**Sugar Sweetened Beverage Fact Sheet**

**Hawaii**

**The Problem:**

* Average per capita consumption of sugar-sweetened beverages is 45 gallons/year; that equals about 40 pounds of sugar.[[1]](#endnote-1)
* Sugar-sweetened beverages are the food group most strongly linked increased rates of obesity and risk for diabetes. [[2]](#endnote-2),[[3]](#endnote-3),[[4]](#endnote-4),[[5]](#endnote-5),[[6]](#endnote-6)
* In Hawaii, 53.3 percent of adults drink soda at least two to four times a month, with 25.9 percent of them drinking soda almost every day or more.[[7]](#endnote-7)
* Since the late 1970s, intake of SSBs among adults ages 19 and older has more than doubled.[[8]](#endnote-8)
* People are often unaware of the number of calories and amount of sugar in sugar-sweetened beverages. A 20-ounce bottle of Coca Cola has more than 15 teaspoons of sugar and 240 calories, more than 10% of the average number of calories a person needs to consume in a day.[[9]](#endnote-9)

**Sugar-Sweetened Beverages Hurt Kids:**

* Approximately 1 in 3 children entering kindergarten in Hawaii are overweight or obese.[[10]](#endnote-10)
* Each additional 12-ounce soft drink consumed per day by children increases their odds of becoming obese by 60%.[[11]](#endnote-11)
* In an 18-month randomized controlled trial of 4-11 year olds, replacing SSBs with non-caloric beverages significantly reduced weight gain and body fat.[[12]](#endnote-12)
* Soda consumption nearly doubles the risk of dental caries in children.[[13]](#endnote-13)
* Sixty percent of sodas sold in the United States contain caffeine.[[14]](#endnote-14) Children who consume the amount of caffeine in one 20-oz. soda can experience withdrawal symptoms like headaches and anxiety if they stop drinking soda.[[15]](#endnote-15)
* Children and adolescents today derive 10% to 15% of their total calories from sugary beverages.[[16]](#endnote-16)
* Sweetened beverages such as soda are a discretionary item in the diet; they provide many calories but no essential nutrients.[[17]](#endnote-17)

**Sugar-Sweetened Beverages Hurt Adults:**

* Currently 23% of Hawaii adults are obese and another 34% are overweight. [[18]](#endnote-18)
* Among adults, consumption of SSBs is associated with:
	+ a risk of weight gain and obesity;[[19]](#endnote-19),[[20]](#endnote-20),[[21]](#endnote-21),[[22]](#endnote-22),[[23]](#endnote-23)
	+ cardiovascular risk;[[24]](#endnote-24),[[25]](#endnote-25),[[26]](#endnote-26)
	+ a significantly higher risk of stroke;[[27]](#endnote-27)
	+ high blood pressure;[[28]](#endnote-28),[[29]](#endnote-29)
	+ type 2 diabetes;[[30]](#endnote-30),[[31]](#endnote-31),[[32]](#endnote-32),[[33]](#endnote-33)
	+ dental erosion;[[34]](#endnote-34),[[35]](#endnote-35) and
	+ a risk of pancreatic cancer.[[36]](#endnote-36),[[37]](#endnote-37)

**The Economic Impact:**

* An estimated $470 million is spent annually on obesity-related health problems in Hawaii.[[38]](#endnote-38)
* Because of the contribution of the consumption of sugar-sweetened beverages to obesity, as well as the health consequences that are independent of weight, the consumption of sugar-sweetened beverages generates excess health care costs.[[39]](#endnote-39)

**A Proposed Solution: Hawaii’s Sugar-Sweetened Beverage Fee:**

* An fee of 1 cent per ounce on sugar-sweetened beverages has been proposed in Hawaii in 2013.
* The fee is expected to increase the price of sugar-sweetened soft drinks by 17% on average and reduce consumption by 8-10 percent. The impact on youth is expected to be even higher.
* The sugar-sweetened beverage fee will raise approximately $38 million in new revenue in 2014-15.
* Revenue collected will go into a fund to support childhood and adult obesity prevention and health promotion.

**Key Messages:**

* Increasing the cost of sugar-sweetened beverages is a **WIN, WIN, WIN** for Hawaii
* **WIN 1 - Promotes health, especially among children -** The fee will decrease consumption of sugar-sweetened beverages, improve nutrition, and improve weight status and health.
* **WIN 2** - **Raises revenue for the state** - The fee will raise revenue to reduce cuts and support health initiatives.
* **WIN 3** – **Supported by the public** – A December 2011 poll found that 65.6 percent of adults in Hawaii support a sugar-sweetened beverage tax if the revenue is used to address the prevention of childhood obesity.[[40]](#endnote-40)
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