



**WHAT**

While consumption of soda and other sugary drinks among young children in California is starting to decline, a new study, *Still Bubbling Over: California Adolescents Drinking More Soda and Other Sugar-Sweetened Beverages*, shows an alarming spike among adolescents, the biggest consumers of these beverages.

**WHY**

Sugary beverages contribute a half a billion empty calories a day to California's costly and out-of-control childhood obesity crisis. Statewide education and policy efforts to protect young children from the harmful effects of sugary drinks are clearly having a positive impact. However, adolescents are being left behind, influenced by targeted beverage marketing and unprotected by insufficient school policies.

**WHEN**

This report, released on October 17, 2013, uses data from the 2005-2012 California Health Interview Survey (CHIS).

**HOW**

This study compares geographical variations in consumption of soda and other sugar-sweetened beverages among youth in California between 2005 and 2012, using data from the California Health Interview Survey. Researchers completed in-depth interviews with over 40,000 households each survey cycle, reaching every county in California. Respondents ages 12-17 self-reported their soda and sugar-sweetened beverage consumption levels, while the most knowledgeable guardian responded on behalf of children ages 2-11.

**WHO**

The study was produced collaboratively by the UCLA Center for Health Policy Research and the California Center for Public Health Advocacy.

**KEY FINDINGS:**

- ↓ **30%** Decrease in the proportion of 2-5 year-olds drinking one or more sugar-sweetened beverages each day from 2005-07 to 2011-12 (from 27 per 100 children to 19 per 100 children).
- ↓ **26%** Decrease in the proportion of 6-11 year-olds drinking one or more sugar-sweetened beverages each day from 2005-07 to 2011-12 (from 43 per 100 children to 32 per 100 children).
- ↑ **8%** Increase in the proportion of 12-17 year-olds drinking one or more sugar-sweetened beverages each day from 2005-07 to 2011-12 (from 60 per 100 children to 65 per 100 children).
- 74%** Proportion of African American adolescents drinking one or more sugar-sweetened beverages each day.
- 73%** Proportion of Latino adolescents drinking one or more sugar-sweetened beverages each day.
- 63%** Proportion of Asian adolescents drinking one or more sugar-sweetened beverages each day.
- 56%** Proportion of White adolescents drinking one or more sugar-sweetened beverages each day.

**WINNERS & LOSERS**

Counties with the greatest changes in soda and other sugary drink consumption for all youth between 2005-07 and 2011-12.

**BIGGEST REDUCTIONS:**

- Ventura County – 37% decrease (from 46% to 29%)
- Yuba County – 32% decrease (from 44% to 30%)
- Napa County – 31% decrease (from 42% to 29%)
- San Benito County – 25% decrease (from 48% to 36%)
- Sonoma County – 25% decrease (from 40% to 30%)

**BIGGEST INCREASES:**

- Lake County – 36% increase (from 39% to 53%)
- Monterey County – 29% increase (from 41% to 53%)
- Solano County – 24% increase (from 45% to 56%)
- Alameda County – 16% increase (from 37% to 43%)