



SUGARY DRINKS: OVER-CONSUMED, UNNECESSARY AND HARMFUL

Sodas/soft drinks, energy drinks, sports drinks, iced tea, vitamin waters, and fruit drinks are the single largest contributor of sugar in the diet. To reduce the epidemic of chronic disease and obesity in Canada effective preventive measures are needed, and a sugary drinks levy is one promising solution. In addition to helping to reduce consumption of these unhealthy products, a sugary drinks levy would generate revenue that could be reinvested in prevention.

GOVERNMENTS ARE TAKING ACTION

To reduce the consumption of sugary drinks and generate revenue, several jurisdictions including France, Mexico, the UK, several US cities, and British Columbia have introduced levies on these harmful products and **Newfoundland and Labrador has now joined them.**

Newfoundland and Labrador's new budget announced the introduction of a tax on sugary drinks of 20¢/L as of April 2022. This is a very promising measure to reduce the pressure on the health system, allow substantial savings in the medium and long term, and quickly generate revenue that can be invested in prevention.

COALITION POIDS, THE CHILDHOOD OBESITY FOUNDATION AND HEART & STROKE call on all levels of government to follow the lead of Newfoundland and Labrador and introduce a sugary drinks levy that can be reinvested in prevention as a promising strategy to bring greater health and economic benefits.

THE IMPACT OF SUGARY DRINKS

Cardiovascular Disease



Decay and Erosion



Type 2 Diabetes

Hepatic Steatosis (fatty liver)

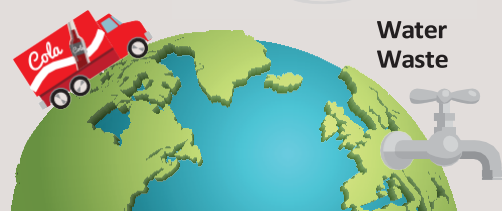


Obesity

Plastic and Aluminum Waste



Greenhouse Gas Emissions



Water Waste

BENEFITS OF A SUGARY DRINKS LEVY

- 1) Sends a clear signal to consumers that discourages overconsumption
- 2) Reduces consumption. The higher the price, the lower the rate of consumption
- 3) Can counteract the health impacts linked to sugary drinks by investing the revenue generated into prevention
- 4) Puts pressure on manufacturers to reformulate their products with a lower sugar content

