



**banpac**

Bay Area Nutrition & Physical Activity Collaborative

# Be "Sugar Savvy"!

**Re**THINK  
your  
drink



*Soda is the #1 source of added sugar in the American diet<sup>1</sup>*



The average American consumes almost *100 pounds of sugar a year<sup>2</sup>*



Adults who drink >1 soda a day are *27% more likely to be overweight or obese<sup>3</sup>*



Overweight and obesity cost California 41.2 billion in 2006... *and is estimated to cost us 52.7 billion in 2011!!<sup>4</sup>*

## WHAT ELECTED OFFICIALS CAN DO TO HELP PREVENT OBESITY:



**RAISE** awareness in your jurisdiction



**SUPPORT** policies aimed at reducing soda consumption



**INVITE** BANPAC to a study session



**DEVELOP** a jurisdiction-wide "NO SODA" policy

**SPONSOR** a *Re-think Your Drink* poster contest

**DISTRIBUTE** materials for the **SODA FREE SUMMER** campaign



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**RESOURCES:** Sugar Savvy lessons, Soda Free Summer campaign materials, non-food fundraising ideas, healthy snack lists, & more...

[www.banpac.org](http://www.banpac.org)

[www.sodafreesummer.org](http://www.sodafreesummer.org)

<sup>1</sup> Guthrie JF, Morton JF. Food sources of added sweeteners in the diets of Americans. *Journal of the American Dietetic Association* 2000;100(1):43-51.

<sup>2</sup> <http://www.ers.usda.gov/Briefing/Sugar/Data.htm>

<sup>3</sup> Babey, S. et al. Bubbling Over: Soda Consumption and Its Link to Obesity in California. UCLA Center for Health Policy Research, Sept., 2009

<sup>4</sup> The Economic Costs of Overweight, Obesity, and Physical Inactivity Among California Adults-2006 (July, 2009) California Center for Public Health Advocacy.