



## California Adolescents Drinking More Soda and Other Sugar-Sweetened Beverages

# POLICY RECOMMENDATIONS

### WHAT INDIVIDUALS CAN DO

- Reduce consumption of soda and other sugary drinks for you and your family.
- Advocate for state and local policies to remove sugary drinks from parks, community centers, pools and other venues.
- Support state and local sugary drink taxes to fund childhood obesity prevention programs.

### WHAT HOSPITALS, WORKPLACES, RELIGIOUS INSTITUTIONS, AND OTHER COMMUNITY ORGANIZATIONS CAN DO

- Incorporate information about the health effects of consuming soda and other sugary drinks into workplace wellness programs.
- Sell only healthy beverages in vending machines.
- Provide and sell only healthy beverages at programs and events, especially those attended by children and adolescents.
- Exclude soda and other sugary drink advertising and sponsorship of events, sports leagues, facilities and programs.
- Promote breastfeeding at the workplace.

### WHAT ENTERTAINERS AND PROFESSIONAL ATHLETES CAN DO

- Stop endorsing sugary drinks and call on other celebrities to do the same.
- Endorse water and other healthy beverages (such as those with fewer than 40 calories per container).

### WHAT CITIES AND COUNTIES CAN DO

- Provide and sell only water and other healthy beverages at city and county sponsored programs and events (e.g., community health fairs, preschool programs, after-school programs, parks and recreation events and programs).
- Sell only healthy beverages in vending machines in property owned or leased by cities or counties.
- Ensure access to clean, free drinking water in all public parks and other public places.
- Exclude soda and other sugary drink advertising and sponsorship at city and county events, sports leagues, facilities and programs.
- Include healthy beverage standards as a condition of contracts with outside organizations.
- Establish local taxes of at least one penny per ounce on sugary drinks, designating funds for programs to prevent and treat childhood obesity and diabetes.

### WHAT THE CALIFORNIA LEGISLATURE CAN DO

- Establish a tax on soda and other sugary drinks and use revenue for obesity prevention efforts such as after-school programs, physical education in schools, healthy school food programs, improvements in parks and recreation programs, and increasing access to safe drinking water, with funds going to communities in proportion to their childhood obesity rates.
- Prohibit the sale of sports drinks on public school campuses K-12.
- Prohibit marketing of soda and other sugary drinks on public school campuses K-12.

### WHAT CONGRESS CAN DO

- Require the Federal Trade Commission to develop and implement standards for soda and other sugar-sweetened beverage advertising aimed at children under age 12.
- Require the Surgeon General to write a report on the health effects of consuming sugary drinks.
- Tax soda and other sugary drinks and earmark the revenues for community-based prevention programs, with funds going to communities in proportion to their childhood obesity rates.
- Protect and enhance funding and regulations to support breastfeeding.