



INTERNATIONAL & NATIONAL STANDARDS & PRACTICE GUIDELINES
WHO=World Health Organization & its divisions & collaborating partners.
HHS=Dept of Health & Human Services & its divisions & collaborating partners.

SODA AND OTHER SUGAR SWEETENED BEVERAGES

Numerous HHS reports and guidelines document the importance of the adverse effects of sugar sweetened beverages (SSB) in a number of areas: Obesity, Diabetes, Dental Caries, Paradoxical Malnutrition (Obesity associated with low calcium and other essential nutrients due to SSBs replacing other nutritious foods).

The CDC reports that 68% of US adults are now either overweight or obese and:
---"There is too much sugar in our diet. Six out of 10 adults drink at least 1 sugary drink per day"
---"Sugar-sweetened beverages (SSBs) are the **largest source** of added sugars in the diet of U.S. youths"
---"Among adolescents specifically, SSB consumption can contribute to weight gain, type 2 diabetes, and metabolic syndrome."

The American Heart Association reports: "Today, about **one in three** American kids and teens is overweight or obese, nearly triple the rate in 1963...Among children today, obesity is causing a broad range of health problems that previously weren't seen until adulthood.
---These include **high blood pressure, type 2 diabetes and elevated blood cholesterol levels.**
---There are also psychological effects: Obese children are more prone to low self-esteem, negative body image and depression."

Numerous International reports and guidelines confirm the above. The WHO reports:
---"Worldwide obesity has more than doubled since 1980."
---"The high and increasing consumption of sugars-sweetened drinks by children in many countries is of serious concern. It has been estimated that each additional can or glass of sugars-sweetened drink that they consume every day increases the risk of becoming obese by 60%."

Both national and international guidelines report that the higher the Body Mass Index (BMI), the higher the risk for heart disease, stroke, high blood pressure, type 2 diabetes, certain cancers, breathing problems, osteoarthritis, and numerous other diseases.
---These BMI related diseases have now increased to **epidemic** levels in developing as well as developed countries. For example, the *Lancet* recently reported that **nearly 10% of adults world-wide now have diabetes, and the prevalence of the disease is rising rapidly.**
---The WHO reports "Most of the world's population live in countries where overweight and obesity kills more people than underweight."

Studies from Johns Hopkins have shown that simply posting signs describing the physical activity required to “burn off” the calories reduced teenager purchases of SSBs by 50%. (*Reduction in Purchases of Sugar-Sweetened Beverages Among Low-Income Black Adolescents After Exposure to Caloric Information* [American Journal of Public Health: February 2012, Vol. 102, No. 2, pp. 329-335](#))

For additional national and international reports and guidelines see:
[HHS Office of Disease Prevention and Health Promotion](#) and related sites.
[WHO Nutrition for Health and Development](#) and related WHO links

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