

Sugar-Sweetened Beverages (SSBs)

like pop and energy drinks, are a significant source of added sugar in the Canadian diet



Price increases
reduce SSB
consumption

Revenue generated should be invested in health promotion initiatives to keep Albertans healthy and out of the hospital

A levy on SSBs is endorsed by the World Health Organization

It's time
for a levy
on sugar-
sweetened
beverages
in Alberta

Over the next 25 years, a 50 cent per litre levy on SSBs in Alberta could postpone 1,200 deaths in the province and prevent:

- 61,300 cases of overweight & obesity
- 21,700 cases of type 2 diabetes
- 5,700 cases of ischemic heart disease
- 2,100 cases of cancer
- 750 cases of stroke...

...and is estimated to produce almost:

- \$1.1 billion in health care savings
- \$3.5 billion in tax revenue

You can help:

- 1 Write a letter to your MLA urging them to support a levy on SSBs
- 2 Raise awareness and learn more about the issue

For more information and references, visit abpolicycoalitionforprevention.ca