WHAT ARE SSBs?\
Sugar-sweetened beverages (SSBs) are made with sugar, high fructose corn syrup, honey or other sweeteners that contain calories and include:

Soft drinks: Nonacoholic, flavored, carbonated or non-carbonated beverages usually commercially prepared and sold in bottles or cans

Soda, pop, soda pop: Same as soft drink

Fruit drinks, punches, or ades: Sweetened beverages that contain diluted fruit juice

Sports drinks: Beverages designed to help athletes rehydrate, as well as replenish electrolytes, sugar, and other nutrients

Tea and coffee drinks: Teas and coffees to which caloric sweeteners have been added

Energy drinks: Most energy drinks are carbonated drinks that contain large amounts of caffeine, sugar and other ingredients, such as vitamins, amino acids, and herbal stimulants

Sweetened milks or milk alternatives: Beverages prepared by blending sweetened powder or syrup and milk

WHY ARE SSBs A PROBLEM?

- 2 of every 3 adults and 1 of every 3 children in Alaska are overweight or obese.²
- Maintaining a healthy weight requires a balance of calories consumed and energy expended.
- SSBs:
  - provide “empty calories,” with little or no nutritional value
  - are the largest source of added sugar³ in the U.S. diet, and
  - are an substantial contributor of calories in the U.S. diet.⁴
- High consumption of SSBs is associated with obesity and a number of negative health conditions, including diabetes¹ and cavities.⁵
- Reduction of SSB consumption can lead to weight loss.⁶

16% of two-year olds⁷, 49% of high school students, and 47% of adults in Alaska drink one or more SSBs per day.

The majority of Alaska Native high school students drink at least 1 SSB per day.

Two-year olds in northern and southwestern Alaska are much more likely to consume any amount of SSBs (58%) compared to 2-year olds statewide (29%).⁷
What Can Alaska Schools, Worksites & Communities Do?^2,^3

- Ensure ready access to potable drinking water.
- Limit access to SSBs.
- Promote access to and consumption of healthy alternatives to SSBs.
- Limit marketing of SSBs and minimize marketing’s impact on children.
- Decrease the relative cost of healthy beverage alternatives through differential pricing of SSBs.

See www.yaleruddcenter.org/sodatax.aspx

What Can Health Care Providers Do?

- Include screening and counseling about SSB consumption as part of routine medical and dental care.
- Expand the knowledge and skills of medical and dental care providers to conduct nutrition screening and counseling regarding SSB consumption.

What Can Individuals Do?

- Drink or serve water, low-fat (1%) milk, or zero-calorie beverages instead of SSBs.
- Always check the Nutrition Facts label and be aware of the calories in one can or bottle of a beverage.
- If opting for a sugar-sweetened beverage, select the smallest size.

SSBs are the third largest contributor of calories in children and adolescent diets; providing an average of 118 calories each day.\(^9\)

36% of added sugar in the American diet comes from SSBs.\(^9\)

References