

DECREASING ACCESS TO SUGAR-SWEETENED BEVERAGES



The California Department of Public Health (CDPH) has secured a grant from the American Recovery and Reinvestment Act of 2009 to implement policy and environmental change strategies to prevent obesity. California Project LEAN (Leaders Encouraging Activity and Nutrition) has taken the lead for the nutrition initiative of this grant, which focuses on increasing access to healthy beverages and limiting access to sugar-sweetened beverages through policy initiatives and a public education campaign. The grant runs from 2010–2012 and will include both statewide and local policy and media efforts.

Why focus on Sugar-Sweetened Beverages?

Scientific evidence linking consumption of sugar-sweetened beverages with weight gain is stronger than for any other food category. In California, 62 percent of adolescents ages 12-17 and 41 percent of children ages 2-11 drink at least one soda or other sweetened beverage every day. For children, each extra can or glass of sugar-sweetened beverage consumed per day increases their chance of becoming obese by 60 percent. In California, the prevalence of overweight and obesity is higher among adolescents who drink sugar-sweetened beverages than those who do not.



Grant Activities:

- Educate policymakers and key stakeholders on the importance of decreasing access to sugar-sweetened beverages and increasing access to healthier beverages like water and low-fat milk.
- Advance policies that decrease access to sugar-sweetened beverages and increase access to healthier beverages.
- Launch a counter-sugar-sweetened beverage campaign.
- Engage the media in these efforts.

For more information about CDPH's sugar-sweetened beverage efforts, please contact:

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