



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 5/20/2014

Agenda Placement: 11A

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

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**TO:** Board of Supervisors

**FROM:** Lawrance Florin - Director  
Housing and Intergovernmental Affairs

**REPORT BY:** Michael Karath, STAFF ASSISTANT - BOS - 299-1477

**SUBJECT:** Support for SB 1000 (Monning) - Safety Warning Labels for Sealed Containers of Non-Alcoholic Sugar-Sweetened Beverages

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### **RECOMMENDATION**

Director of Housing and Intergovernmental Affairs requests approval of and authorization for the Chairman to communicate to the Legislature and pertinent parties support for SB 1000 (Monning), a bill that would require all sugar-sweetened, non-alcoholic beverages in a sealed beverage container sold in California to prominently display a safety label that will warn consumers that consumption of sugar-sweetened beverages can lead to obesity, diabetes, diseases triggered by diabetes, and dental disease.

### **EXECUTIVE SUMMARY**

Director of Housing and Intergovernmental Affairs requests approval of and authorization for the Chairman to communicate to the Legislature and pertinent parties support for SB 1000 (Monning), a bill that would require all sugar-sweetened, non-alcoholic beverages in a sealed beverage container sold in California to prominently display a safety label that will warn consumers that consumption of sugar-sweetened beverages can lead to obesity, diabetes, diseases triggered by diabetes, and dental disease.

SB 1000 would establish the Sugar-Sweetened Beverages Safety Warning Act that will require all sugar-sweetened non-alcoholic beverages sold in California to prominently bear the following label on the container: "STATE OF CALIFORNIA SAFETY WARNING: Drinking beverages with added sugar(s) contributes to obesity, diabetes and tooth decay." The first part of the label: "STATE OF CALIFORNIA SAFETY WARNING." must be written in capital letters.

If SB 1000 is passed, it would go into effect on July 1, 2015. Those violating the Act would be subject to a civil penalty of not less than \$50, and not more than \$500.

**PROCEDURAL REQUIREMENTS**

1. Staff reports.
2. Public comments.
3. Motion, second, discussion and vote on the item.

**FISCAL IMPACT**

Is there a Fiscal Impact?                      No

**ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

**BACKGROUND AND DISCUSSION**

SB 1000 (Monning) would establish the Sugar-Sweetened Beverages Safety Warning Act that will require all sugar-sweetened non-alcoholic beverages sold in California to prominently bear the following label on the container: "STATE OF CALIFORNIA SAFETY WARNING: Drinking beverages with added sugar(s) contributes to obesity, diabetes, diseases triggered by diabetes, and tooth decay." The first part of the label: "STATE OF CALIFORNIA SAFETY WARNING," must be written in capital letters.

If SB 1000 is passed, it would go into effect on July 1, 2015. Those violating the Act would be subject to a civil penalty of not less than \$50, and not more than \$500.

The prevalence of obesity in the United States has increased dramatically over the past 30 years. In California, adult obesity rates have increased from 8.9 percent in 1984 to 25.0 percent in 2012, and if current trends continue, the rate is expected to increase to 46.6 percent in 2030. Nearly 40 percent of California children are currently overweight or obese. Although no group has escaped the epidemic, low income and communities of color are disproportionately affected. The obesity epidemic is of particular concern because obesity increases the risk of diabetes, heart disease, arthritis, asthma, and certain types of cancer. Depending on their level of obesity, from 60 percent to over 80 percent of obese adults currently suffer from type II diabetes, high blood cholesterol, high blood pressure, or other related conditions. Health care costs and lost productivity resulting from overweight, obesity, and physical inactivity are estimated to cost California more than \$52 billion annually.

There is overwhelming evidence of the link between obesity and the consumption of sweetened beverages, such as soft drinks, energy drinks, sweet teas, and sports drinks. The 2010 Dietary Guidelines for Americans recommend that everyone reduce their intake of sugar-sweetened beverages. California adults who drink a soda or more per day are 27 percent more likely to be overweight or obese, regardless of income or ethnicity. Further, consistent evidence shows a positive relationship between sugar intake and dental cavities in adults and fewer cavities when sugar intake is restricted. Children who frequently consume beverages high in sugar are at an increased risk for dental cavities. Untreated dental cavities can lead to pain, infection, tooth loss, and in severe

cases, death.

In sum, evidence suggests that health warnings can increase knowledge and reduce consumption of harmful products. Studies show that prominent health warnings on the face of cigarette packages can increase health knowledge, perceptions of risk, and can promote smoking cessation of both youth and adults. Therefore, SB 1000 relies on this evidence to protect citizens' health to support safety labeling for sugar-sweetened non-alcoholic beverages.

### **SUPPORTING DOCUMENTS**

A . SB 1000 - Safety Warning Labels for Sugar-Sweetened Beverages

CEO Recommendation: Approve

Reviewed By: Leanne Link