

Fact Sheet

SB 203: Warning Labels on Sugary Drinks



WHAT: Warning labels will help unravel the state's diabetes and obesity epidemics by providing at-a-glance information to help consumers make healthier, more informed decisions. SB 203 requires all sugary drink bottles, cans, vending machines, dispensers and merchants to display a warning that clearly states the following:

**STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added sugar(s)
contributes to obesity, diabetes, and tooth decay.**

Developed by a national panel of nutrition and public health experts, this warning is intended to protect consumers and promote informed purchasing decisions by making known the scientifically proven health risks of sugary drink consumption, which include obesity, diabetes, and tooth decay.

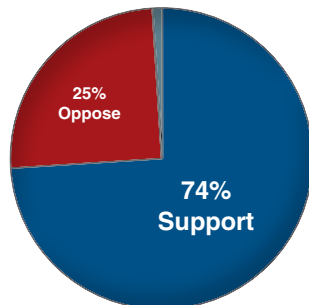
This requirement is applicable to most beverages containing over 75 calories per 12 oz. serving, including regular sodas, sweet teas, energy drinks and sports drinks. It would be enforced by the California Department of Public Health in conjunction with local enforcement agencies. Violators would be liable to pay a civil fine of up to \$500 per inspection.

WHEN: Beverage warning label legislation was first introduced as SB 1000 during the 2014 legislative session. It later passed the State Senate in May 2014. SB 203, introduced on February 11, 2015, would require universal sugary drink labeling after a 6-month grace period following the law's enrollment in state code.

WHO: SB 203 was introduced by State Senate Majority Leader Bill Monning and co-sponsored by the California Center for Public Health Advocacy and the Health Officers Association of California.

CALIFORNIA SUPPORTS WARNING LABELS:

There is strong bipartisan support for sugary drink warning labels. According to a February 2014 Field Poll, 74 percent of registered California voters support requiring the labels, including a majority of Democrats (80 percent), Independents (75 percent) and Republicans (64 percent).



WHY: Liquid sugar is a unique driver of today's skyrocketing diabetes and obesity epidemics. It has a profoundly damaging effect on the human body's metabolism, liver and pancreas.

An estimated 14 percent of Californians have diabetes today, having nearly tripled over the past thirty years as soda consumption doubled. In just the past decade, pre-diabetes in U.S. teens more than doubled from 9 to 23 percent. Researchers forecast that one-in-three will develop type II diabetes as adults. Two-thirds of California's teens drink a sugary drink every day.

One-in-three hospitalizations in California are for a patient with diabetes, increasing costs by \$2,200 per visit on average. Diabetes leads to amputation, heart disease, blindness, kidney disease, nerve damage and a higher likelihood of premature death. It also costs the state's economy \$24.5 billion a year.

Today, over 60 percent of California's adults (16.6 million in total) and nearly 40 percent of the state's children are overweight, leading to higher incidences of heart disease, cancer and asthma. This is because calories from sugary drinks do not satisfy hunger like calories from solid food or milk. As a result, sodas tend to add to the calories we consume rather than replace them, contributing directly to weight gain.

U.S. adults consume 42 gallons of sugary beverages a year. Californians may know that these drinks aren't as healthy as vegetables, but they don't know that they're also making them sick. Overwhelming science shows the negative effects of sugary drinks. Consumers have a right to know:

- Drinking one or two sugary drinks a day increases the risk of developing diabetes by 26 percent. After six months, daily consumption of liquid sugar increases fat deposits in the liver by 150 percent, which directly contributes to type II diabetes.
- Drinking just one soda a day increases an adult's likelihood of being overweight by 27 percent. For children, that likelihood more than doubles to 55 percent.
- Sugary beverages are the number one source of added sugars, making up at least 43 percent of the 300 additional daily calories consumed by Americans since the 1970s. Drinking a soda a day for just two weeks increases LDL cholesterol and triglyceride levels by 20 percent.
- Children who frequently consume sugary beverages are at dramatically increased risk for dental cavities, which untreated can lead to pain, infection and tooth loss.