



## Questions and Answers

### **There are many causes of obesity. Why focus on drinks alone?**

Research shows that sugar-sweetened beverages (also known as SSB's) are the largest contributor of added sugar in the American diet.<sup>1</sup> Nearly half (48%) of the added sugar in the average American diet comes from sugar-sweetened beverages.<sup>2</sup> Unlike food, SSB's do not create the feeling of satiety or being full so you tend to consume more calories than you need. Controlling your calories is easier than consuming too many and trying to burn them off. While exercise is essential to good health, excess calories are the main cause of weight gain.

### **What about drinks, like juice and milk, which have sugar in them naturally?**

We are dedicated to eliminating access to all drinks with sugar added. Milk and 100% juice provide added dietary benefits that sugar-sweetened beverages may not offer. However milks, 100 juices, and SSB's are all high in sugar and can be easily over consumed. We encourage you to limit juice consumption in small amounts (4-6 ounces), drink 1% milk or non-fat milk, and to serve water instead of sugar-sweetened beverages.

### **What about diet drinks?**

Though diet drinks are artificially sweetened they are not considered an SSB. While they are low in calories they may have little nutritional value. Evidence is varied on whether they are a better alternative or not. The best alternative is water!

### **What about sports drink and energy drinks?**

Even when you need energy, experts agree that water is best for rehydration.<sup>3</sup> More often than not, these drinks are expensive and unnecessary.

### **I am not overweight. Why should I worry about what I drink?**

Good nutrition is for everyone, not just individuals who are overweight. Sugar-sweetened beverages cause tooth decay and they increase your risk for weight gain over time.

### **Why should anyone decide what I drink?**

You can drink what you like – we just want you to have all of the facts. Our campaign is working to provide people with more choices and to provide the information you need to make wiser, healthier choices. The beverage industry spends billions of dollars marketing their products. Consumers deserve to know that these heavily-advertised sugar-sweetened beverages are one of the largest drivers of the obesity epidemic and that there are healthy alternatives.