



Bubbling Over:

SODA CONSUMPTION AND ITS LINK TO OBESITY IN CALIFORNIA

Recommendations

What Individuals Can Do

Reduce consumption of soda and other sugar-sweetened beverages for you and your family.

What Hospitals, Workplaces, Religious Institutions, and Other Community Organizations Can Do

- Incorporate information about soda and other sugar-sweetened beverages into workplace wellness programs.
- Limit or replace soda and other sugar-sweetened beverages in vending machines.
- Provide and sell healthy beverages at programs and events, especially those attended by children and adolescents.
- Limit or exclude soda and other sugar-sweetened beverage advertising and sponsorship of events, sports leagues, facilities and programs.

What Cities and Counties Can Do

- Provide and sell only healthy beverages at city and county sponsored events especially those attended by children and adolescents (e.g., preschool programs, after-school programs, parks and recreation).
- Limit or exclude soda and other sugar-sweetened beverages in vending machines in property owned or leased by cities or counties.

- Limit or exclude soda and other sugar-sweetened beverage advertising and sponsorship at city and county events, sports leagues, facilities and programs.
- Place a surcharge on soda and other sugar-sweetened beverages and use revenue for obesity prevention efforts such as after-school programs, physical education in schools, healthy school food programs, and improvements in parks and recreation programs.

What the California Legislature Can Do

- Impose an industry fee on soda and other sugar-sweetened beverages and earmark funds for community-based prevention programs, with funds going to communities in proportion to their consumption levels.
- Prohibit marketing of soda and other sugar-sweetened beverages on public school campuses K-12.

What Congress Can Do

- Tax soda and other sugar-sweetened beverages and earmark the revenues for community-based prevention programs, with funds going to communities in proportion to their consumption levels.
- Require the Federal Trade Commission to develop and implement standards for soda and other sugar-sweetened beverage advertising aimed at children under age 12.

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