
Small (12 oz)	\$1.09	\$0.09	25.5 g	6 tsp	102
Medium (22 oz)	\$1.49	\$0.07	46.75 g	11 tsp	187
Large (28 oz)	\$1.69	\$0.06	59.5 g	14 tsp	238
Extra Large (40 oz)	\$1.89	\$0.05	85 g	20 tsp	340

Based on 17g sugar/8 oz = 2.125g/1 oz, 1 tsp sugar = 4.2 g sugar, 1 g carbohydrate = 4 calories  
Source: <http://www.slurpee.com/Flavors/>



Figure 3. Big Gulp Fountain Drinks

Cup Size	Price per portion	Price per ounce	Sugar Content (grams)	Sugar Content (teaspoons)	Calories
Gulp (20 oz)	\$1.59	\$0.12	70 g	16 tsp	280
Big Gulp (32 oz)	\$1.89	\$0.06	112 g	26 tsp	448
Super Big Gulp (44 oz)	\$1.99	\$0.05	154 g	37 tsp	616
Double Gulp (52 oz)	\$2.09	\$0.03	182 g	43 tsp	728

Based on 42g sugar/12 oz Coke = 3.5g/1 oz. 1 tsp sugar = 4.2 g sugar. 1 g carbohydrate = 4 calories  
Assumption: 20% of the total volume is ice  
Source: Can of Coke

### Who is calling for Policy Change to Target Accessibility of Sugary Drinks?

The following leading health organizations have put forth policy recommendations to reduce consumption of sugar sweetened beverages to target obesity prevention: BC Healthy Living Alliance, Centers for Disease Control and Prevention in Atlanta<sup>8</sup>, the Institute of Medicine<sup>9</sup>, the American Academy of Paediatrics<sup>10</sup>, the Childhood Obesity Foundation in Canada<sup>11</sup>, and Robert Wood Johnson Foundation<sup>12</sup>.

The policy ideas put forth by these organizations range from reducing the marketing of these products, particularly to children and adolescents, limiting the availability of SSB (with an emphasis on availability of SSB in the school environment) and taxation strategies.

### What are other Jurisdictions Doing?

#### Public Awareness Campaigns

In the summer of 2010, Winnipeg, Manitoba published a *'Rethink Your Drink: Summer Thirst Quenchers'* article in *Wave*, the province's Health and Wellness Magazine<sup>13</sup>.

In August 2009, New York City launched the "Pouring on the Pounds"<sup>14</sup> public-awareness campaign, which included posters in the subway system and a multilingual Health Bulletin aimed at educating consumers about the impacts of sugar-sweetened beverages.

In November 2010, Seattle and Kings County in Washington State launched a campaign similar to NYC's to educate its residents about the health impacts of consuming sugar-sweetened beverages. The campaign is aimed at parents and will target several media sources, including local online ads, a video in both English and Spanish, and downloadable posters in seven languages.<sup>15</sup> Similar to this, San Francisco launched a "Pouring on the Pounds" campaign. This was a media campaign where posters were placed on the interior and exterior of buses.<sup>16</sup>

In Sacramento, California Project LEAN was developed to increase access to healthy beverages and limiting access to sugar sweetened beverages through policy initiatives.<sup>17</sup>

**Comment [m1]:** Wondering if we should just eliminate this section and refer to the jurisdictional scan as an appendix?

Several American states have adopted "Rethink Your Drink" campaigns focusing on Sugar sweetened beverages. California has several campaigns. Ventura County had an eight week beverage tracking contest<sup>18</sup>, while Santa Rosa<sup>19</sup> provides extensive educational resources to parents, pre-schools, schools as well as the general public. Georgia<sup>20</sup>, through the Centre of Disease Control, has a campaign focusing on the relationship between weight loss and choosing low calorie drinks.

Florida<sup>21</sup> had a school focused campaign called "Be Wise about Your Portion Size" which educated Floridians about their nutrient intake and portion sizes. Across the United States, the YMCA has launched "*Food Fight*", a video and billboard campaign that promotes healthier food and beverage choices.<sup>22</sup>

In 2007 Alameda County, California launched the "*Soda Free Summer*" campaign<sup>23</sup> which is targeted at all Californians with an emphasis on youth. This now hosts resources on being Sugar Savvy in the classroom, at home, at or for events (many resources). The campaign has been growing and expanding to other communities over the last 4 years.

In March of 2010, Kuala Lumpur in Malaysia launched an "aggressive" "*Less Sugar Intake*" campaign<sup>24</sup>. This public awareness campaign is aimed at both sugar sweetened beverages as well as foods.

#### School Based Initiatives

In Canada, most provincial governments have produced healthy food guidelines for schools. These guidelines include restrictions on the sale and distribution of SSB (policy application varies between jurisdictions in that some apply school guidelines to foods and beverages sold and served, while others apply to sold only. In BC, the Guidelines for Food and Beverage Schools apply to sold) In BC, beverages with 8 or more grams of sugar are restricted from sale in schools. Beverages are categorized as "choose most" if there is 1) under 8g of sugar per 250 mL and at least 20% daily value of calcium or 2) no added sugars.

Sip Smart! BC, a BC Healthy Living Alliance initiative led by the BC Pediatric Society and the Heart and Stroke Foundation, is a classroom learning module for students in grades 4-6 that aims to encourage healthy beverage choices, and discourage consumption of sweetened beverages.

Across Canada, several cities / provinces have taken part in "*Rethink Your Drink*" campaigns aimed at school populations. (Toronto, Ontario<sup>25</sup>; Chatham, Ontario<sup>26</sup>) PEI<sup>27</sup> had a school targeted campaign in 2010 and Alberta launched their campaign in 2009 correlation with oral wellness<sup>28</sup>. Canada's territories (Yukon, NWT and Nunavut) have collaborated to create the "*Drop the Pop*" campaign.<sup>29</sup> For this campaign schools are challenges to *Drop the Pop* and through this they can win prizes.

In Sacramento, California a "*Water in Schools*" program was implemented by the California Food Policy Advocates. This promotes free access to fresh drinking water in schools.<sup>30</sup> The Food Trust in Philadelphia, Pennsylvania<sup>31</sup> is promoting a school food and beverage reform, part of which includes expelling soda from school.

Internationally, a *"Global Dump Soft Drinks Campaign"* has been launched with an aim to reduce the consumption of sugar sweetened beverages in schools, and to promote the improvement of health and diet for children.<sup>32</sup>

#### Taxation Strategies

**Comment [m2]:** This needs an introduction – something from the taxation binder?

The Centre for Science in the Public Interest has a *"Liquid Candy"* campaign.<sup>33</sup> This website for this campaign describes taxation and also hosts a tax calculator tool that estimates how much money could be raised by taxing soft drinks tracks. This website states that at least 25 states (see Appendix B) that have imposed taxation on Sweetened beverages.<sup>34</sup> As of July 1, 2010, New Hampshire put into effect its Soft Drinks Tax.<sup>35</sup> In Arizona a tax has been adopted (for the period of July 1, 2010 - June 30, 2013) on all soft drinks, soft drink syrup, simple syrup and powders or other base products used to produce a liquid soft drink.

The District of Columbia had adopted a DC Healthy Schools Sweetened Beverage Tax<sup>36</sup>; however this went before council in May 2010 and was rejected.<sup>37</sup>

#### What is BC doing?

The Ministry of Health is developing a Prevention and Health Improvement Strategy (Prevention Strategy) that addresses physical inactivity, unhealthy eating and obesity. The Prevention Strategy targets the reduction of sweetened beverage consumption through a partnership approach with industry that focuses on voluntary measures to reduce sweetened beverage intake.

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Clear on Calories initiative was announced in early 2011 by the Canadian Beverage Association and MoH<sup>38</sup>. This initiative will provide clear and consistent disclosure of caloric information on front of pack, on vending machines and on fountain beverage dispensers. The information will be prominently displayed using a standardized label format. Clear on Calories makes it easier for individuals and families to understand caloric intake from beverages and make informed purchasing decisions. The new packaging labels will begin appearing on store shelves beginning in mid – 2011, followed by vending and fountain drink dispensers and will be completed by the end of 2013.

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Pages 62 through 66 redacted for the following reasons:

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- <sup>22</sup> <http://www.yfoodfight.com/media.html>
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5.

**Shorthouse, Ashley HLTH:EX**

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**From:** Woodland, Laurie HLTH:EX  
**Sent:** Thursday, June 16, 2011 5:07 PM  
**To:** Forster-Coull, Lisa HLTH:EX  
**Subject:** FW: CDPAC Position on taxation of SSBs - final  
**Attachments:** CDPAC Beverage Tax Position - final Apr 21-2011.pdf

Laurie Woodland  
A/Assistant Deputy Minister  
Population and Public Health  
BC Ministry of Health  
4-2 1515 Blanshard St  
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**From:** Brenda Bedford [mailto:BBedford@bchealthyliving.ca]  
**Sent:** Thursday, June 16, 2011 2:42 PM  
**To:** Barbara Kaminsky, Canadian Cancer Society; Cathy Adair; [Connie.Abram@diabetes.ca](mailto:Connie.Abram@diabetes.ca); XT:HLTH QMARCHESE@HSF.BC.CA; [donna.wallegghem@diabetes.ca](mailto:donna.wallegghem@diabetes.ca); Dr. Mary Ann Beimers; Kelly Ablog Morrant; [Kristen.Yarker@dietitians.ca](mailto:Kristen.Yarker@dietitians.ca); Marie Crawford; Mark Collison; [MCollins@bchealthyliving.ca](mailto:MCollins@bchealthyliving.ca); Michael Barnes ; Scott McDonald; Stephanie Hudson; XT:HLTH Strutt, Suzanne; XT:HLTH Bruce, Ted; [brian.o'connor@vch.ca](mailto:brian.o'connor@vch.ca); Cheryl Kosaka; XT:HLTH Stanwick, Richard; XT:HLTH Brown, Jami; XT:HLTH Scarr, Jennifer; XT:Kerr, Julie HLTH:IN; Woodland, Laurie HLTH:EX; XT:HLTH Baas, Lex; XT:HLTH Drasic, Lydia; Mary Elizabeth Fry; [moffatt.clarke@phac-aspc.gc.ca](mailto:moffatt.clarke@phac-aspc.gc.ca); XT:HLTH Fyfe, Murray; Kendall, Perry HLTH:EX; XT:HLTH Swinkels, Helena  
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**Subject:** CDPAC Position on taxation of SSBs - final

**Sent on behalf of Mary Collins:**

Dear Colleagues,

You may be interested in the attached Statement from the Chronic Disease Prevention of Alliance of Canada on the taxation of sugar sweetened beverages.

BCHLA has been involved in the development of this statement as I serve as a member of the policy committee which prepared it.

It will now be used in further dialogue with member organizations and government representatives

Regards,

Mary Collins  
Director, BC Healthy Living Alliance Secretariat  
#310 - 1212 West Broadway,  
Vancouver, BC V6H 3V2  
Tel: 604-629-1630  
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Follow us on [Twitter](#) or [Join us on Facebook](#):

*The BC Healthy Living Alliance: Improving the health of British Columbians through leadership that enhances collaborative action to promote physical activity, healthy eating and living smoke free.*

Visit us at [www.bchealthyliving.ca](http://www.bchealthyliving.ca)

---

**From:** Craig Larsen [<mailto:clarsen@cdpac.ca>]

**Sent:** Thursday, June 16, 2011 9:01 AM

**To:** Aileen Leo; Catherine Donovan; Debra Lynkowski; S22 Ida Thomas; Janice MacDonald; Jim Chauvin; John Higenbottam; Manny Arango; Mary Collins; Brenda Bedford; Nadine Valk; Paul Lapierre; Paul's Assistant; [rwalsh@cctc.ca](mailto:rwalsh@cctc.ca); Boland, Glendora; Charlotte Comrie; Donna Turner; Doris Mae Oulton; Elsie DeRoose; Janine Woodrow; Jennifer Lodge; [judith.purcell@ccns.nshealth.ca](mailto:judith.purcell@ccns.nshealth.ca); Julie Dupuis; Ken Kyle; [kim.raine@ualberta.ca](mailto:kim.raine@ualberta.ca); Laurie Woodland; Laurie's Assistant; Lorna Arsenault; Mary Acorn; Brenda Bedford; Melissa Schock; Norman Giesbrecht; Samantha Hartley-Folz; Tami Denomie; Terry Creagh

**Cc:** Nicholas Watters

**Subject:** CDPAC Position on taxation of SSBs - final

Dear CDPAC Alliance and Network of P/T Alliances,

The CDPAC position statement on taxation of sugar sweetened beverages is now final (attached). Feel free to cite and/or circulate.

Craig Larsen  
Executive Director  
Chronic Disease Prevention Alliance of Canada  
#300-1565 Carling Avenue  
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## MEETING ADVICE FOR MINISTER

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**CLIFF #:** 884672

**DATE OF REQUEST:** Friday, June 3, 2011

**REQUESTER:** Jim Goetz, Vice President – Government Affairs (CBA) Canadian Beverage Association

**MEETING REQUEST/ISSUE:** Meeting with Canadian Beverage Association scheduled for Wednesday, June 8, 2011

Justin Sherwood, President, CBA  
Jim Goetz, Vice President – Government Affairs, CBA  
Senior Representative of Coca Cola Canada  
Senior Representative of Pepsi Canada

### BACKGROUND:

- Canadian Beverage Association (formerly Refreshments Canada) is the national trade association representing companies that manufacture and distribute the majority of non-alcoholic beverages consumed in Canada
- Ministry staff have worked with CBA over the past year to engage their support in government's chronic disease prevention agenda.
- Recent meetings between the Minister of Health and CBA:
  - April 23, 2010 regarding concerns about SipSmartBC, a program to raise awareness of healthy beverage choices
  - June 3, 2010 regarding concerns about taxes and restrictions on marketing and sales of sugar sweetened beverages
  - October 12, 2010 regarding voluntary actions to reduce consumption of excessively large servings of sugary drinks.
- On February 8, 2011, Minister of Health Services joined CBA to announce the *Clear on Calories* labeling initiative which provides calorie information per container on the front of cans/bottles and on vending machine buttons and fountain equipment.
- 

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- CBA has concerns about the HealthyFamiliesBC initiative including a focus on sugary drink reduction. CBA is against any initiative that focuses on only one source of sugar.

- The HealthyFamiliesBC initiative focuses on healthy eating which includes making healthy beverage choices, including drinking fewer sugary drinks. The initiative is not about reducing sugar.
- Sugary drinks include pop, sports drinks, energy drinks, lemonades, iced teas, fruit cocktails, milk shakes, specialty coffee drinks, flavoured milks and soy beverages.
- Sugary drinks provide calories but few (if any) nutrients. People do not adjust their calorie intake from food for their calorie intake from beverages
- CBA wants to work collaboratively with the Ministry, including having input into the government website content. Ministry staff have offered to review CBA's suggestions for content changes.

**ADM RESPONSIBLE:** Laurie Woodland, Acting ADM, Population and Public Health

**RECOMMENDATION:**

Minister should meet with CBA to encourage their continued commitment to voluntary actions by their industry to promote healthy eating.

**SHOULD MINISTRY STAFF ATTEND (AND IF SO, WHO)**

Laurie Woodland, Acting ADM, Population and Public Health  
 Lisa Forster-Coull, Provincial Nutritionist, Population and Public Health

**DATE:** June 6, 2011

**APPROVED BY:** \_\_\_\_\_  
**Laurie Woodland**  
**A/Assistant Deputy Minister**

## Jurisdictional scan:

### Sugar Sweetened Beverage Reduction Campaigns



Ministry Of Health  
Revised: April 2011

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## Introduction

Sugar-sweetened beverages (SSB) include soft drinks/sodas, fruit drinks, sports drinks, sweetened coffee and tea drinks, energy drinks, and sweetened milks and milk alternatives (1). As overweight and obesity have become priority areas of concern for public health, the contributing role played by SSB has come under increasing scrutiny. Recent systematic reviews from the Nutrition Evidence Library of the USDA have investigated the role of SSB consumption in weight gain for both children and adults. For adults, the USDA systematic review found that "a moderate body of epidemiologic evidence suggests that greater consumption of sugar-sweetened beverages is associated with increased body weight" (2). A similar systematic review looking at adiposity in children found "strong evidence" of an association between increased intake of SSB and adiposity (3).

Given this association, the departments of public health in some jurisdictions have initiated campaigns to encourage the public to decrease their consumption of SSBs. This jurisdictional scan will review key public education/marketing campaigns in Canada, the US and abroad. It should be noted here that most, but not all, school districts in Canada have nutrition guidelines that restrict the sale of SSB (to varying degrees), and these guidelines are not included in this scan.

## Jurisdictions

### Canada / USA

#### British Columbia, Canada

Sip Smart BC! Is led by the BC Pediatric society and the Heart and Stroke Foundation of BC& Yukon. Sip Smart BC! Is an educational program targeted at children in grades 4-6.

Medium	Status	Description
Teacher resource Videos Overheads Handouts	Available online	<p>The <b>Sip Smart BC! Teacher Resource Guide</b> is designed to help teachers teach 4<sup>th</sup> to 6<sup>th</sup> graders the Sip Smart BC! Program in 3-4 hours.  <a href="http://dotcms.bcpeds.ca/sipsmart/teachers/">http://dotcms.bcpeds.ca/sipsmart/teachers/</a></p> <p><b>Videos:</b>  <a href="http://dotcms.bcpeds.ca/sipsmart/teachers/videos.dot">http://dotcms.bcpeds.ca/sipsmart/teachers/videos.dot</a></p>
Fact sheet Booklet Slide Show	Available online	<p>The <b>Sip Smart BC!</b> Fact sheets and booklets are available in several languages, targeted at families, and detail how much added sugar is in common drinks, the health effects of these drinks, and healthier choices.  <a href="http://dotcms.bcpeds.ca/sipsmart/families/">http://dotcms.bcpeds.ca/sipsmart/families/</a></p>



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### City of Toronto - Ontario, Canada

In May of 2010 the city of Toronto was looking into banning pop and energy drinks from the vending machines in community centres and arenas. At this time there is a trial healthy snacks vending program "wuz4snak? fast, fun, fuel" in 20 public vending machines. [http://www.toronto.ca/health/healthysnacks/rec\\_centres.htm](http://www.toronto.ca/health/healthysnacks/rec_centres.htm)

Medium	Status	Description
Workshop	active	<b>Rethink What You Drink:</b> A workshop developed to help 9-12 year old youth make healthier beverage choices <a href="http://www.toronto.ca/health/healthy_eating/pdf/athc_rethink_whatyoudrink.pdf">http://www.toronto.ca/health/healthy_eating/pdf/athc_rethink_whatyoudrink.pdf</a>
Brochures	Available online	<b>Healthy Drinks Win!</b> A PDF brochure on healthy drinks and the nutrient content in common drinks <a href="http://www.toronto.ca/health/healthy_eating/pdf/healthydrinkswin.pdf">http://www.toronto.ca/health/healthy_eating/pdf/healthydrinkswin.pdf</a> <b>Energy Drinks...What's the Buzz?</b> <a href="http://www.toronto.ca/health/pdf/nutmatenergydrink_0408.pdf">http://www.toronto.ca/health/pdf/nutmatenergydrink_0408.pdf</a> <b>Fruit Juice or Fruit Drink, What's the Difference?</b> <a href="http://www.toronto.ca/health/pdf/nm_fruit_drink_vs_juice.pdf">http://www.toronto.ca/health/pdf/nm_fruit_drink_vs_juice.pdf</a>

### City of Chatham, Ontario, Canada

On April 4, 2011 the Chatham-Kent Public Health Unit in Chatham, Ontario relaunched their 'Re-think your drink!' Campaign.

Medium	Status	Description
School Visits to Gr 1, Website	Active	<b>Re-think your drink!</b> Relaunched April 4, 2011 in Chatham-Kent Public Health Unit in Chatham, Ontario. <a href="http://ckphu.com/2011/04/chirsty-rethink-your-drink/">http://ckphu.com/2011/04/chirsty-rethink-your-drink/</a> News Article: <a href="http://www.cksn.ca/2011/04/thirsty-rethink-your-drink-how-sugar-sweetened-beverages-impact-your-health/">http://www.cksn.ca/2011/04/thirsty-rethink-your-drink-how-sugar-sweetened-beverages-impact-your-health/</a>

### Winnipeg, Manitoba, Canada

Summer 2010 The Winnipeg Health Region published an article in their magazine 'Wave'

Medium	Status	Description
Website	Active	Re-think your drink A guide to healthy summer thirst quenchers: <a href="http://www.wrha.mb.ca/wave/2010/08/rethink-drink.php">http://www.wrha.mb.ca/wave/2010/08/rethink-drink.php</a>

### Alberta, Canada

In 2009 Alberta Health Services launched *Re-Think Your Drink*, a health promotion campaign to encourage learning about sugar in everyday beverages.

Medium	Status	Description
Website, Lesson Plans	unknown	<i>Re-think your drink</i> - Lesson Plans and other resources for Albertans <a href="http://www.calgaryhealthregion.ca/programs/dental/rtyd.html">http://www.calgaryhealthregion.ca/programs/dental/rtyd.html</a>

### Prince Edward Island, Canada

PEI declared October 4 - 8 Healthy Eating Week in 2010. During this week a *Rethink Your Drink* program to encourage Island students to make healthy beverage decisions was launched.




Medium	Status	Description
Website	unknown	<i>Re-think your drink</i> <a href="http://www.gov.pe.ca/index.php3?number=news&amp;lang=E&amp;newsnumber=7353">http://www.gov.pe.ca/index.php3?number=news&amp;lang=E&amp;newsnumber=7353</a>

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### Yukon, NWT & Nunavut, Canada

The northern territories of Yukon, NWT and Nunavut are collaborating on a "Drop the Pop" campaign that is now in its fifth year. During the challenge schools participate to win prizes and recognition for their healthy choices. Education kits (e.g. Calcium information kits) are available for parents.

NWT news release: [http://www.exec.gov.nt.ca/currentnews/prDetails.asp?varPR\\_ID=1486](http://www.exec.gov.nt.ca/currentnews/prDetails.asp?varPR_ID=1486)

Medium	Status	Description
Posters	2010	<p><b>Drop the pop (NWT) strong bones 2010:</b> This poster encourages youth to "drop the pop" for a healthy environment, better concentration, better smile, strong bones, to keep traditions and for good health.</p> <p><a href="http://www.hltss.gov.nt.ca/sites/drop_the_pop/pdf/2010/drop_the_pop_2010_nwt.pdf">http://www.hltss.gov.nt.ca/sites/drop_the_pop/pdf/2010/drop_the_pop_2010_nwt.pdf</a></p>  <p><b>Drop the pop (pan territorial) strong bones 2010</b>  <a href="http://www.hltss.gov.nt.ca/sites/drop_the_pop/pdf/2010/drop_the_pop_2010_pan_territorial.pdf">http://www.hltss.gov.nt.ca/sites/drop_the_pop/pdf/2010/drop_the_pop_2010_pan_territorial.pdf</a></p> <p><b>Drop the pop (Yukon):</b> Stop and think about what you drink. Watch out for drinks that might seem healthy but have lots of added sugar. Go for water, milk and 100% fruit and vegetable juices - all with no added sugar.</p> <p><a href="http://www.yukondropthepop.ca/pdf/dtp_poster2.pdf">http://www.yukondropthepop.ca/pdf/dtp_poster2.pdf</a>  <a href="http://www.yukondropthepop.ca/resources.php">http://www.yukondropthepop.ca/resources.php</a></p> 
Websites	ongoing	<p>Websites that promote and feature resources supporting the "Drop the Pop" campaign in schools.</p>  <p><b>Yukon:</b> <a href="http://www.yukondropthepop.ca/index.php">http://www.yukondropthepop.ca/index.php</a> (updated Dec 2009)  <b>NWT:</b> <a href="http://www.dropthepopnwt.ca/">http://www.dropthepopnwt.ca/</a>  While this is a pan-territorial initiative, a promotional website from Nunavut was not found.</p>

### Washington, DC, USA


As of June 2010, DC rejected it's Soft Drinks Tax which had been created in

Medium	Status	Description
Legislation / Tax	discontinued	<p>The District of Columbia had adopted a DC Healthy Schools Sweetened Beverage Tax; however this went before council in May 2010 and was rejected</p> <p><a href="http://www.washingtontimes.com/news/2010/may/26/soda-sweet-drinks-tax-passes-dc/">http://www.washingtontimes.com/news/2010/may/26/soda-sweet-drinks-tax-passes-dc/</a>  <a href="http://www.grist.org/article/d.c.-dumps-soda-tax-but-fully-funds-healthy-schools">http://www.grist.org/article/d.c.-dumps-soda-tax-but-fully-funds-healthy-schools</a></p>



## New York City, New York, USA

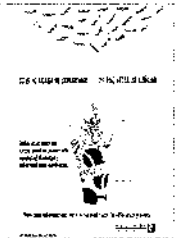
In the Fall of 2009 the Department of Health and Mental Hygiene of New York City launched a "Pouring on the Pounds" campaign to encourage the public to choose beverages with no or less sugar. The campaign was designed to highlight the health impacts of sweetened drinks and increase public awareness about the amount of sugar in commonly consumed beverages. The promotion hones in on the connection between consumption of SSB and obesity by showing images of SSB turning into fat.

Medium	Status	Description
Posters	Fall 2009 (current status unknown)	<p><b>You (or your kid) just ate 16 (or 26) packs of sugar:</b> Shows packets of sugar pouring into a bottle or cup of soda, with the overflow turning into fat.</p> 
YouTube videos	Fall 2009 Available online	<p><b>Man eating sugar video:</b> Shows a man sitting at a counter in a restaurant pouring 16 packets of sugar into his mouth as the people beside him gawk in bewilderment. The punch line is that the people sitting beside him are drinking soda which contains the same amount of added sugar, but is seen as normal.</p> <p><b>Pouring on the pounds video:</b> Shows a man drinking a soda that turns into a disgusting fat. The message being that SSB pack a lot of hidden calories which can lead to overweight or obesity.  <a href="http://www.nyc.gov/html/doh/html/cdp/cdp_pan_pop.shtml">http://www.nyc.gov/html/doh/html/cdp/cdp_pan_pop.shtml</a></p> <p><b>Post video survey:</b> This survey asks users about their impression of the video, current intake of SSB, planned behaviour change and demographics  <a href="http://www.nyc.gov/html/doh/html/cdp/cdp_pan_youtube_survey.shtml">http://www.nyc.gov/html/doh/html/cdp/cdp_pan_youtube_survey.shtml</a></p>
Online PDFs	Fall 2009 available online	<p><b>Community Action Kit:</b>  A set of PDF resources available to workplaces and organizations to help educate their staff/clients on the health impacts of SSB and promote healthier alternatives.</p> <ol style="list-style-type: none"> <li><b>Sugar sweetened beverages-the facts</b>  <a href="http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pop-the-fact.pdf">http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pop-the-fact.pdf</a></li> <li><b>10 good reasons to avoid sugar sweetened beverages</b>  <a href="http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pan-pop-10-good-reasons.pdf">http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pan-pop-10-good-reasons.pdf</a></li> <li><b>What your organization can do to reduce the consumption of sugar-sweetened beverages</b>  <a href="http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pan-pop-what-org-can-do.pdf">http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pan-pop-what-org-can-do.pdf</a></li> <li><b>Slide show</b>  <a href="http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pan-pop-pouring-pounds-slides.pdf">http://www.nyc.gov/html/doh/downloads/pdf/cdp/cdp-pan-pop-pouring-pounds-slides.pdf</a></li> <li><b>Subway posters</b>  <a href="http://www.nyc.gov/html/doh/downloads/pdf/cdp/ssb_pouring_pounds_2.pdf">http://www.nyc.gov/html/doh/downloads/pdf/cdp/ssb_pouring_pounds_2.pdf</a></li> <li><b>Findings on SSB consumption from NYC community health survey</b>  <a href="http://www.nyc.gov/html/doh/downloads/pdf/cdp/ssb_consumption2007-2009.pdf">http://www.nyc.gov/html/doh/downloads/pdf/cdp/ssb_consumption2007-2009.pdf</a></li> </ol>

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Seattle & King County, Washington, USA

The Seattle & King County department of public health has a website promoting a decreased intake of SSB, adapting posters from the NYC campaign.

Medium	Status	Description
Website	active	<b>Sugar-loaded beverages:</b> presents consumption stats and the impact of SSB consumption. Provides links to related sites, a "Sugar-loaded beverages" fact sheet, and posters. <a href="http://www.kingcounty.gov/healthservices/health/nutrition/sugarydrinks.aspx">http://www.kingcounty.gov/healthservices/health/nutrition/sugarydrinks.aspx</a>
Posters	Available online	<b>Sugar-loaded beverages posters:</b> Adapted from the NYC posters, and available in English, Chinese, Russian, Somali, Spanish, Ukrainian and Vietnamese 
Fact Sheet	Available online	<b>Fact sheet: Sugar-loaded beverages:</b> Describes the concomitant rise of obesity and consumption of SSB and the health impacts of obesity. <a href="http://www.kingcounty.gov/healthservices/health/nutrition/~/_media/health/publichealth/documents/sugarydrinks/SugarLoadedBevFactSheet.ashx">http://www.kingcounty.gov/healthservices/health/nutrition/~/_media/health/publichealth/documents/sugarydrinks/SugarLoadedBevFactSheet.ashx</a>

### Project LEAN, Sacramento, California, USA

Project LEAN has taken the lead on a nutrition initiative focussing on healthy beverages and limiting access to SSB through policy initiatives.

Medium	Status	Description
Website	n.d. Active	<b>Reducing Intake of Sugar-Sweetened Beverages:</b> From Project LEAN. The site contains fact sheets on why limiting SSB makes sense. <a href="http://www.californiaprojectlean.org/doc.asp?id=225&amp;parentid=221">http://www.californiaprojectlean.org/doc.asp?id=225&amp;parentid=221</a>
Toolkit	2002	<b>Taking the Fizz out of Soda Contracts: A Guide to Community Action</b> This guide helps schools understand and tackle contracts with soda companies. <a href="http://www.phi.org/pdf-library/sodareport.pdf">http://www.phi.org/pdf-library/sodareport.pdf</a>  <b>Policy Guide:</b> <a href="http://www.publichealthadvocacy.org/PDFs/beverage_policies/LocalPolicies_Sept2010.pdf">http://www.publichealthadvocacy.org/PDFs/beverage_policies/LocalPolicies_Sept2010.pdf</a>
Website	n.d. Active	<b>Water in Schools:</b> A project of the California Food Policy Advocates promoting free access to fresh drinking water in schools. The website includes guidance  <a href="http://www.waterinschools.org/">http://www.waterinschools.org/</a>

**Sacramento, California, USA**

On February 17, 2011 a statewide soda tax (assembly Bill 669) was introduced.

Medium	Status	Description
Taxation	Active	Tax revenue would fund critical childhood obesity programs. <a href="http://www.californiahealthline.org/articles/2011/4/21/report-state-soda-tax-would-raise-17b-to-fight-childhood-obesity.aspx">http://www.californiahealthline.org/articles/2011/4/21/report-state-soda-tax-would-raise-17b-to-fight-childhood-obesity.aspx</a>

**San Francisco, California, USA**

In early 2010, two programs at the California Department of Public Health, California Project LEAN (Leaders Encouraging Activity and Nutrition) and the California Obesity Prevention Program, partnered with the San Francisco Department of Public Health (SFDPH) to implement and evaluate a media campaign called, "Pouring on the Pounds,"

Medium	Status	Description
Posters - Interior & Exterior Bus Space	Completed	Unable to find direct link to the campaign online - Information was gathered through the programs online evaluation analysis. <a href="http://samuelsandassociates.com/samuels/upload/ourlatest/Pouring%20on%20the%20Pounds%20Report.pdf">http://samuelsandassociates.com/samuels/upload/ourlatest/Pouring on the Pounds Report.pdf</a>

**Alameda County, San Francisco Bay Area, California, USA**

In 2007 Alameda County launched the "Soda Free Summer" campaign. In 2008 five additional Bay Area Counties joined the campaign.

Medium	Status	Description
Website Tracking log Wristbands Tattoos Social media Videos Radio Posters School	Active	The <b>Soda Free Summer</b> campaign is targeted at youth. A creative tracking log was developed to encourage healthy alternatives and raise awareness of soda consumption. Incentives included colourful "soda free summer" wristbands, stickers and tattoos. As the campaign has grown over the years, the amount of media attention and spread of the message has increased. <a href="http://www.sodafreesummer.org/index.php">http://www.sodafreesummer.org/index.php</a>

**Santa Rosa, California, USA**

In 2005 Santa Rosa launched it's 'Rethink Your Drink!' Campaign through northcoast Nutrition and Champions of change.

Medium	Status	Description
Presentation /schools & community lessons & Website	Active	Websites hosts a series of news releases and presentations / learning tools. <a href="http://www.northcoastnutrition.org/RethinkYourDrinkCampaign-i-137-109.html">http://www.northcoastnutrition.org/RethinkYourDrinkCampaign-i-137-109.html</a>

**Ventura, California, USA**

First 5 Ventura County supports A LEAN VC and the Gold Coast Collaboratives' *ReThink Your Drink Campaign and 8-Week Challenge* to encourage Ventura County children and their families to replace soda and other sugary drinks (like juice) with healthy

Medium	Status	Description
Website	unknown	Website hosts a brief overview. Children and their families will be challenged to track their beverage consumption for eight weeks and submit their tracker for various prize drawings, including bikes and helmets <a href="http://www.first5ventura.org/story/rethink-your-drink-health">http://www.first5ventura.org/story/rethink-your-drink-health</a>

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### Boston, Massachusetts, USA

As of April 7, 2011, The City of Boston put into effect, an order to phase out regular sodas, sports drinks, and other high-sugar beverages from the city department's vending machines, cafeterias, and concessions.

Medium	Status	Description
Executive Mayoral Order	active	The City of Boston has put an order into effect which will ban the sale and marketing of sugary drinks on city property. A Healthy Options Coordinating Committee is being created to enforce this. <a href="http://www.cityofboston.gov/news/uploads/5742_40_7_25.pdf">http://www.cityofboston.gov/news/uploads/5742_40_7_25.pdf</a>

### The Centers for Disease Control (CDC), Georgia, USA

The CDC has a "Rethink your drink" promotion as part of its efforts to encourage healthy eating for a healthy weight.

Medium	Status	Description
Website	Updated June 2009	<b>Rethink your drink:</b> This website describes the link between weight loss and choosing low calorie drinks. The page lists the caloric content on common beverages allowing easy comparison. The site also provides guidance on label reading for beverages. <a href="http://www.cdc.gov/healthyweight/healthy_eating/drinks.html">http://www.cdc.gov/healthyweight/healthy_eating/drinks.html</a>
Brochure	n.d. available online and through mail order	This "Rethink your drink" brochure provides similar information as is on the website described above.  <a href="http://www.cdc.gov/nccdphp/dnpa/nutrition/pdf/rethink_your_drink.pdf">http://www.cdc.gov/nccdphp/dnpa/nutrition/pdf/rethink_your_drink.pdf</a>  <b>State programs limiting access to SSBs (mostly school-based)</b> <a href="http://www.cdc.gov/obesity/downloads/LimitingAccessToSSBs.pdf">http://www.cdc.gov/obesity/downloads/LimitingAccessToSSBs.pdf</a>



### Florida, USA

In 2005 a nutrition education campaign from the Florida Interagency Food and Nutrition Committee called 'Be Wise about Your Portion Size' aimed at creating an aligned messages for agencies to educate Floridians on the food portions they are consuming and their total daily intake of food

Medium	Status	Description
Website, Resource Manual with activities.	Completed	Public Awareness campaign for Florida residents. <a href="http://www.doh.state.fl.us/family/obesity/documents/overview.pdf">http://www.doh.state.fl.us/family/obesity/documents/overview.pdf</a>



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### University of Florida, Florida, USA

A 'Rethink your drink' learning lesson was developed by the University of Florida for 4-H club members.

Medium	Status	Description
Website	unknown	Lesson plan developed to increase the awareness of soft drink "portion distortion" and to identify nutrient dense vs sugarloaded beverages. <a href="http://florida4h.org/Special_Programs/Yeah/files/Lesson%203-rethink%20your%20drink%20.pdf">http://florida4h.org/Special_Programs/Yeah/files/Lesson%203-rethink%20your%20drink%20.pdf</a>


### New Hampshire, USA

As of July 1, 2010, New Hampshire put into effect its Soft Drinks Tax.

Medium	Status	Description
Legislation / Tax	active	HOUSE BILL 1679-FN-A - This bill establishes a soft drinks tax. Revenues from the tax shall be deposited in a fund dedicated to obesity prevention and treatment programs. <a href="http://www.gencourt.state.nh.us/legislation/2010/HB1679.html">http://www.gencourt.state.nh.us/legislation/2010/HB1679.html</a>


### The Food Trust, Philadelphia, Pennsylvania, USA

The Food Trust is promoting school food and beverage reform, part of which includes expelling soda from school. They have developed a "Healthy Beverage Toolkit" to help all parties confront the obesity epidemic by promoting healthy beverage consumption.

Medium	Status	Description
Toolkit	n.d. Available online	<b>Healthy Beverage Toolkit:</b> This series of PDF resources is designed to help parents and other school stakeholders promote healthier beverage choices in schools. The focus is on coalition building and lobbying for policy change.  <a href="http://www.thefoodtrust.org/php/programs/school.food.beverage.reform.php">http://www.thefoodtrust.org/php/programs/school.food.beverage.reform.php</a>

### Centre for Science in the Public Interest, Multiple Locations, USA

The CSPI has a "Liquid Candy" campaign aimed at promoting a soft drink tax. At least 25 states and the city of Chicago have small, special taxes on soft drinks sold in grocery stores and, in some cases, in vending machines. An additional 10 states tax soft drinks (and snacks) only in vending machines.

Medium	Status	Description
Website	Copyright 2009	The <b>Liquid Candy</b> : website includes a tax calculator estimating how much money could be raised by taxing soft drinks. The site also provides links to a liquid candy report, details of a proposed tax, descriptions of similar taxes elsewhere and an obesity fact sheet.  <a href="http://www.cspinet.org/liquidcandy/index.html">http://www.cspinet.org/liquidcandy/index.html</a> Existing Taxes: <a href="http://www.cspinet.org/liquidcandy/existingtaxes.html">http://www.cspinet.org/liquidcandy/existingtaxes.html</a>


**YMCA, USA**

In October of 2010 the YMCA launched a "Food Fight" TV campaign, promoting the avoidance of sugar-sweetened drinks and other healthier choices.

Medium	Status	Description
Website Video	Oct 2010 Active	<b>Food Fight:</b> A video and billboard campaign promoting healthier food and beverage choices (with funding from the US Department of Health and Human Services). <a href="http://www.yfoodfight.com/media.html">http://www.yfoodfight.com/media.html</a>

**International****Dump Soft Drinks Campaign-Global**

This campaign aims to reduce the consumption of sugar sweetened beverages in schools, and is part of an international effort to improve children's health and diet. The campaign is being spearheaded by the Centre for Science in the Public Interest (CSPI) and the International Association of Consumer Food Organizations.

Medium	Status	Description
Website Citizen Engagement/ Support for hosting awareness events	Active	Global Dump the Soft Drinks Campaign launched by the <u>Center for Science in the Public Interest (CSPI)</u> (based in Washington DC, Ottawa, ON), and the <u>International Association of Consumer Food Organizations (IACFO)</u> (International). This website provides information on the association between soft drinks and health, and promotes a code of conduct for soft drink companies—limiting marketing towards children. <a href="http://www.dumpsoftdrinks.org/index.html">http://www.dumpsoftdrinks.org/index.html</a> 

**Kuala Lumpur, Malaysia**

In March of 2010, Kuala Lumpur in Malaysia launched an "aggressive" 'Less Sugar Intake' campaign' aimed at Malaysians to consume less sugar, and change their eating habits and lifestyle.

Medium	Status	Description
Unknown	Ongoing	Referenced in a newspaper article. Unable to find further information. <a href="http://findarticles.com/p/news-articles/new-straits-times/mi_8016/is_20100321/campaign-reduce-sugar-consumption/ai_n52651604/">http://findarticles.com/p/news-articles/new-straits-times/mi_8016/is_20100321/campaign-reduce-sugar-consumption/ai_n52651604/</a>

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[http://www.nutritionevidencelibrary.com/evidence.cfm?evidence\\_summary\\_id=250302](http://www.nutritionevidencelibrary.com/evidence.cfm?evidence_summary_id=250302)
- USDA Nutrition Evidence Library. Is intake of sugar-sweetened beverages associated with adiposity in children? 2010 [cited 2010 Dec 6]. Available from:  
[http://www.nutritionevidencelibrary.com/evidence.cfm?evidence\\_summary\\_id=250363](http://www.nutritionevidencelibrary.com/evidence.cfm?evidence_summary_id=250363)

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Pages 90 through 94 redacted for the following reasons:

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Not Responsive  
S13



Not Responsive

S13, S17

S13, S17

Not Responsive

Pages 97 through 98 redacted for the following reasons:

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Not Responsive

## Model & Findings: Sugar-Sweetened Beverage Tax Legislation

Developed by the National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), a project of Public Health Law & Policy (PHLP)

This Model Sugar-Sweetened Beverage Tax Legislation is based on NPLAN's legal research and analysis, as well as the research and evidence base linking consumption of sugar-sweetened beverages and overweight/obesity. It is intended to be used as one potential policy intervention designed to reduce the consumption of sugar-sweetened beverages and to raise funds that can be dedicated to public health prevention and treatment programs.

Sugar-sweetened beverages,<sup>1</sup> such as non-diet soda, sports drinks, energy drinks, and sweet teas, account for the growing proportion of calories consumed by children.<sup>2</sup> These sugar-sweetened beverages (SSBs) offer little or no nutritional value, but contain massive quantities of sugar.<sup>3</sup> Sugar in liquid form accounts for almost half the total added-sugar intake in the U.S. population, and sweetened beverages displace healthier, more nutrient-dense beverages like milk, 100% fruit juice, and water.<sup>4</sup> Soft drinks now contribute more added sugars to the diet than any other single type of food or beverage.<sup>5</sup> Children are consuming 10 to 15 percent of their daily caloric intake from sugar-sweetened beverages, and many times the recommended amount of refined sugar per day as a result.<sup>6</sup> Additionally, Americans who are at greatest risk for obesity, including African-Americans, Mexican-Americans, and lower education and income populations, have the highest intake of sugar-sweetened beverages.<sup>7</sup>

Numerous scientific studies demonstrate the link between consumption of sugar-sweetened beverages and obesity.<sup>8,9,10,11</sup> A recent meta-analysis examining 88 cross-sectional and prospective studies that explored the relationship between soft drink intake and nutrition or health outcomes found that higher intake of soft drinks was associated with greater energy intake, higher body weight, lower intake of other nutrients, and worse health outcomes.<sup>12</sup> Subsequent analyses from a large trial confirmed these findings, namely,

<sup>1</sup> Sugar-sweetened beverages (SSBs) include all sodas, fruit drinks, sport drinks, low-calorie drinks and other beverages that contain added calorie sweeteners, such as sweetened tea, rice drinks, bean beverages, sugar cereal beverages, horchata and nonalcoholic wines/malt beverages. For a more comprehensive list of sugar-sweetened beverages, refer to the November 2009, Research Synthesis by Healthy Eating Research, *The Negative Impact of Sugar-Sweetened Beverages on Children's Health*. Available at: [www.healthyeatingresearch.org/images/stories/her\\_research\\_briefs/her\\_ssb\\_synthesis\\_091116.pdf](http://www.healthyeatingresearch.org/images/stories/her_research_briefs/her_ssb_synthesis_091116.pdf).

<sup>2</sup> Troiano RP, Briefel RR, Carroll MD, et al. "Energy and Fat Intakes of Children and Adolescents in the United States: Data from the National Health and Nutrition Examination Surveys" *American Journal of Clinical Nutrition*. 72(suppl): 1343S-53S, 2000. Available at: [www.ajcn.org/content/72/5/1343S.full.pdf+html](http://www.ajcn.org/content/72/5/1343S.full.pdf+html).

<sup>3</sup> Jacobson MF. *Liquid Candy: How Soft Drinks Are Harming Americans' Health*. Washington, DC: Center for Science in the Public Interest, 2005. Available at: [www.cspinet.org/new/pdf/liquid\\_candy\\_final\\_w\\_new\\_supplement.pdf](http://www.cspinet.org/new/pdf/liquid_candy_final_w_new_supplement.pdf).

<sup>4</sup> Woodward-Lopez G, Kao J, Ritchie L. "To What Extent Have Sweetened Beverages Contributed to the Obesity Epidemic?" *Public Health Nutrition*. [Electronic publication ahead of print]. September 13, 2010. Available at: [www.foodpolitics.com/wp-content/uploads/Woodward-Impact-of-SSBs\\_PubHlthNutr-2011.pdf](http://www.foodpolitics.com/wp-content/uploads/Woodward-Impact-of-SSBs_PubHlthNutr-2011.pdf).

<sup>5</sup> Johnson RK, Appel LJ, Brands M, et al. on behalf of the American Heart Association Nutrition Committee of the Council on Nutrition, Physical Activity and Metabolism and the Council on Epidemiology and Prevention. "Dietary Sodium Intake and Cardiovascular Health: A Scientific Statement from the American Heart Association." *Circulation*. 120: 1411-1420, 2009. Available at: <http://circ.ahajournals.org/cgi/content/full/120/11/1411?link=36eda3d8f34c7c11100a20c98d22a58b115a>.

<sup>6</sup> Brownell KD, Farley T, Willett WC, et al. "The Public Health and Economic Benefits of Tackling Sugar-Sweetened Beverages." *New England Journal of Medicine*. 361(16): 1599-1605, 2009. Available at: [www.yaleruddcenter.org/resources/upload/docs/what\\_policy/BenefitsSodaTaxes.pdf](http://www.yaleruddcenter.org/resources/upload/docs/what_policy/BenefitsSodaTaxes.pdf).

<sup>7</sup> Bleich SN, Wang CY, Wang Y, et al. "Increasing the Consumption of Sugar-Sweetened Beverages among US Adults: 1988-1994 to 1999-2004." *American Journal of Clinical Nutrition*. 89(1): 372-376, 2009.

<sup>8</sup> Bachman CM, Baranowski T, and Nicklas TA. "Is There an Association between Sweetened Beverages and Adiposity?" *Nutrition Reviews*. 64(4): 153-174, 2006.

<sup>9</sup> Malik VS, Schulze MB, and Hu FB. "Intake of Sugar-Sweetened Beverages and Weight Gain: A Systematic Review." *American Journal of Clinical Nutrition*. 84(2): 274-288, 2006.

<sup>10</sup> Johnson L, Mander AP, Jones LR, et al. "Is Sugar-Sweetened Beverage Consumption Associated with Increased Fatness in Children?" *Nutrition*. 23: 557-563, 2007.

<sup>11</sup> Palmer JR, Boggs DA, Krishnan S, et al. "Sugar-Sweetened Beverages and Evidence of Type 2 Diabetes Mellitus in African-American Women." *Archives of Internal Medicine*. 165(14): 1487-1492, 2005.

<sup>12</sup> Vartanian LR, Schwartz MB, and Brownell KD. "Effects of Soft Drink Consumption on Nutrition and Health: A Systematic Review and Meta-Analysis." *American Journal of Public Health*. 97(4): 675-681, 2007.

greater weight loss as sugar-sweetened beverage intake decreased.<sup>13</sup> Additionally, consumption of sugar-sweetened beverages has been linked with an increase in blood pressure.<sup>14</sup> Research has also shown that reducing sugar-sweetened beverage consumption by one serving per day is associated with a drop in blood pressure.<sup>15</sup>

### **Taxing Sugar-Sweetened Beverages to Combat the Obesity Epidemic**

Complementary policy approaches should also be pursued, to remove sugar-sweetened beverages from schools and to reduce the prevalence of marketing of sugar-sweetened beverages to children. In addition, governments can control the types of goods, including beverages, that are purchased with government funds and sold on government property. All policy interventions should be considered.

Implementing a Sugar-Sweetened Beverage Tax and creating a Children's Health Promotion Fund, however, can be a particularly effective tool for reducing the human and economic costs of obesity. There are numerous studies showing that a price increase for sugar-sweetened beverages can dramatically reduce consumption and overall caloric intake if there is no beverage substitution.<sup>16</sup> Some opponents of SSB taxes cite studies indicating that taxes are problematic and may not reduce consumption in part because it is difficult to forecast whether high-caloric beverages would be substituted (such as 100% juice or whole milk), and because governments may decide not to dedicate the proceeds to obesity-related programs and services.<sup>17</sup> It is difficult to say exactly how consumer behavior will change with a sugar-sweetened beverage tax, which is why evaluation of successful tax legislation is needed. Further, earmarking language in SSB tax legislation will ensure that the revenue is dedicated to public health policies and programs that reduce obesity rates.

The model legislation addresses both of these issues. It includes language requiring a meaningful evaluation of the effect of the tax on consumer purchasing and health outcomes. This model legislation earmarks all of the tax proceeds for public health prevention and treatment programs. Following the recommendations in the model legislation "guarantees" a public health benefit through effective earmarking of proceeds, and significantly increases the likelihood that consumption will be reduced.

Opponents make several arguments against such a tax, based on the issues set forth above and also on speculation that the tax would hurt businesses or cause job losses, or would not have the desired effect. The evidence in this report suggests otherwise: sugar-sweetened beverages are a major contributor to the obesity epidemic, and a tax will raise funds to combat the epidemic, in addition to also potentially reducing consumption. While a tax should be considered in combination with a variety of other programmatic and policy interventions, a tax can be uniquely effective

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<sup>13</sup> Chen L, Appel LJ, Loria C, et al. "Reduction in Consumption of Sugar-Sweetened Beverages is Associated with Weight Loss: The PREMIER Trial." *American Journal of Clinical Nutrition*, 89(5): 1299–1306, 2009.

<sup>14</sup> Brown IJ, Stamler J, Van Horn L, et al. "Sugar-Sweetened Beverage, Sugar Intake of Individuals, and Their Blood Pressure: International Study of Macro/Micronutrients and Blood Pressure." *Hypertension*, 57(4): 695–701, 2011.

<sup>15</sup> Chen L, Caballero B, Mitchell DC, et al. "Reducing Consumption of Sugar-Sweetened Beverages Is Associated with Reduced Blood Pressure: A Prospective Study Among United States Adults." *Circulation*, 121(22): 2398–2406, 2010.

<sup>16</sup> See, e.g., Andreyeva T, Chaloupka FJ, Brownell KD. "Estimating the Potential of Taxes on Sugar-Sweetened Beverages to Reduce Consumption and Generate Revenue." *Preventive Medicine* (in press 2011); Finkelstein EA, Zhen C, Nonnenaker J, et al. "Impact of Targeted Beverage Taxes on Higher- and Lower-Income Households." *Archives of Internal Medicine*, 170(22): 2028–2034, 2010.

<sup>17</sup> Williams R and Christ K. *Mercatus on Policy No. 52: Taxing Sin*. Fairfax, VA: Mercatus Center at George Mason University, 2009. Available at: [http://mercatus.org/sites/default/files/publication/MOP55%20Taxing%20Sin\\_web\\_fixed.pdf](http://mercatus.org/sites/default/files/publication/MOP55%20Taxing%20Sin_web_fixed.pdf).