

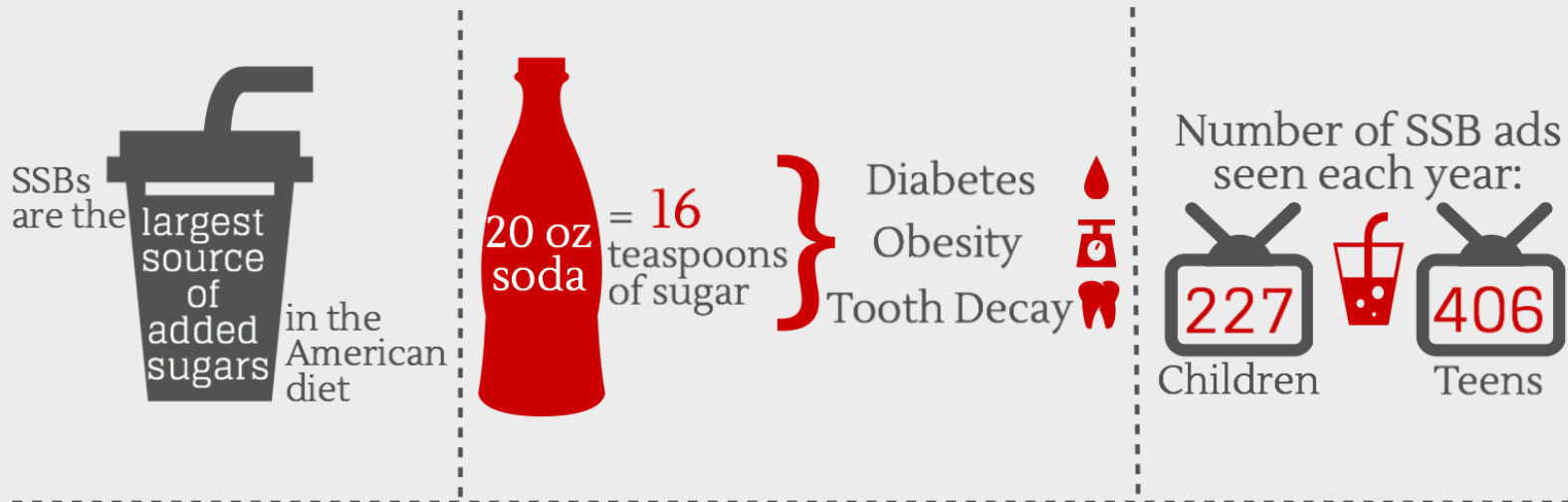
# NY State Assembly's Sugar-Sweetened Beverage Warning Label Bill



SocioEconomic Evaluation of Dietary Decisions:  
Obesity & Health Disparities Research Program



## The Problem



60% & 30% of adults of children are overweight or obese

\$11.8 billion spent on obesity related medical expenses every year

The beverage industry spent \$13 million in opposition to the proposed sugary drink tax in 2010

## A Solution

Under the NY State Assembly's SSB Warning Label Bill, consumers would have access to information about the health effects of consuming SSBs

**SAFETY WARNING:  
DRINKING BEVERAGES  
WITH ADDED SUGAR  
CONTRIBUTES TO OBESITY,  
DIABETES AND TOOTH  
DECAY**

Research has shown... Warning labels have effectively informed consumers about the hazards of using tobacco

+ Clear, easy-to-read labels on food products can help consumers understand the differences between products that are healthy or unhealthy

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