

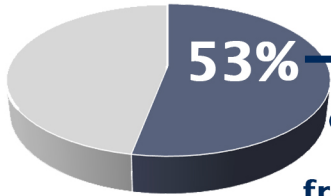
Sugar-sweetened beverages are the single largest source of added sugars in the American diet.¹



The average American drinks nearly 42 gallons of sweetened beverages PER YEAR = **39 pounds** of extra sugar²

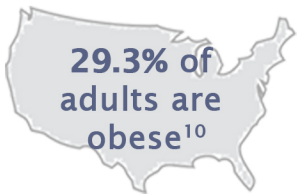
1977 to 2012⁵

Calories from added sugar increased from **228 to 308** calories per day



53% of the increased calories came from sugary drinks

UNITED STATES



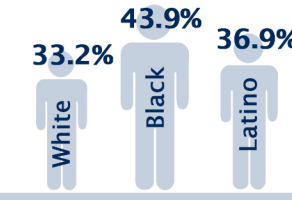
60 to 80% of obese adults in the U.S. suffer from:¹¹

- ▶ Type II diabetes
- ▶ High cholesterol
- ▶ High blood pressure

ARKANSAS¹⁰

34.5% of adults are obese

Obesity by Ethnicity



12.6% of adults in Arkansas are diabetic

39.3% of adults in Arkansas have hypertension

The American Heart Association recommends that Americans consume no more than



Calories from sugar-sweetened beverages add to the calories people consume because they do not satisfy hunger the way calories from solid food or protein beverages do.⁶

The American Diabetes Association recommends that people should **LIMIT OR AVOID** consumption of sugar-sweetened beverages to prevent diabetes.¹²

Average medical expenditures for people with diabetes in the U.S. are **2.3 times higher** than for those without diabetes.¹⁶

Most Common Sugary Beverages⁴



- Soft Drinks
- Fruit Drinks
- Tea and Coffee
- Energy Drinks
- Sports Drinks
- Sweetened Milk

11% of children's daily calories come from soda and other sugary beverages in the U.S.⁷

In 2015, **29.3%** of Arkansas youth consumed one or more sugary beverages per day.⁸

Among children, those who drink one or more sugary beverages per day have **55%** greater odds of being overweight or obese.⁹

Over the past 30 years, adult diabetes rates in the U.S. have nearly **TRIPLED.**¹³ In the same period, soda consumption **DOUBLED.**¹⁴

All individuals who drink one to two sugar-sweetened beverages per day have a **26%** higher risk for developing type II diabetes.¹⁵

\$1.4 Billion Cost of diabetes in Arkansas in 2007¹⁷



\$170 Million Cost of hypertension to Arkansas Medicaid in 2007¹⁸

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