In California, the cost of obesity is measured not only in skyrocketing health care costs and lost productivity, but also in the rise of related chronic diseases like type 2 diabetes and heart disease.\textsuperscript{1,2,3} Extra calories from added sugar—like those in sugary drinks—can and do contribute significantly to overweight and obesity. In fact, sugary drinks are the largest contributor of added sugar in the diet.\textsuperscript{4} In their work to help Californians prevent obesity and chronic disease and to minimize added sugar and added calories in diets—public health professionals across the state are joining forces to ask Californians to \textit{Rethink Your Drink}!

\textbf{Drinking Too Much Sugar}

- In California, 62\% of teens, 41\% of children and 24\% of adults drink one or more sugary drinks per day.\textsuperscript{5}
- Each year, the average California adolescent consumes the equivalent of 39 pounds of sugar from sugary drinks.\textsuperscript{5,6}
- Sugary drink intake by adults has more than doubled in the last 30 years, translating to an extra 77 calories from sugary drinks per day.\textsuperscript{6}
- A 20 ounce bottle of soda contains 17 teaspoons of sugar.
- For every 20 ounce soda consumed, an individual adds 240 calories to their diet; for a person weighing 154 pounds, it would require them to walk 51 minutes at a speed of 3.5 mph to burn off those extra calories.\textsuperscript{7}

\textbf{Sugary Drinks and Disease}

Many sugary drinks are sources of empty calories, meaning they offer added sugar and few other nutrients besides calories. It’s the added sugar that experts believe may be driving people’s risk for type 2 diabetes, heart disease, and some cancers.\textsuperscript{2,3}

- Adults who drink one or more sugar-sweetened drinks a day are 27\% more likely to be overweight than adults who do not drink sugar-sweetened drinks.\textsuperscript{5}
- For each additional sugary drink a child consumes a day, his or her risk of obesity jumps by 60\%.\textsuperscript{8}
• Women who drink more than two sugary drinks a day are 40% more likely to have a heart attack or die from heart disease.9
• Drinking sugary drinks nearly doubles the risk of dental cavities in children.10

The Sugary Drink Environment

• **Access:** With over 60 brands offering more than 650 products in a wide variety of outlets, sugary beverages are readily available for public consumption.11

• **Marketing:** Beverage companies spend more than $608 million every year to sell their products. Ads for sugary drinks are on TV, at the movies, on billboards, at sporting events, in video games, and even on the Internet.12

• **Price:** With canned and fountain drinks available for under a dollar, in-store and weekly specials, coupons, wholesale warehouses, convenience stores, and discount grocers, shoppers don’t have to try hard to find affordable sugary drinks.

• **Portion Size:** The typical bottle of soda has tripled in size—from 6.5 ounces in the 1950s, to 34 or even 64 ounces today.13

For more information visit [www.RethinkYourDrinkCa.com](http://www.RethinkYourDrinkCa.com) or call the California Department of Public Health’s *Network for a Healthy California* at (916) 449-5400.

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Sources:


