

Sugar Sweetened Beverages (SSBs) Fuelling the Obesity Epidemic



Since Canada introduced visual warning labels on cigarettes, the policy has been repeated around the world, to great efficacy in the fight against smoking.

Visual warning labels and increased taxes are responsible for decreasing smoking rates world-wide

Obesity has now surpassed smoking as the leading cause of illness and death in North America.

60% of British Columbian adults, and 29% of children, are overweight or obese.

Obese adults die 7 years earlier than healthy adults

Sugar sweetened beverages are responsible for 20% of adult obesity

Few adults realize that most pop, juice, cocktails, sports and energy drinks contain mostly sugar and water.

Sugar Sweetened beverages are aggressively marketed to children and adults

Obesity costs our government around \$450 million per year, and our society over \$800 million per year.

Government Agencies in British Columbia, the United States and Europe have called for taxes on SSB's.

7 Point Plan on SSB's

1. 25% Tax on all SSBs containing added sugar or sweetener.
2. Use Revenues to educate British Columbians about dangers of SSBs, and to subsidize increased fruit and vegetable production.
3. Mandate Visual Warning Labels, comprising 33% of label space, on all SSBs.
4. Forbid using the term "juice" for beverages
5. Ban the sale of Soft-Drinks and SSBs in all publicly funded places.
6. Ensure plentiful access to safe, clean, drinking water fountains in all public places.
7. Explore use of similar legislation on other "junk food" products.