

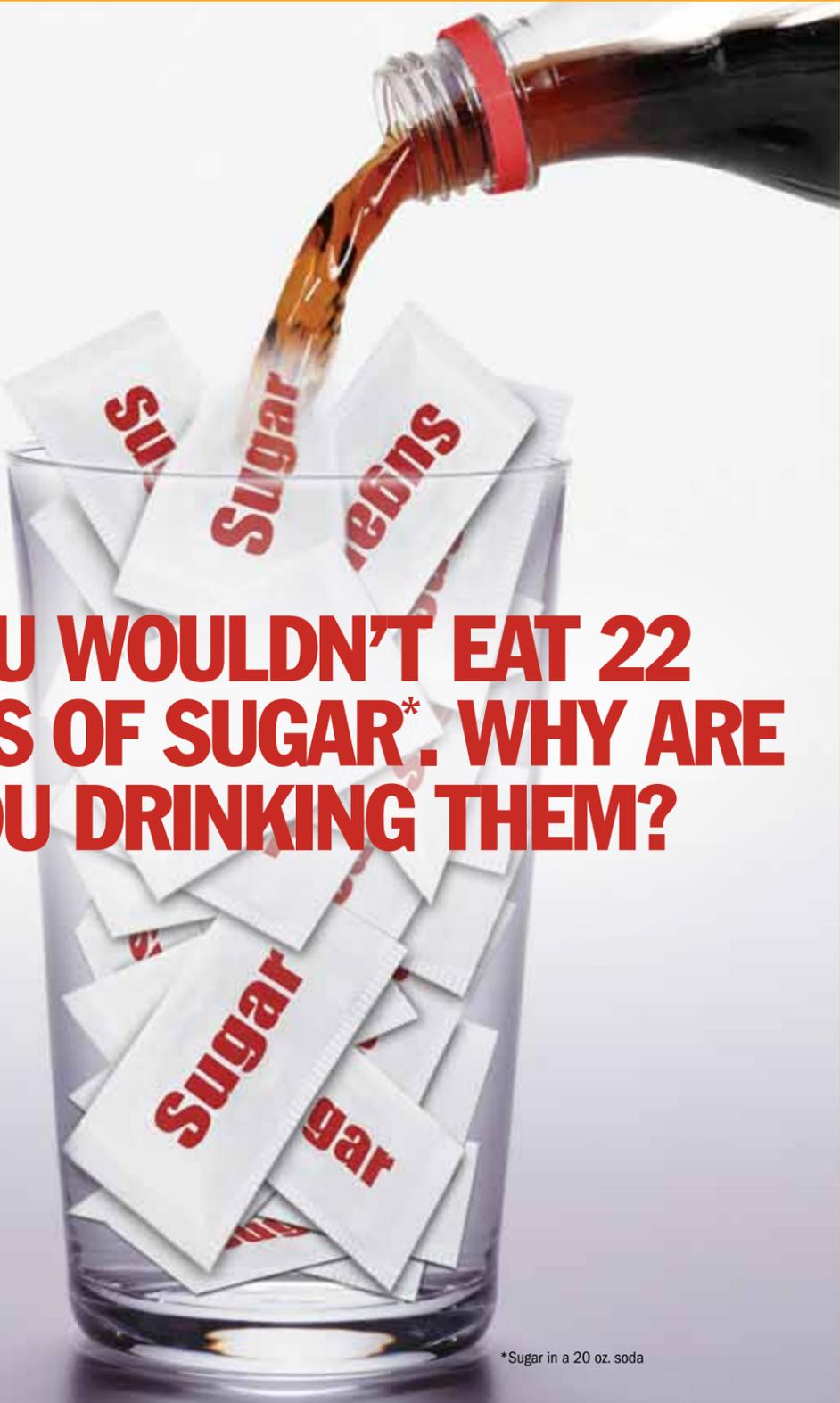


**USTED NO SE COMERÍA
22 PAQUETES DE AZÚCAR.*
¿POR QUÉ SE LOS TOMA?**

*Contenido de azúcar en una soda de 20 onzas.

Extra calorías en bebidas cargadas de azúcar pueden causar obesidad, diabetes, enfermedades del corazón y algunos tipos de cáncer.

CHOOSE!
HEALTH **LA** **COM**



**YOU WOULDN'T EAT 22
PACKS OF SUGAR.* WHY ARE
YOU DRINKING THEM?**

*Sugar in a 20 oz. soda

Extra calories in sugar-loaded drinks may lead to obesity, diabetes, heart disease and some cancers.

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BY THE NUMBERS



Amount of sugar in the average 20 oz. bottle of soda, which also contains 240 calories



Average serving size of a soda sold in the U.S. today, more than double the 1950s average of 6.5 oz.



Increase in a child's risk for obesity with every additional daily serving of soda



Amount of soda the average American drinks annually—that's 35 pounds of sugar



Amount marketers spend a year to reach children and adolescents with messages about sugar-loaded drinks, more than they spend on any other category



Annual cost associated with overweight and obesity in California



Annual cost of health care and lost productivity in LA County resulting from overweight and obesity

††3 grams of sugar per pack.

YOU WOULDN'T EAT 22 PACKS OF SUGAR. WHY ARE YOU DRINKING THEM?

We are facing a public health crisis in LA County. Our children are overweight and at risk for diseases that keep them from being healthy and happy. Overweight children overwhelmingly grow up to be overweight adults, and it is critical that we take action to create a better future for our children.

Obesity costs our families, employers and county \$6 billion annually. We cannot continue to mortgage the future health and well-being of California's children.

Rates of obesity have increased in tandem with the increase in the number of sugar-loaded drinks people drink. Sugar-loaded drink consumption has doubled over the past 30 years, and children now consume more calories from sugar-loaded drinks than they do from milk.

SUGAR IN POPULAR SUGAR-LOADED DRINKS

DRINKS	SIZE	GRAMS OF SUGAR	PACKS OF SUGAR*	CALORIES
Soda	20 oz.	65	22	240
Orange Drink	21 oz.	64	21	240
Frozen Coffee	16 oz.	53	18	260
Sweetened Tea	16 oz.	46	15	180
Sports Drink	20 oz.	35	12	125

*Calculations based on 3 grams per pack.

"Overweight, Obesity, and Mortality from Cancer in a Prospectively Studied Cohort of U.S. Adults" The New England Journal of Medicine, 2003. "Intake of sugar-sweetened beverages and weight gain: a systematic review" American Journal of Clinical Nutrition, 2006. "Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement from the American Heart Association" Circulation, 2009. "Shifts in Patterns and Consumption of Beverages between 1965 and 2002" Obesity, 2007. "Relationship between consumption of sugar-sweetened drinks and childhood obesity: a prospective, observational analysis" The Lancet, 2011. "To What Extent Have Sweetened Beverages Contributed to the Obesity Epidemic?" Public Health Nutrition, 2010. "Estimating the potential of taxes on sugar-sweetened beverages to reduce consumption and generate revenue" The New England Journal of Medicine, 2011. "Consumption of sugar and sugar-sweetened foods and the risk of pancreatic cancer in a prospective study" The American Journal of Clinical Nutrition, 2006. "Sugar-Sweetened Soft Drink Consumption and Risk of Pancreatic Cancer in Two Prospective Cohorts" Cancer Epidemiology, Biomarkers & Prevention, 2005. "Bubbling Over: Soda Consumption and its Link to Obesity" UCLA Center for Health Policy Research and the California Center for Public Health Advocacy, 2009. "Sugar Water Gets a Facelift: What Marketing Does for Soda" Berkeley Media Studies Group, 2009. "Sugar-Sweetened Beverages and the Link between Obesity and Cancer" American Cancer Society Cancer Action Network, 2010.

CHOOSE HEALTH, LA! TIPS FOR HEALTHY DRINK CHOICES:

- Choose water or low-calorie drinks instead of sugar-loaded drinks.
- For a quick, easy and inexpensive thirst quencher, carry a water bottle and refill it throughout the day.
- Don't "stock the fridge" with sugar-loaded drinks. Instead, keep a jug or bottles of cold tap water in the fridge.
- Serve water, unsweetened coffee or tea, or low-fat or non-fat milk with meals.
- Make water more exciting by adding slices of lemon, lime, cucumber, or watermelon, or drink sparkling water.
- Add a splash of 100% juice to plain sparkling water for a refreshing, low-calorie drink.
- When you do opt for a sugar-loaded drink, go for the small size. Some companies are now selling 8 oz. cans and bottles of soda, which contain about 100 calories.
- Be a role model for your friends and family by choosing healthy, low-calorie drinks.



Make LA a healthier and more satisfying place to live, learn, work and play:

