

CALIFORNIA CAMPAIGN FOR HEALTHY BEVERAGES

Information for Breastfeeding Advocates

What: The “*California Campaign for Healthy Beverages*” aims to change beverage environments in California in order to increase the consumption of water and other healthy beverages, while decreasing consumption of soda and other sweetened beverages. Increasing support for breastfeeding through the adoption of city and county policies is also a goal of the campaign. Achieving these goals is seen as some of the most important approaches to reversing the state’s out-of-control obesity crisis.

Why: New and emerging research paints a dramatic picture of the significant role that soda consumption has in the growing obesity crisis:

- Soda contributes nearly half the additional calories Americans consume since the obesity crisis first began in the 1970s
- The average American drinks nearly 50 gallons of sweetened beverages per year
- In California, 41% of children ages 2 to 11 and 62% of teens drink soda daily
- Adults who drink soda daily are 27% more likely to be overweight
- Water is the most healthful beverage for hydration, yet, 40% of school districts recently reported no access to free drinking water for students during meals and many communities report not having safe drinking water
- Breastfeeding reduces the risk of childhood overweight and obesity. Longer and more exclusive breastfeeding is associated with the lowest risk

Action: Key elements of the “*California Campaign for Healthy Beverages*” include:

- **Public information** to raise awareness about the role soda plays in the obesity epidemic, the lack of safe drinking water in many communities, the importance of breast milk and other healthy beverages
- **Grassroots education** to raise awareness among communities most-at-risk about the unhealthy and harmful consequences of consuming sweetened beverages
- **Adoption of city and county policies** to increase support for breastfeeding at worksites and public facilities, limit the availability and marketing of sweetened beverages and increase access to safe drinking water and other healthy alternatives. (A list of city and county policies is available at www.publichealthadvocacy.org)
- **Adoption of state policies** to reform beverage environments, promote water consumption, and reduce soda and other sweetened beverages through a soda tax that would also raise \$1 billion per year to promote healthy eating and physical activity in schools and communities.

The California Center for Public Health Advocacy (CCPHA) is overseeing the soda and sweetened beverage work of the campaign and California Food Policy Advocates (CFPA) is conducting the water campaign. Healthy beverages and this campaign are a policy priority of CA Convergence. CCPHA staff has met with staff of the LA Breastfeeding Task Force to discuss collaborative work in LA County. To learn how you can become involved in the soda work or to share ideas for the sweetened beverage campaign, contact Stefan Harvey at CCPHA at 530 297-6000 or sh@publichealthadvocacy.org. To find out how you can become involved in the water work, contact Kumar Chandran at CFPA at 510 433-1122 x 129 or Kumar@cfpa.net.