

Help Our Kids, Help Our State!

Support a Tax on Sugar-Sweetened Drinks



- **34 percent** of our state's children are overweight or obese
- Americans consume, on average, **46 gallons** of sugar-sweetened beverages yearly – the equivalent of **40 pounds of sugar** per person – up from 24 gallons in 1970
- In a 20-ounce bottle of cola: Carbonated water, natural and artificial flavors, a little caffeine, and about **17 teaspoons of sugar**
- **10 to 15 percent** of our kids' daily calories come from sugar-sweetened beverages.

New Yorkers, on average, now drink the equivalent of 11 cans of soda per week, up from five cans a week in 1970. Three of the six additional sodas per capita are sweetened with sugar. Three cans per week add up to “13 more pounds of straight sugar” per year, according to NYS Health Commissioner Dr. Richard Daines. That's about 21,000 calories worth of sugar.

As part of 2010-11 Executive Budget, Gov. Paterson has proposed a 1 cent per ounce tax on sugar-sweetened drinks, raising an estimated \$465 million during 2010-11, and \$1 billion per year in 2011-12 and thereafter.

With such a large percentage of our state's children either overweight, or worse, obese, this tax will not only raise much-needed state revenues, but increase the overall health and well-being of our children and families. New York taxpayers spend nearly \$8 billion in private and publicly funded obesity-related medical costs – that's \$771 a year per household! But if the sugar-sweetened beverage tax is implemented, medical costs should drop and annual state revenues increase. It's a win-win solution.

This is the better choice.

Do the right thing for our state.
Support a Tax on Sugar-Sweetened Beverages !

A Message from the Better Choice Budget Campaign (see back for list of organizations)

