

Reducing Sugary Drink Consumption: Sugary Drink Warning Labels

The American Heart Association's Position

- x The American Heart Association support clinical guidance, programming, education, media campaigns, and policies that help lower the intake of sugary drinks among the American public.
- x We welcome new and innovative public policy approaches that may help to curb sugary drink consumption. Warning labels on sugary drinks are one such intervention this includes warning labels on advertisements, restaurant menus, and packages.
- x We view a sugary drink warning label as one strategy in the policy portfolio to combat diabetes, heart disease, and other chronic illness, which includes taxes on sugary drinks.
- x We believe the sugary drink warning label should be designed drawing from the existing evidence with regards to the graphics, images and messages that has the potential for greatest health benefit.
- x As with all new and innovative policies, we advocate that the impacts be evaluated including consumer response, and purchasing behavior, health impact on disease and diabetes, and monitoring the beverage industry response.
- x It is also important to monitor for,

