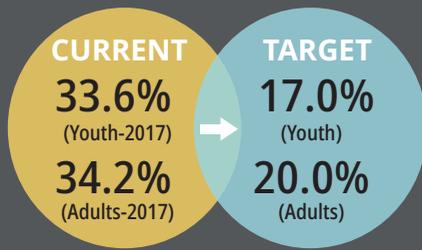


## HEALTH INDICATOR 13: SUGAR-SWEETENED BEVERAGE CONSUMPTION

### DESIRED RESULT: REDUCE OVERWEIGHT AND OBESITY



#### DEFINITION

Percent of youth and adults reporting consumption of one or more sugar-sweetened beverages (SSBs) per day

#### DETAILS

Youth (high school students) and adults measured separately; SSBs include non-diet soda, fruit drinks (such as Kool-aid and lemonade), sweet tea, and sports or energy drinks (such as Gatorade and Red Bull)

#### NC SSB CONSUMPTION (2017)

33.6% of Youth  
34.2% of Adults

#### 2030 TARGET

17.0% of Youth  
20.0% of Adults

#### RANGE AMONG NC COUNTIES

Not available

#### RANK AMONG STATES

Not available

#### DATA SOURCE

Youth: NC Department of Public Instruction, Youth Risk Behavior Survey (YRBS)

Adult: NC State Center for Health Statistics, Behavioral Risk Factor Surveillance System (BRFSS)

#### STATE PLANS WITH SIMILAR INDICATORS

Not Applicable

#### Rationale for Selection:

Obesity continues to be a concern in North Carolina. Sugar-sweetened beverages (SSB) are the leading source of calories and added sugars in the American diet.

#### Context

Obesity is one of the largest contributors to morbidity and mortality in the United States, for both youth and adults.<sup>102</sup> Across all ages, the rates of obesity continue to rise. For years, efforts to reduce overweight and obesity have largely been focused on physical activity and healthy eating (e.g., fruit and vegetable intake). New efforts are also targeting sugar-sweetened beverage consumption, which is directly linked to obesity, type 2 diabetes, heart disease, and dental problems.<sup>103</sup> Sugar-sweetened beverages (SSBs) are the leading dietary source of added sugar for Americans.<sup>103</sup> Many popular drinks often contain large amounts of added sugar that may not be appreciated by consumers.

In North Carolina, more than a third of high school students reported daily consumption of more than one SSB.<sup>KK</sup> For this population, it is estimated that beverages make up a fifth of daily caloric intake.<sup>104</sup> In addition to the connections with chronic nutrition-related conditions and dental problems, studies also show links between excess sugar consumption and attention difficulties.<sup>105</sup>

The CDC's National Center for Chronic Disease Prevention and Health Promotion recommends that adults limit consumption of added sugars to no more than 10% of daily caloric intake.<sup>106</sup> Studies indicate that average sugar intake for adults far outpaces that figure, and that SSBs account for the largest source of added sugar consumption. Approximately 34% of adults consume one or more SSBs a day.<sup>LL</sup>

"Sugar-sweetened beverages (SSBs) are the leading dietary source of added sugar for Americans.<sup>103</sup> Many popular drinks often contain large amounts of added sugar that may not be appreciated by consumers."

#### Disparities

Members of certain populations are more likely to consume SSBs than others. Persons in low-income households, and those with low levels of educational attainment, or whose parents have low levels of educational attainment, have higher odds of consuming multiple SSBs a day<sup>LL</sup>. Additionally, men are more likely to consume more SSBs than women. Across racial groups different factors are associated with likelihood of SSB consumption, including perceptions of tap water safety<sup>107</sup> and marketing of products (particularly to youth of color, as well as low-income populations).<sup>108,109</sup>

<sup>KK</sup> Analysis of Youth Risk Behavior Surveillance System by the North Carolina Department of Public Instruction.

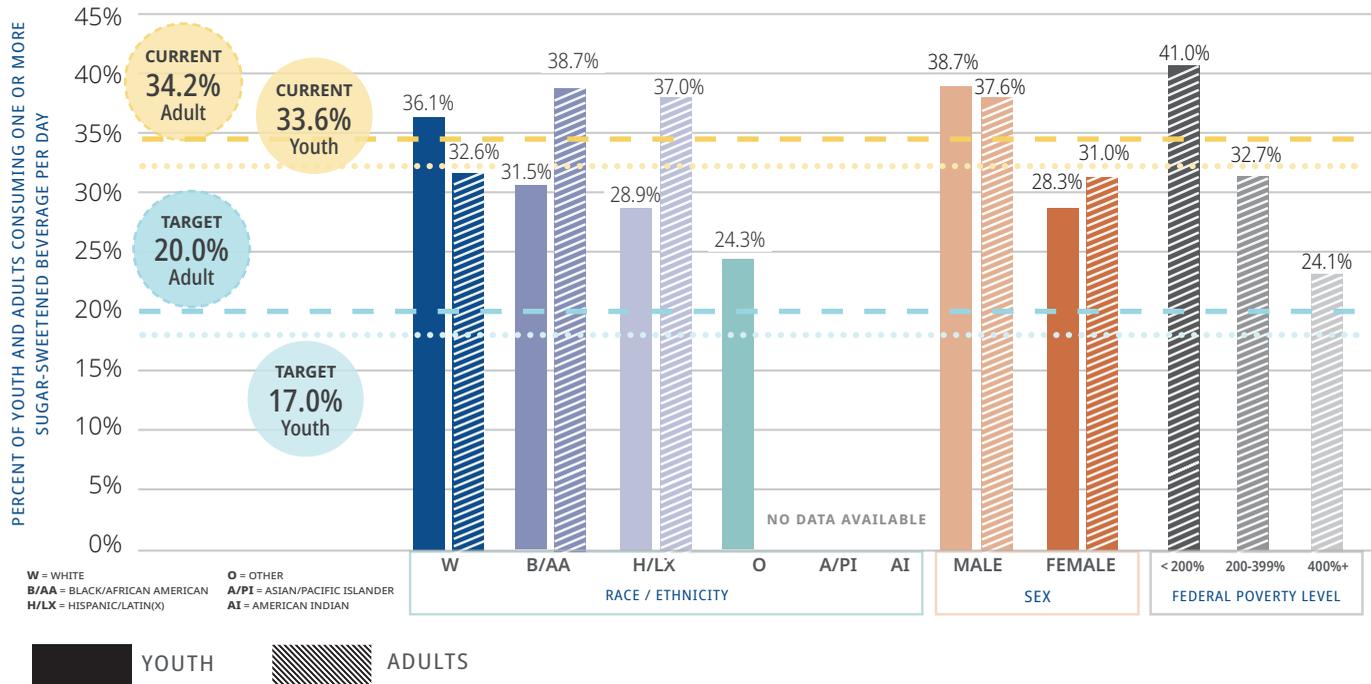
<sup>LL</sup> Analysis of the Behavioral Risk Factor Surveillance System by the North Carolina Department of Health and Human Services State Center for Health Statistics.

# HEALTH INDICATOR 13: SUGAR-SWEETENED BEVERAGE CONSUMPTION

DESIRED RESULT: REDUCE OVERWEIGHT AND OBESITY

FIGURE 24

Sugar-sweetened beverage consumption across populations in North Carolina and distance to 2030 target



## 2030 Target and Potential for Change

The HNC 2030 group reviewed current data and discussed the growing attention to SSBs to develop a target for SSB consumption. Due to differences in youth and adult consumption (according to data), the group chose different targets for these age groups, with 17% reporting consumption of one or more SSB per day for youth and 20% for adults as the target for 2030.

## Levers for Change

(ChangeLabSolutions, 2018)

- Tax sugary drinks
- Launch public awareness campaigns
- Work with retailers to improve offerings and create healthier store environments
- Limit sugary drinks through government and private sector procurement policies
- Partner with schools and youth-oriented settings to remove or limit SSBs and their marketing
- Create community coalitions to identify additional community strategies to reduce consumption