

Facts on Health Disparities and Sugar Drinks

Low-income people and people of color have higher rates of obesity and diabetes.

- Hispanic Americans are 20 percent more likely to be obese than white Americans and 50 percent more likely to die from diabetes.^{1,2}
- African Americans are 50 percent more likely to be obese than white Americans and more than twice as likely to die from diabetes.^{3,4}
- A 2014 CDC study estimates that more than 40 percent of today's adult population will develop diabetes within their lifetime. This rises to more than 50 percent for African-American women and Hispanic men and women.⁵

Low-income people and people of color consume more sugar drinks.

- Between 2005 and 2008, African-American adults consumed nearly nine percent of their daily calories from sugar drinks, compared to about five percent for white adults. Mexican-American adults consumed more than eight percent of daily calories from sugar drinks.⁶
- Low-income adults consume twice the percentage of their daily calories from sugar drinks compared to higher-income individuals (8.8 versus 4.4 percent, respectively).⁷
- In 2010, 37 percent of African-American and 22 percent of Hispanic-American high school students drank three or more sugar drinks a day compared with 20 percent of whites.⁸

The beverage industry disproportionately targets its marketing at low-income people and people of color.

- African-American children and teens saw more than twice as many television ads for sugar drinks than their white peers in 2013. African-American teens also saw four times as many Sprite ads and three times as many Coca-Cola ads as white teens saw.⁹
- In 2013, almost 17 percent of regular-soda advertising was targeted to Spanish-language television, compared with just 8.6 percent for all packaged foods.¹⁰
- PepsiCo spent \$33.6 million on all Hispanic-targeted media in 2013 and created products such as Pepsi Limon, aimed at appealing to Hispanic consumers.¹¹
- Soda companies sign on sports and music celebrities of various ethnicities, such as Beyoncé, Selena Gomez, and LeBron James, to be brand spokespeople in targeting Hispanic and Black youth to buy their products.¹²
- Lower-income African-American and Latino neighborhoods had more outdoor ads (billboards, bus bench and shelter advertisements, sidewalk "sandwich" signs, murals painted on the sides of buildings, and store window posters) for sugar drinks

than lower-income white and higher-income neighborhoods in 2009.¹³

- In 2013, Hispanic youth were 93 percent more likely to visit beverage company websites compared with all youth, while African-American youth were 34 percent more likely to visit those websites.¹⁴

¹ Office of Minority Health. (2013). Obesity and Hispanic Americans. U.S. Department of Health and Human Services. Available at <http://minorityhealth.hhs.gov/templates/content.aspx?ID=6459>.

² Office of Minority Health. (2014). Diabetes and Hispanic Americans. U.S. Department of Health and Human Services. Available at <http://minorityhealth.hhs.gov/templates/content.aspx?lvl=3&lvlID=5&ID=3324>.

³ Office of Minority Health. (2013). Obesity and African Americans. U.S. Department of Health and Human Services. Available at <http://minorityhealth.hhs.gov/templates/content.aspx?ID=6456>.

⁴ Office of Minority Health. (2014). Diabetes and African Americans. U.S. Department of Health and Human Services. Available at <http://minorityhealth.hhs.gov/templates/content.aspx?ID=3017>.

⁵ Gregg E, Zhuo X, Cheng Y, et al. (2014). Trends in lifetime risk and years of life lost due to diabetes in the USA, 1985-2011: A modelling study. *Lancet Diabetes & Endocrin.* Available at [http://www.thelancet.com/journals/landia/article/PIIS2213-8587\(14\)70161-5/fulltext](http://www.thelancet.com/journals/landia/article/PIIS2213-8587(14)70161-5/fulltext).

⁶ Ogden C, Kit B, Carroll M, and Park S. (2011). Consumption of sugar drinks in the United States, 2005-2008. *CHS Data Brief No. 71*. Available at <http://www.cdc.gov/nchs/data/databriefs/db71.pdf>.

⁷ Ibid.

⁸ Park S, Blanck HM, Sherry B, et al. (2012). Factors associated with sugar-sweetened beverage intake among United States high school students. *J Nutr*, 142(2): 306-312.

⁹ Harris J, Schwartz M, LoDolce M, et al. (2014). Sugary drink FACTS 2014. Rudd Center for Food Policy and Obesity. Available at http://www.sugarydrinkfacts.org/resources/SugaryDrinkFACTS_Report.pdf.

¹⁰ Harris J, Kumanyika S, Ramirez, AG, et al. (2015). Food advertising targeted to Hispanic and Black youth: Contributing to health disparities. *Rudd Center for Food Policy & Obesity, African American Collaborative Obesity Research Network, and Salud America!*. Available at http://www.uconnruddcenter.org/files/Pdfs/272-7%20%20Rudd_Targeted%20Marketing%20Report_Release_081115%5B1%5D.pdf.

¹¹ Harris J, Kumanyika S, Ramirez, AG, et al. (2015). Food advertising targeted to Hispanic and Black youth: Contributing to health disparities. *Rudd Center for Food Policy & Obesity, African American Collaborative Obesity Research Network, and Salud America!*. Available at http://www.uconnruddcenter.org/files/Pdfs/272-7%20%20Rudd_Targeted%20Marketing%20Report_Release_081115%5B1%5D.pdf.

¹² Ibid.

¹³ Yancey AK, Cole BL, Brown R, et al. (2009). A cross-sectional prevalence study of ethnically targeted and general audience outdoor obesity-related advertising. *Milbank Quarterly*, 87(1): 155-184.

¹⁴ Harris et al, op cit.