

**FACT SHEET: SB 300**  
**SENATOR WILLIAM MONNING**  
**HEALTH WARNING LABEL ON SUGAR-SWEETENED BEVERAGES**

**PROPOSED BILL**

Senate Bill (SB) 300 requires a health-warning label be placed on sugar-sweetened beverages (SSBs) sold in California that contain added sweeteners and 75 calories or more per 12 ounces.

SB 300 provides information about the harmful effects of consuming sugary drinks, such as sodas, sports drinks, energy drinks, and sweetened teas. The warning label informs consumers about the risks that link sugary drink consumption to obesity, type 2 diabetes, and tooth decay.

**Health Warning Label:**

**STATE OF CALIFORNIA SAFETY WARNING:**  
**Drinking beverages with added sugar(s) contributes to obesity, type 2 diabetes, and tooth decay**

**HARMFUL IMPACTS OF SUGARY DRINKS**

Scientific research shows over consumption of sugar-sweetened beverages (SSBs) significantly contributes to type 2 diabetes, obesity, tooth decay, and a myriad of other chronic health problems.

Drinking sugar and other sweeteners is far more harmful than consuming the same amount of sugar when it is in foods because of its damaging effect on the body's metabolism, liver, and pancreas. By forcing the body to quickly absorb sugar in liquid form, blood sugar levels spike, the liver becomes fatty, and the body becomes insulin resistant – all major risk factors for developing type 2 diabetes and heart disease.

The large number of calories in SSBs does not satisfy the body's hunger and adds to the calories people consume. These empty calories are converted into fat, contributing to weight gain and obesity. Sixty percent of California adults and

nearly 40% of children are currently overweight or obese.

Sugary drinks are the biggest culprit in today's diabetes and obesity epidemic. The average American consumes almost 300 more calories per day than they did in the 1970's -- 43% of those additional calories come from sugary drinks. Also, SSBs are the single largest source of added sugars in the American diet.

Daily consumption of SSBs by healthy adults increases their risk of cardiovascular disease and diabetes in as little as two weeks. Those who drink one to two sugary drinks per day have a 26% higher risk for developing type 2 diabetes. More than 50% of Americans drink one or more SSBs per day.

An estimated nine percent of California adults have type 2 diabetes and, if left alone, the rates will continue to increase because it is estimated that 46% of Californians have pre-diabetes. In the past decade, the rate of diabetes in Californians has increased 32 percent.

In California, 19% of 2 to 5 year olds, 32% of 6 to 11 year olds, and 65% of 12-17 year olds consume one or more SSB per day. Children who frequently consume sugary drinks are at increased risk for dental cavities that, left untreated, can lead to pain, infection, and tooth loss.

One in three children born since 2000, including half of Latino and African American children, is predicted to develop type 2 diabetes in their lifetime.

The costs associated with habitual consumption of sugary drinks will burden the state and all taxpayers. The average medical expenditures for people with diabetes are 2.3 times greater than for those without the disease. Diabetes adds an extra \$1.6 billion per year to California's hospitalization costs, including \$254 million in Medi-Cal costs.

## **SOLUTION**

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SB 300 is a critical component in a broad public health campaign to promote better health outcomes and help consumers make an informed choice about the adverse health impacts of sugary drinks.

Health warning labels have been proven to curb against the use of harmful products, such as the prominent warnings on cigarette packages.

Recently, a randomized trial showed the presence of SSB warning labels encouraged adolescents to purchase more healthful beverages, whereas displaying "calorie per bottle" labels had no such impact. Another study suggests that many parents, due to misleading SSB advertising and product labels, perceive sugary drinks as healthful options, particularly flavored waters, fruit drinks, and sports drinks.

A sugary drink warning label costs taxpayers nothing and promotes informed consumer choice.

## **SUPPORT**

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Public Health Advocates

## **OPPOSITION**

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None at this time

## **FOR MORE INFORMATION**

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