



STATE OF HAWAII
DEPARTMENT OF HEALTH
P. O. Box 3378
Honolulu, HI 96801-3378
doh.testimony@doh.hawaii.gov

**Testimony COMMENTING on HB1438
RELATING TO BEVERAGES**

REPRESENTATIVE DELLA AU BELATTI, CHAIR
HOUSE COMMITTEE ON HEALTH

Hearing Date: February 11, 2015

Room Number: 329

1 **Fiscal Implications:** Undetermined general fund appropriation to establish a new program. The
2 cost of support has not been quantified.

3 **Department Testimony:** We support the intent of House Bill 1438 (HB1438) to improve
4 consumer information through labeling but defer to the Governor's Executive Budget request.

5 The Department supports HB1438 which would require safety warning labels on sealed
6 containers and packaging of sugar sweetened beverages (SSBs) as well as on vending machines,
7 soda fountains, and at point of sale. The concept of this bill is based on national
8 recommendations for reducing the consumption of SSBs. The Division of Physical Activity,
9 Nutrition and Obesity (DNPAO) at the Centers for Disease Control and Prevention (CDC)
10 recommends decreasing the consumption of SSBs as one of six evidence-based strategies for
11 preventing and reducing overweight and obesity. The 2010 Dietary Guidelines for Americans
12 also recommends reducing the intake of SSBs as a method to control calorie intake and
13 managing body weight.

14 Today in Hawaii, more than one in two adults (BRFSS 2012; 56%) and over one in four
15 high school students (YRBS 2013; 28.2%) are overweight or obese. The rate of adults with
16 diabetes in Hawaii is 8.4% and an additional 12.9% have been diagnosed with pre-diabetes (2013
17 BRFSS). Hawaii spends an estimated \$470 million annually on obesity-related medical costs,
18 and \$770 million on diabetes-related medical costs. SSBs have been identified by numerous
19 scientific studies as a major contributor to our costly obesity epidemic.

20 Currently children and adults consume 172 and 175 calories respectively from SSBs a
21 day. A typical 20-ounce soda contains 15 to 18 teaspoons of sugar and about 240 calories.

1 Children and adolescents now consume 10 to 15 percent of their daily caloric intake from SSBs;
2 calories that meet no nutritional need. There is also a strong correlation between weight and
3 soda consumption. In children, each 12 ounce soft drink consumed daily, increases their odds of
4 becoming obese by 60%. Research has found that a small, persistent energy imbalance of as
5 little as 50 calories per day can result in up to a 5-pound weight gain over the course of a year.
6 A recent meta-analysis of 88 cross-sectional and prospective studies found that a higher intake of
7 soft drinks was associated with higher body weight, greater energy intake, lower intake of other
8 nutrients, and worse health outcomes.

9 Requiring a safety warning on all SSB containers and packaging will educate consumers
10 about the health risks associated with drinking SSBs and will also help them make informed
11 choices. Research has demonstrated that health warnings can increase knowledge of health risks
12 and reduce consumption and use of unhealthy products. Evidence also suggests that labels and
13 signs at the point of purchase can impact buying behavior. In 2014, an independent poll
14 conducted by Ward Research found that 72 percent of adults in Hawaii support government
15 inclusion of warning labels that explain the negative effects of SSBs on all packaging.

16 In Hawaii, warning labels have been successfully used as a tobacco control strategy.
17 Warning labels placed on tobacco products along with a comprehensive program that included
18 clean air laws, taxes, retail and advertising restrictions, community engagement, and prevention
19 and cessation programs, drastically cut the rate of smoking for youth (63% from 1999 to 2013,
20 Youth Risk Behavior Survey) and adults (32% from 2000 to 2013, Behavioral Risk Factors
21 Surveillance System). Instituting warning labels on SSBs could be one effective step in a
22 comprehensive strategy to reduce the consumption of SSBs in Hawaii.

23 Thank you for the opportunity to provide testimony.

Testimony of Phyllis Dendle
Director, Government Relations

Before:
The House Committee on Health
The Honorable Della Au Belatti, Chair
The Honorable Richard P. Creagan, Vice Chair

February 11, 2015
8:35 am
Conference Room 329

HB1438 RELATING TO BEVERAGES

Chair Belatti and committee members thank you for the opportunity to provide testimony on this bill to require safety warning labels on beverages sweeten with sugar and other caloric sweeteners.

Kaiser Permanente Hawaii supports the intent of this bill.

We appreciate the committee's efforts to reduce obesity by encouraging people to consume less sugar, in this case in soft drinks. At Kaiser Permanente reducing the consumption of sugary beverages is one of the four parts of the 5-2-1-0 program that we advocate to have healthy children and healthy families.

We recommend that all members of the family, but particularly children, eat **5** servings a day of fruits, roots and vegetables. Limiting time in front of the television or computer at home to no more than **2** hours a day makes time for other activities. In the time not spent on the computer children should get at least **1** hour of physical activity every day. Sugar sweetened beverages, especially soda, fruit drinks and sports drinks contain excess sugar and calories without contributing any health benefits. We recommend **0** sugary drinks and suggest drinking low fat milk or water as an alternative.

This simple to remember formula teaches the first steps toward improved health for children and their families. Warning labels also may assist in informing and reminding people that beverages with sugar contribute directly to excess calories which contribute to obesity.

Thank you for your consideration.



Executive Officers:

John Schilf, RSM Hawaii - Chairperson
Derek Kurisu, KTA Superstores - Vice Chair
Lisa DeCoito, Aloha Petroleum - Treasurer
John Erickson, Frito-Lay - Secretary
Lauren Zirbel, Executive Director

1050 Bishop St. PMB 235
Honolulu, HI 96813
Fax : 808-791-0702
Telephone : 808-533-1292

TO:
COMMITTEE ON HEALTH
Representative Della Au Belatti, Chair
Representative Richard P. Creagan, Vice Chair

FROM: HAWAII FOOD INDUSTRY ASSOCIATION
Lauren Zirbel, Executive Director

DATE: February 11, 2015
TIME: 8:30am
PLACE: Conference Room

RE: HB1438

Position: Oppose

The Hawaii Food Industry Association is comprised of two hundred member companies representing retailers, suppliers, producers, and distributors of food and beverage related products in the State of Hawaii.

Mandating labeling of this kind at the state level creates a situation where producers must either stop supplying products to Hawaii or drastically increase the price of these, and possibly other products, in order to cover the cost of creating Hawaii specific labels. Health and safety labeling is mandated at the national level in order to avoid placing consumers and producers in this type of situation.

Additionally, federal standards are strictly controlled and based on extensive study and assessment which is used to accurately determine necessary health and safety labeling on products. The state of Hawaii does not have the resources necessary to do the job of the FDA and this bill does not elaborate on what information was used to determine that these labels are necessary and accurate, how that information was gathered, and how it was evaluated.

Finally, this bill presents information that could be misleading to consumers. The label specified in this bill may lead people to wrongly believe that by avoiding beverages with this label they have eliminated any risk of obesity, diabetes, and tooth decay. It could also lead people to falsely believe that other foods and beverages do not contribute to these health issues. As the healthiest state in the nation it seems that the people of Hawaii are able to make good choices about what we eat and drink without this type of potentially confusing and misleading label.

For these reasons we believe that this kind of state specific label is not the right choice for Hawaii and we ask that you please hold this measure.

Thank you for the opportunity to testify.



To: The Honorable Della Au Belatti, Chair, Committee on Health
The Honorable Richard Creagan, Vice Chair, Committee on Health
Members, House Committee on Health

From: Jessica Yamauchi, Executive Director

Date: February 9, 2015

Hrg: House Committee on Health; Wednesday, February 11, 2015, 8:35 am, Room 329

Re: **Strong Support for HB 1438, Relating to Beverages.**

Thank you for the opportunity to offer testimony in strong support of **House Bill 1438**, which requires all sweetened beverages to contain a warning label; “drinking beverages with added sugar contributes to obesity, diabetes, and tooth decay.” Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and identifying beverages that contain added sugar.

The Hawaii Public Health Institute (HIPHI) supports and promotes policy efforts to create a healthy Hawaii. HIPHI weaves silos into working relationships as an effective network, ensuring that we come together across sectors to advance collaboration and innovation in public health and work towards making Hawaii the healthiest place on earth.

Sugar-sweetened beverages (SSBs) are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, calorie intake from SSBs increased 135 percent for all age groups¹. Soda, energy and sports drinks, and sweetened bottled waters are the largest source of added sugars in the diets of 2-18 year olds, with fruit drinks following as the second largest source². Disparities in obesity rates by income and race/ethnicity are mirrored in SSB consumption patterns. Minorities report consuming more SSB calories than white people for both sexes and most age groups³.

Children and adolescents consume 45 percent of their SSB and 100% fruit juice calories outside the home⁴. Adolescents who live close to food retailers are more likely to purchase and consume SSBs on a daily basis⁵. This association holds true for a variety of retailers, including convenience stores, grocery stores, restaurants, and fast food outlets. SSBs are sold by a wide variety of retail establishments—not just by food outlets. Twenty percent of retail stores whose primary merchandise is not food sell SSBs, often within arm’s reach of the cash register⁶.

¹ Rudd Center for Food Policy and Obesity, 2013

² ChangeLab Solutions, The National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN), 2014

³ ChangeLab Solutions, NPLAN 2014

⁴ Neighbourhood Food Environments, Public Health Nutrition, 2010

⁵ Neighbourhood Food Environments, Public Health Nutrition, 2010

⁶ Public Health Nutrition, 15(6): 1117-23, 2012



Reductions in SSB consumption are significantly associated with weight loss. For example, there is strong evidence showing that children and adolescents who reduce their SSB intake experience significant decreases in weight gain and fat deposits, which reduces their risk of developing diabetes⁷. Research suggests that health knowledge can influence SSB consumption. For example, one study found a negative association between knowledge of daily calorie intake recommendations and SSBs consumed⁸. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior⁹:

- Prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among both youth and adults, and discourage non-smokers from wanting to smoke
- Research shows that pregnant women who drink minimally drink less alcohol after seeing a warning label.
- Studies show that point of purchase signs, posters, and shelf tags that encourage healthier food options result in increased sales of healthy food.

There is strong public support for warning labels on sugary beverages. In 2014, an independent poll conducted by Ward Research for HIPHI, found that 72 percent of adults in Hawaii support government including warning labels on the potential negative effects of sugary drinks on all packaging.

With new SSB products rolling out all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Hawaii Public Health Institute strongly supports HB 1438 and asks the committee to pass this measure. Thank you for the opportunity to testify.

Respectfully,

A handwritten signature in black ink, reading "Jessica Yamauchi".

Jessica Yamauchi, MA
Executive Director

⁷ Reduction in Consumption of Sugar-Sweetened Beverages Is Associated with Weight Loss: the PREMIER Trial

⁸ Health Education and Behavior, 41(4): 431-439, 2014

⁹ Health Education & Behavior, 2010

Vikki Ferstler
Tailor Made Vending
99-1366 Koaha Place
Aiea, HI 96701
February 10, 2015

House Committee on Health
Chair Della Au Belatti; Vice Chair Richard Creagan
Hawaii State Capitol
415 South Beretania Street

Re: Hearing on HB 1438, 8:35 am, February 11 2015

Dear Chair Bellati, Vice Chair Creagan, and Members of the Committee,

I am the President of Tailor Made Vending, a company that operates over 250 vending machines across Oahu. We are based in Aiea and have been in business for over 20 years.

I am writing to urge you to oppose HB 1438.

We are proud to live and work in Hawaii. We are committed to healthy eating and providing healthy options in our machines. However, this legislation will not address obesity and will only hurt local businesses like mine.

Singling out sugary drinks with warning labels doesn't begin to address all of the factors that contribute to obesity. Placing warning labels on drinks and vending machines is misleading to consumers. For example, low calorie drinks with as few as five calories will be forced to carry a warning label, while sugary foods like cake and donuts will not. How about fast foods such as McDonalds and Jack in the Box hamburgers and French fries, Pizza Huts, 31 flavors, I can go on and on, are they to have warning labels on them too? How about our local market with rows upon rows of cookies, candy and soda? Should there be a warning label on the isles? If the intention of this bill is to help customers make informed decisions, it would seem like it accomplishes just the opposite.

This is not a useful way to address the health of people in Hawaii, and it will hurt businesses like mine. Please vote no.

Sincerely,

Vikki Ferstler
Tailor Made Vending (President)
808-484-8363



Serving the Vending and Refreshment Services Industry

February 20, 2015

VIA ONLINE SUBMISSION ONLY: <http://www.capitol.hawaii.gov/submittestimony.aspx>

The Honorable Della Au Belatti
Chair, Hawaii State House Committee on Health

The Honorable Richard Creagan
Vice Chair, Hawaii State House Committee on Health

RE: HB 1438, Relating to Beverages

Dear Chair and Vice Chair,

This correspondence is in response to the Health Committee's February 10, 2015 hearing on HB 1438.

NAMA is opposed to HB 1438/SB 1270 and requests that the Hawaii State Legislature reject the proposed legislation requiring warning labels on sweetened beverages.

Placing warning labels on one category of foods and beverages, but not others, would unfairly burden businesses to label products specifically for the State of Hawaii. It is our belief that HB 1438 would increase costs for producers, distributors and retailers of beverages in Hawaii, as separate packaging for sugar-sweetened beverages would be required for all products sold in the state.

NAMA is the national trade association representing the \$42 billion U.S. vending and refreshment services industry. With 1500 member companies – including many of the world's most recognized brands – NAMA provides advocacy, education and research to its membership.

I appreciate your allowing us to comment on behalf of our Hawaii members and the refreshment services industry. Please do not hesitate to contact me should you have further questions.

Sincerely,

A handwritten signature in black ink, appearing to read "W. Eric Dell". The signature is stylized with a large, bold "W" and a cursive "Eric Dell".

W. Eric Dell, JD, MBA
Senior Vice President,
Government Affairs

The National Automatic Merchandising Association • www.vending.org

Headquarters: 20 N. Wacker Drive, Suite 3500 • Chicago, IL 60606-3102 • Voice: 312/ 346-0370 • Fax: 312/ 704-4140
Eastern Office: 1600 Wilson Blvd., Ste. 650 • Arlington, VA 22209 • Voice: 571/346-1900 • Fax: 703/836-8262
Southern Office: P.O. Box 4110 • Alpharetta, GA 30023 • Cell: 678/232-7941
Western Office: 80 South Lake Avenue, Suite 538 • Pasadena, CA 91101 • Voice: 626/229-0900 • Fax: 626/229-0777

A nonpartisan, nonprofit
organization established by the
Northern and Southern California
Public Health Associations



Post Office Box 2309
Davis, California 95617
Telephone 530.297.6000
Fax 530.297.6200
www.PublicHealthAdvocacy.org

Date: February 10, 2015
To: The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Members, House Committee on Health
Re: Strong Support for HB 1438, Relating to Health
Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

Dear Honorable Members of the Health Committee:

Thank you for the opportunity to submit testimony in strong support of HB 1438. The California Center for Public Health Advocacy strongly supports requiring a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

For these reasons, the California Center for Public Health Advocacy strongly supports HB 1438 and encourages your aye vote.

Sincerely,

Harold Goldstein, DrPH
Executive Director
California Center for Public Health Advocacy



**Written Testimony of
David Thorp
American Beverage Association**

**Before the House Committee on Health
Opposition to H.B. 1438 – Beverage Warning Labels
February 11, 2015**

Good morning, Chair Belatti, Vice Chair Creagan and members of the Committee. Thank you for the opportunity to comment in opposition to H.B. 1438 – beverage warning labels.

I am David Thorp, senior director of government affairs for the American Beverage Association (ABA) in Washington, D.C. The American Beverage Association is the trade association representing the non-alcoholic beverage industry. ABA represents hundreds of beverage producers, distributors, franchise companies and supporting businesses that employ more than 233,000 people across the country.

ABA members offer consumers myriad brands, flavors and packaging choices and a full range of drink options including soft drinks, diet soft drinks, ready-to-drink teas, bottled waters, water beverages, 100 percent juice, juice drinks, sports drinks and energy drinks.

Beverage Industry's Impact on Hawaii's Economy

The beverage industry is an important part of Hawaii's economy – and one of the few remaining industries still manufacturing in the Islands. Unlike most consumer products, many beverages are manufactured and distributed in Hawaii – and by local workers.

Non-alcoholic beverage companies in Hawaii provide more than 1,300 good-paying jobs across our state. The industry helps to support many thousands more workers in restaurants, grocery stores and more that depend, in part, on beverage sales for their livelihood.

Addressing obesity and diabetes is more complicated than a warning label

It is counterproductive and misleading to suggest that focusing solely on labels for sugar-sweetened beverages is the silver bullet solution to obesity and diabetes, which are complex issues.

The beverage industry is taking proactive measures to provide information, options and support to empower consumers to make the choices that are right for them.

- **More Choices:** The beverage industry offers an ever-increasing selection of **low- and no-calorie beverage options**, as well as **various serving sizes**. In fact, 45 percent of all non-alcoholic beverages sold today have zero calories.
- **Voluntary national school beverage guidelines:** We removed full-calorie sodas from schools and replaced them with a range of lower-calorie, nutritious, and smaller-portion choices, lowering the number of beverage calories in schools nationwide by 90 percent.
- **Clear on Calories:** We added calorie labels to the front of every can, bottle and pack produced by the nation's largest beverage companies in support of First Lady Michelle Obama's "Let's Move!" anti-obesity campaign – making it easier to make the choice that's right for consumers.
- **Calories Count:** We labeled vending machines to offer consumers clear calorie information, encourage lower-calorie beverage choices, and remind consumers that calories count in all the choices they make.
- **Balance Calories:** The beverage industry recently started a national, multi-year effort, in partnership with the Alliance for a Healthier Generation. The goal of this effort is to reduce beverage calories consumed per person by 20 percent by 2025 through increasing access to no- and low-calorie options, bottled water and smaller portion sizes.
- **Mixify:** In conjunction with Balance Calories, we launched an integrated **consumer awareness** and engagement program that talks to teens and their parents about the importance of balancing physical activity and what they drink and eat.

Conclusion

The beverage industry is proud of our many proactive programs that we've undertaken to be part of the solution – programs that will have a more meaningful impact than a warning label.

Sincerely,
David Thorp

Aloha Friday Beverage Company, Inc.
P.O. Box 2003
Kailua, Hawaii 96734
Phone: 808-352-2939
www.alohafridaybevco.com

February 10, 2015

TO: Chair Belatti, Vice Chair Creagan, and Members of the Committee

RE: Opposition to HB 1438 Relating to Beverages

I am the owner of Aloha Friday Beverage Company, and I am writing to respectfully oppose HB 1438.

I believe that all consumers have to take personal responsibility for their actions - and not blame manufacturers for everything that is wrong in society. Moderation is key. I believe it's okay to have colas and sweet snacks in moderation but people should balance it with exercise and foods that provide better nutritional value to maintain a healthy weight and keep their bodies functioning properly.

My beverages use only natural sweeteners, which are very low calorie. My vitamin-enhanced waters have five calories per serving (10 calories per bottle) and my vitamin enhanced iced teas have zero calories per serving. While my drinks are safe for children, and even people with diabetes to drink, somehow my beverages would be unfairly lumped in with high-sugar drinks based solely on my very low calorie count.

Putting warning labels on beverages with only five calories per serving is an arbitrary benchmark – it defies common sense. Consider the following:

- Minute Maid Pure Squeezed Light Orange Juice has 50 calories per serving
- Welch's 100% Grape Juice "With No Sugar Added" has 140 calories per serving
- Lucerne "1% Lowfat Milk" has 110 calories per serving, while the lactose-free milk carton in my refrigerator has 90 calories per serving

Why would the warning label apply to sweetened beverages with more than five calories - but not apply to these beverages? It's unfair to arbitrarily pick a calorie count and a segment of the beverage industry.

Sincerely,

Andrea Gall-Krasnick
President, Owner

96821

Ivaylo Kerelski
Alaka'i Vending

February 10, 2015

House Committee on Health
Chair Della Au Belatti; Vice Chair Richard Creagan
Hawaii State Capitol
415 South Beretania Street

RE: Hearing on HB 1438

Chair Belatti, Vice Chair Creagan, and Members of the Committee,

I am the Operations Manager of Alaka'i Vending, a vending company that owns, operates and repairs vending machines across the island of Oahu. We utilize the latest industry technology and pair it with old-fashioned customer service to serve our clients.

The vending market is extremely competitive and we have to distinguish ourselves from the competition in order to stay ahead. We pride ourselves on providing healthy options and a wide variety of products. We serve clients in the healthcare, education, residential, hospitality, automotive, and consulting industries.

While I support the intent behind HB 1438, unfortunately I write today in opposition.

This bill puts an unnecessary burden on business owners. Placing warning labels on vending machines and the products within them sends a confusing signal to people that those products are dangerous, when there are all sorts of sugary products for sale. Singling out drinks with as few as five calories per serving won't help our customers select healthier options. Furthermore, a number of machines are already outfitted with screens that inform the customers of the nutritional content of the products.

Thank you for the opportunity to testify on this bill.

Sincerely,
Ivaylo Kerelski

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 3:41 PM
To: HLTtestimony
Cc: briana.chang@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Briana Chang	Paradise Beverages Inc.	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 6:31 AM
To: HLTtestimony
Cc: DENISE.RENTIQUIANO@PARBEV.COM
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
DENISE	PARADISE BEVERAGES	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 4:19 PM
To: HLTtestimony
Cc: blaine.tasaka@parbev.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Blaine Tasaka	Paradise Beverages Inc.	Oppose	No

Comments: We don't need more laws and regulations on this issue, people will make their own choices, and this is just another example of governments over-involvement in personal choices. At the expense of businesses and the economy. The best thing to help people live healthier is to grow business and the economy, it is at that point that they can afford to make meaningful healthy decisions.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 8:54 AM
To: HLTtestimony
Cc: paul.ahcook@parbev.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Paul Ah Cook	Paradise Beverages, Inc.	Oppose	No

Comments: I am in strongly opposed to HB1438. Obesity and diabetes are more complicated than a warning label. The public is wrongly informed with warnings that only single out sweetened beverages. It's about calories in and calories out. Twice as many calories from pastries and other processed are consumed by Americans than those coming from sweetened beverages. It will also cause hardship to our manufacturers who will have to produce containers specific to Hawaii. Please take the time to address obesity and diabetes in a well thought out broad observation. I thank you for your attention! Paul Ah Cook, President of Paradise Beverages, Inc.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov



ChangeLab Solutions
Law & policy innovation for the common good.

2201 Broadway, Suite 502
Oakland, CA 94612
510.302.3380
changelabsolutions.org

February 10, 2015

To: The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Members, Committee on Health, Hawaii State House of Representatives

Re: Strong Support for HB 1438, Relating to Health

Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

Honorable Chair, Vice Chair, and Committee Members:

Thank you for the opportunity to submit testimony in **strong support of HB 1438**.

ChangeLab Solutions is a national legal and policy nonprofit organization based in Oakland, California, that provides community-based solutions for America's most common and preventable diseases like cancer, heart disease, diabetes, obesity and asthma. We strongly support mandating a warning label on all sugar-sweetened beverages.

Warning labels would help educate all consumers about the well-documented health effects of drinking sugar-sweetened beverages, and also which beverages contain added sugar.

Reductions in sugar-sweetened beverage consumption are significantly associated with weight loss and improved health outcomes. Health warnings increase consumers' knowledge of health risks and allow them to make informed decisions about the food and beverages they consume. With new sugary drinks coming on the market frequently it is important that we educate all potential consumers of the possible risks associated with these beverages.

Please help create a healthier Hawaii and pass HB 1438.

Sincerely,

Marice Ashe, JD MPH
Founder and Chief Executive Officer

Ian McLaughlin, JD
Senior Staff Attorney and Program Director

ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state.

Testimony in Support of HB 1438

Before the Hawaii House Committee on Health

February 11, 2015, 8:35 am

Submitted by Jim O'Hara, Director, Health Policy Promotion

Center for Science in the Public Interest

The Center for Science in the Public Interest (CSPI) is a nonprofit health-advocacy organization that focuses on nutrition and food-safety policy and education that counts more than 4,000 residents of Hawaii among its 850,000 members/subscribers.

CSPI is pleased to support Hawaii House Bill 1438, which calls for warning labels on sugar drinks. In 2005, CSPI petitioned the U.S. Food and Drug Administration to require similar health warnings on sugar-drink labels. More than 40 scientists and public health professionals, as well as several national health groups, supported that petition. In 2011, CSPI again asked FDA to act on the warning label petition, and support for this public health intervention had grown, with a number of city health departments from across the country signing on.

The proposed legislation requiring a warning label on sugar-sweetened beverages sold in Hawaii would address the failure to date of federal leadership. Hawaii's consumers—like consumers in all states—have a right to know about the unique and chronic health problems associated with consumption of soda and other sugar drinks. HB 1438 is a common sense approach to providing that vital science-based information to consumers.

Although by no means a cure for America's obesity and other health problems exacerbated by excess consumption of sugar drinks, warning labels are a standard public health tool that has been effectively used to raise public awareness of the hazards of tobacco use and the excessive consumption of alcoholic beverages.

An increasingly solid base of scientific research has established that sugar drinks contribute to obesity. In one study, each extra soft drink consumed per day was associated with a 60% increased risk of overweight in children.¹ Sugar drinks are the largest single contributor of calories to the diet,² providing as much as 10 to 15% of total caloric intake in

¹ Ludwig, D.S., Peterson, K.E., & Gortmaker, S.L. (2001). Relation between consumption of sugar-sweetened drinks and childhood obesity: A prospective, observational analysis. *The Lancet*, 357(9255), 505-508.

² Block, G. (2004). Foods contributing to energy intake in the U.S: Data from NHANES III and NHANES 1999-2000. *Journal of Food Composition and Analysis*, 17(3), 439-447.

some teenagers.³ For a moderately active 12-year-old girl, just one 12-ounce soft drink represents about 8% of her daily caloric requirements. Those are some of the reasons why the Dietary Guidelines for Americans, America's basic nutrition policy, states, "...prospective studies show a positive association between the consumption of calorically sweetened beverages and weight gain. For this reason, decreased intake of such foods, especially beverages with caloric sweeteners, is recommended to reduce calorie intake and help achieve recommended nutrient intakes and weight control."⁴

Over the past several decades, major soft drink bottlers have steadily increased the sizes of popular single-serving containers—from 6.5 ounces, to 12 ounces, to 20 ounces—in order to encourage ever greater consumption. Because of that development, declining relative prices, intense advertising that reaches every American, and ubiquitous availability, soft drinks have become the most consumed food or beverage in the United States.

Most importantly, this legislation is aimed squarely at Hawaii's public health needs. The Hawaii Department of Health estimates that obesity and the chronic diseases associated with it, such as diabetes and heart disease, cost Hawaii \$427 million annually in health care costs. The health department also states that "about one in every three children entering kindergarten in our state is already overweight or obese." Educating consumers about the health risks of sugar drink consumption is a common sense approach to prevention.

House Bill 1438 represents national leadership on a critical public health crisis. We thank you for Hawaii's leadership and hope that similar measures are pursued by other states and at the national level.

³ Murphy, M., Douglass, J., Latulippe, M., Barr, S., Johnson, R., & Frye, C. (2005). Beverages as a source of energy and nutrients in diets of children and adolescents. *Experimental Biology*, Abstract #275.4.

⁴ U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2005. 6th Edition, www.health.gov/dietaryguidelines/dga2005/document/pdf/dga2005.pdf

Ball Corporation- Hawaii Can Plant Employees
ILWU, Local 142 members
91-320 Komohana Street
February 10, 2015

House Committee on Health
Chair Della Au Belatti
Vice Chair Richard Creagan
Hawaii State Capitol
415 South Beretania Street

Re: HB 1438, Hearing on Warning Labels, 8:35 am, Wednesday February 11 2015

Dear Chair Bellati, Vice Chair Creagan, and Members of the Committee,

My name is Michelle Matsuoka and I am writing to you today on behalf of myself and my fellow employees of the Ball Hawaii Can Plant, located in Kapolei. I am writing regarding HB 1438, which I urge you to oppose.

The Ball Hawaii Can Plant is the only can manufacturing plant in Hawaii, and we make cans for dozens of locally produced products. Our plant has provided good union jobs on the island since 1979.

We have been in operation since 1979 and we provide cans to various customers here in the islands. We also have local vendors that supply us with the raw materials, manufacturing parts and we work together to keep our jobs and our industry thriving in this challenging economy.

While this legislation is well meaning, it is unfair in nature. There is no evidence that warning labels will solve obesity. Singling out sweetened beverages with warning labels will cause beverage sales to go down, which could cause me to lose my job, and put the jobs of the 45 good people I work with in jeopardy.

Unlike some industries, there are many beverages that are made and distributed in Hawaii by local workers. We are the only local company that produces cans. If Ball Can shuts down, all cans would have to be shipped here from the mainland.

The Ball Hawaii Can Plant has a long and respected history in this state. Please don't risk our jobs for an unproven policy that won't address the complicated issue of obesity.

Sincerely,

Michelle Matsuoka



American Heart Association/American Stroke Association testimony
in SUPPORT of HB 1438, "Relating to Beverages."

The American Heart Association/American Stroke Association SUPPORTS HB 1438. The bill will help consumers to make more informed purchasing decisions by requiring a warning label to be placed on certain containers of sugar-sweetened beverages (SSBs).

Hawaii is facing a public health crisis. More than half of Hawaii adults and about one third of keiki entering kindergarten are classified as overweight or obese, putting them at increased risk of heart disease, stroke, diabetes and other chronic conditions.

SSBs are the primary sources (approximately 50%) of added sugars in Americans' diets. Drinking just one sugar-sweetened soda a day increases an adult's likelihood of being overweight by 27%. For children, that likelihood doubles to 55%. Studies have shown warning labels to be effective in helping to aid consumers in making healthier choices for themselves and for their families.

Discouraging the over consumption of SSBs through pricing disincentives and by educating the public about the health risks involved in the consumption of SSBs through the use of warning labels are just a few of the many sensible public policy solutions in combatting the obesity epidemic. Hence, the AHA/ASA supports HB 1438 and believes that Hawaii legislators should also.

Respectfully submitted,

A handwritten signature in black ink that reads 'Donald B. Weisman'.

Donald B. Weisman
Hawaii Government Relations Director

*"Building healthier lives,
free of cardiovascular
diseases and stroke."*

life is why™ es por **la vida™** 全为**生命™**

Please remember the American Heart Association in your will.





American Heart Association/American Stroke Association testimony
in SUPPORT of HB 1438, "Relating to Beverages."

The American Heart Association/American Stroke Association SUPPORTS HB 1438. The bill will help consumers to make more informed purchasing decisions by requiring a warning label to be placed on certain containers of sugar-sweetened beverages (SSBs).

Hawaii is facing a public health crisis. More than half of Hawaii adults and about one third of keiki entering kindergarten are classified as overweight or obese, putting them at increased risk of heart disease, stroke, diabetes and other chronic conditions.

SSBs are the primary sources (approximately 50%) of added sugars in Americans' diets. Drinking just one sugar-sweetened soda a day increases an adult's likelihood of being overweight by 27%. For children, that likelihood doubles to 55%. Studies have shown warning labels to be effective in helping to aid consumers in making healthier choices for themselves and for their families.

Discouraging the over consumption of SSBs through pricing disincentives and by educating the public about the health risks involved in the consumption of SSBs through the use of warning labels are just a few of the many sensible public policy solutions in combatting the obesity epidemic. Hence, the AHA/ASA supports HB 1438 and believes that Hawaii legislators should also.

Respectfully submitted,

A handwritten signature in black ink that reads 'Donald B. Weisman'.

Donald B. Weisman
Hawaii Government Relations Director

*"Building healthier lives,
free of cardiovascular
diseases and stroke."*

life is why™ es por **la vida™** 全为**生命™**

Please remember the American Heart Association in your will.



Date: February 10, 2015

To: The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Members, House Committee on Health

Re: Strong Support for HB 1438, Relating to Health

Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass HB 1438.

Mahalo

2015 Hawaii Community Leadership Board

Chair, Sharlene K. Tsuda
Vice President, Community Development
The Queen's Health Systems
Executive Committee

President, Mark E. Tafoya, OD, MD
Pacific Retina Care LLC
Executive Committee

Chair-Elect, Colby Kisaba
Chief Financial Officer
MW Group, Ltd.
Executive Committee

Dee-Ann Carpenter, MD
Internist, Assistant Professor
Department of Native Hawaiian Health
John A. Burns School of Medicine
Immediate Past President
Executive Committee

Mike Ching
Managing Partner
Ernst & Young, LLP
Immediate Past Chair
National Finance Committee
Executive Committee

Laurie K.S. Tom, MD
Endocrinologist
Past President
Executive Committee

Iris R. Okawa, Esq.
Bank of Hawaii
Past Chair
Executive Committee

Jane K. Kadohiro, DRPH, APRN, CDE, FADE
President and CEO
Diabetes Education and Support Consulting Services
Past President

National Education Recognition Program Committee
National Women and Diabetes Subcommittee
Executive Committee

Viola Genadio, RN, APRN, CDE, BC-ADM
Healthways, Inc.
Executive Committee

Karen Y. Arikawa-Hu
Associate General Counsel
Hawaiian Electric Company, Inc.

Elizabeth M. Ignacio, MD
Orthopedic Surgeon

Gayle P. Ishima
Servicing Manager
Hawaii State Federal Credit Union
Past Chair

Garan Ito, PA, MT (ASCP), MBA
Director, Diagnostic and Interventional Services
The Queen's Medical Center

Marion Kamei
Senior Vice President & Team Leader, Private
Banking

First Hawaiian Bank
Wesley J. Kim, MD
Medical Director
Diagnostic Laboratories Services, Inc.

Jennifer Loh, MD
Endocrinologist
Kaiser Permanente

Wendy Loh
Franchise Owner
Juice Plus+

John Melish, MD, FACP
Endocrinologist
Kapiolani Medical Center
Professor, John A. Burns School of Medicine

Allison Mizuo Lee
Partner
Cades Schutte LLP

May M. Okhiro, MD, MS
Director, Hawaii Initiative for Childhood Obesity
Research & Education

Assistant Professor
John A. Burns School of Medicine

Faith Rex
President
SMS Consulting

Valerie Sonoda
Manager, Health Systems Development
HMSA

Gino Soquena
Government and Community Relations Director
Hawaii Laborers Union Local 368

Scott Sutton
District Manager
Walgreens

Michael Tam
Chief Executive Officer
Martin & MacArthur

Blake Yokotake
Human Resources Manager
Seven-Eleven Hawaii, Inc.

Hawaii Advisory Board

Steven Ai
President
City Mill Home Improvement Centers

Wilfred Fujimoto, MD
Professor, Emeritus of Medicine
University of Washington

Mufi Hannemann
Former Mayor
City and County of Honolulu

Stafford J. Kiguchi
Senior Vice President and Manager - Corporate
Communications and Government Relations
Bank of Hawaii

Marjorie K. L. M. Mau, MS, MD, FACP
Professor, Department Native Hawaiian Health
John A. Burns School of Medicine
National Adult Strategies Committee

Mia Noguchi
President
Lotus Pond Communications

Richard Okazaki
President
Diagnostic Laboratory Services, Inc.

Executive Director, Leslie Lam

February 10, 2015

The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Hawaii State Capitol
Honolulu, Hawaii 96813

Dear Representative Belatti, Representative Creagan, and members of the House Committee on Health:

On behalf of the Community Leadership Board of the American Diabetes Association (ADA), and the over 500,000 individuals who have prediabetes or diabetes in Hawaii. I am writing to ask for your full support of HB 1438.

Re: Strong Support for HB 1438, Relating to Health

Thank you for the opportunity to submit testimony in **strong support of HB 1438**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

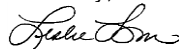
As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass HB 1438.

I would greatly appreciate your deep consideration and urge you to support this important measure and invite your colleagues to do the same.

Please feel free to contact me to discuss your concerns or questions. I am available at llam@diabetes.org or 808.947.5979.

Sincerely,



Leslie Lam, Executive Director
American Diabetes Association





House Committee on Health

The Hon. Della Au Belatti, Chair

The Hon. Richard P. Creagan, Vice Chair

Testimony on House Bill 1438

Relating to Beverages

Submitted by Nani Medeiros, Public Affairs and Policy Director

February 11, 2015, 8:35 am, Room 329

The Hawai'i Primary Care Association, which represents community health centers in Hawai'i, supports House Bill 1438, requiring all sweetened beverages to contain a warning label.

There is little doubt that a health crisis exists in Hawaii, aided in no small part by the consumption of sugar sweetened beverages. Per a 2004 study, sugar sweetened beverages are the largest single contributor of calories to the average Americans diet, while at the same time provided little to no nutritional value. The average American currently consumes 175 calories from sugar sweetened beverages alone, a number that comprised 10% of children and adolescents daily intake. This level of consumption does not come without consequences and in 2009 alone, over \$470,000,000 was spent on obesity-related medical expenditures in Hawaii.

The HPCA supports making consumers aware of the health risks related with consumption of sweetened beverages. Obesity is a problem that must be approached proactively and placing visible warning labels will serve as a step in that direction.

We urge you to pass House Bill 1438 and thank you for the opportunity to testify.



Hawaii Restaurant Association

2909 Waiālae Avenue #22
Honolulu, Hawaii 96826
www.HawaiiRestaurant.org

Phone: (808) 944-9105
Email: info@HawaiiRestaurant.org

Date: February 10, 2015

To: Rep. Della Au Belatti, Chair
Members of the Committee on Health

From: Victor Lim, Hawaii Restaurant Association

Subject: HB 1438 Sugar-Sweetened Beverage Safety Warning

The Hawaii Restaurant Association opposed HB 1438 requiring businesses to have a safety warning for the beverages that we sell.

We sell wholesome foods and beverages that people want to consume and trends will show that sugar-sweetened beverages are at a decline where zero or reduced calories beverages are at an increase. It is counterproductive and misleading to suggest that focusing solely on sugar-sweetened beverages is the solution to addressing obesity in our society.

We now have a national menu labeling law requiring restaurant entities of twenty or more to display calorie content on the things they sell and that will fully be in effect by the end of 2015. In areas that this is currently in place, it shows that it has an impact on an average person's meal calorie content.

We need to allow our current laws that have yet to fully take affect before adding on more rules and regulations for our businesses. We also understand that obesity is a very complex issue that has many variables such as calorie intake – calorie burn, physical activities, etc.

Thank you for giving us this opportunity to share our point of view with this committee.



Hawaii Restaurant Association

2909 Waiālae Avenue #22
Honolulu, Hawaii 96826
www.HawaiiRestaurant.org

Phone: (808) 944-9105
Email: info@HawaiiRestaurant.org

Date: February 10, 2015

To: Rep. Della Au Belatti, Chair
Members of the Committee on Health

From: Victor Lim, Hawaii Restaurant Association

Subject: HB 1438 Sugar-Sweetened Beverage Safety Warning

The Hawaii Restaurant Association opposed HB 1438 requiring businesses to have a safety warning for the beverages that we sell.

We sell wholesome foods and beverages that people want to consume and trends will show that sugar-sweetened beverages are at a decline where zero or reduced calories beverages are at an increase. It is counterproductive and misleading to suggest that focusing solely on sugar-sweetened beverages is the solution to addressing obesity in our society.

We now have a national menu labeling law requiring restaurant entities of twenty or more to display calorie content on the things they sell and that will fully be in effect by the end of 2015. In areas that this is currently in place, it shows that it has an impact on an average person's meal calorie content.

We need to allow our current laws that have yet to fully take affect before adding on more rules and regulations for our businesses. We also understand that obesity is a very complex issue that has many variables such as calorie intake – calorie burn, physical activities, etc.

Thank you for giving us this opportunity to share our point of view with this committee.

creagan3 - Karina

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 1:33 PM
To: HLTtestimony
Cc: mark.kubota@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Mark Kubota	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov



L & L FRANCHISE, INC.

931 University Avenue, Suite 202
Honolulu, Hawaii 96826
Tel. (808) 951-9888; Facsimile (808) 951-0888
www.hawaiianbarbecue.com

RE: HB1438 – Testimony in Opposition – HLT 2/11/15 – Rm. 329 8:35 A.m.

Chair Belatti, Vice Chair Creagan, and Members of the Committee:

L & L Franchise and its family of brands (L & L Hawaiian Barbecue, L & L Drive-Inn, L & L Hawaiian Grill, and Chopsticks Express) stand in **opposition of HB1438**, which requires a warning label on all containers containing sugar-sweetened beverages that such beverage contributes to obesity, diabetes, and tooth decay.

Although L & L appreciates the intent of HB1438, L & L believes such a warning label obfuscates and oversimplifies the causes behind obesity, diabetes, and tooth decay. Consumers should be made aware of all risk factors that cause these conditions, instead of singling out sweetened beverages. Factors like exercise, portion control, overall diet, caloric intake awareness, metabolism, and genetics all play a role in varying degrees in the development of these physical conditions. Any warning label failing to mention these factors and how to address them simply scapegoats the problem and misleads consumers without providing the opportunity to become educated in avoiding these physical conditions.

L & L believes in a holistic approach to educating the public including its own customers regarding obesity, diabetes, tooth decay, and other physical conditions. Since 2010, L & L has voluntarily posted the caloric content of every menu item even before any mandate. By simply glancing at the menu, L & L customers know how many calories are contained in each item and can make informed choices.

Simply saying a certain product may cause obesity, diabetes, and tooth decay does not promote informed choices. Consumption in moderation is the key; a fact that is ignored by this bill. Overconsumption of any item can be harmful to one's health. Every day, our environment and the foods we eat potentially contain hazardous ingredients. Where do the labels end?

How effective are these labels in deterring consumption given that sugar-sweetened beverages is only one factor in causing the physical conditions at issue? Do the benefits of the labels outweigh the costs in implementing them? Businesses, especially small businesses do not have unlimited resources to change their menus and menu boards. Many will need to make modifications with the new federal labeling law. Will they need to redo them again to comply with this mandate?

For these reasons, we respectfully oppose HB1438.



TO: HOUSE COMMITTEE ON HEALTH
Representative Della Au Belatti, Chair
Representative Richard P. Creagan, Vice Chair

FROM: Richard Parry
President and Chief Executive Officer of Aloha Petroleum, Ltd.

HEARING

DATE: Wednesday, February 11, 2015
TIME: 8:35 a.m.
PLACE: State Capitol, Conference Room 329

RE: **Testimony in Opposition to H.B. No. 1438 Relating to
Sugar-Sweetened Beverages**

Chairs, Vice Chairs, and Members of the House Committee on Health, I am Richard Parry, President and Chief Executive Officer of Aloha Petroleum, Ltd. ("Aloha Petroleum").

Aloha Petroleum opposes H.B. No. 1438 (hereinafter, the "Bill"), which requires sugar-sweetened beverages distributed, sold, or offered for sale in Hawaii to contain warning labels stating that such beverages contribute "to obesity, diabetes, and tooth decay".

First and foremost, this Bill is not necessary. Existing beverage labels contain detailed nutritional facts, such as the ingredients, amount of calories, and grams of sugar per serving, which sufficiently enable consumers to make informed decisions on beverage purchases and consumption. It is inappropriate to shift the responsibility for a consumer's health onto the food industry when the choice to consume sugar-sweetened beverages is ultimately a consumer's decision. Therefore, the Bill imposes an unfair financial burden on the food industry to create and/or affix unnecessary warning labels on the hundreds and thousands of sugar-sweetened beverages carried state-wide by various businesses ranging from supermarkets and neighborhood convenience stores to the corner mom and pop stores, who may not have the staff or resources to implement this Bill, if passed.

Additionally, the proposed warning label on the sugar-sweetened beverages will not effectively reduce the occurrence of obesity, diabetes, or tooth decay. As discussed on the attached informational sheet from Hawaii for Food and Beverage Choice, between 1999 and 2008, sugar intake from sugar-sweetened beverages decreased

Testimony of
Aloha Petroleum, Ltd.



H.B. No. 1438
Hearing Date:
Wednesday, Feb. 11, 2015

while the occurrence of obesity and diabetes increased. Moreover, the Bill confuses consumers by singling out the consumption of certain beverages as a health risk without considering that Americans consume twice as many calories from other sugar sweetened foods, such as cupcakes, doughnuts, and other processed foods. As noted in the attached information sheet, sugar, whether it is found in food or beverage form, is processed by the body in the same manner, i.e., dissolved in the bloodstream.

Lastly, passage of the Bill may cause a slippery slope by promoting unnecessary warning labels on all sugar-sweetened foods at the onerous burden and expense of the food industry.

Please vote no on this measure.

Thank you for the opportunity to testify.

Enclosure

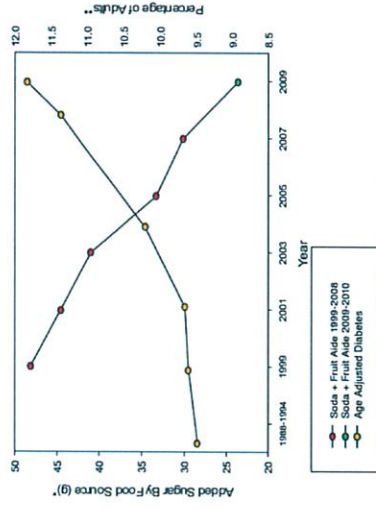
NO on S.B. 1270 & H.B. 1438

Obesity and diabetes are more complicated than a warning label.

Between 1999 and 2008, sugar intake from sugar-sweetened beverages decreased by 37 percent among those aged two and up, yet Type 2 Diabetes increased. It is counterproductive to suggest that legislation affecting some sugar-sweetened beverages will be the silver bullet solution to this complex issue.

The Numbers Don't Add Up:
Noninstitutionalized U.S. Population with Diagnosed Diabetes
by Age 1980-2009
(via CDC.gov)

Diabetes Rises, Sugar Consumption from SSBs Falls
1999-2009



*NHANES 1999-2000 to 2009-2010 (US Children and Adults, 2 years and older)

S.B. 1270 and H.B. 1438 create confusion.

The proposed legislation singles out certain beverages without considering that Americans consume twice as many calories from cupcakes, donuts and other processed foods than they do from sugar-sweetened beverages. Labeling certain beverages – but not other more caloric foods and beverages – sends a confusing message to consumers about what causes obesity.

The beverage industry supports transparency and initiatives that look at the whole picture.

Balance Calories: national initiative to reduce calories 20% by 2025.

Clear on Calories: calorie labels added to the front of every can, bottle, and pack produced. Supports First Lady Michelle Obama's "Let's Move!" campaign.

Calories Count: initiative provides nutritional information on the front of vending machines.



THE TRUTH ABOUT WARNING LABELS

Calories are calories and sugar is sugar, whether found in food or beverage form. Nutritionists are virtually universal in their recognition that maintaining a healthy weight is about balancing the calories you consume with the calories you burn through physical activity.



MYTH: Sugar in liquids turns to fat faster than sugar in solids.

FACT: Sugar in liquids and solids are processed by the body exactly the same – dissolved in the bloodstream.

A warning label that singles out one industry ignores the fact that sweetened beverages are “no more likely to cause weight gain than any other source of energy.”
(USDA & Department HHS, Report of Dietary Guidelines, May 2010)

WARNING LABEL



SODA
12 OZ. CAN
10 CALORIES

EXEMPT



GLAZED DONUT
AVERAGE 2.1 OZ.
242 CALORIES



ORANGE LOW-CALORIE SPORTS DRINK
AVERAGE 12 FL. OZ. BOTTLE
30 CALORIES



HAWAIIAN PLATE LUNCH
AVERAGE SINGLE SERVING
1,000 CALORIES



HAWAI'I

FOR FOOD AND BEVERAGE CHOICE



**WAIANAE COAST
COMPREHENSIVE
HEALTH CENTER**
www.wcchc.com

February 11, 2015

TO: House Committee on Health
Representative Della Au Bellati, Chair
Representative Richard Creagan, Vice Chair

FROM: Dr. Vija Sehgal, Pediatrician and Chief Quality Office / Associate Medical Officer
Waianae Coast Comprehensive Health Center / 697-3457 or wcchc@wcchc.com

RE: **HB1438: Relating to Health**

Thank you for the opportunity to submit testimony in support of HB1438 to mandate warning labels on all sugar-sweetened beverages (SSBs).

From the healthcare perspective, we look at warning labels as an educational tool. Warning labels can help consumers understand which beverages contain added sugar and can educate about the possible effects of drinking sugar sweetened beverages. Adding warning labels on SSBs would reinforce our clinic based efforts to share with patients the mounting evidence that consumption of SSBs is closely linked to increased risk for obesity and cardiovascular disease.

As caloric intake from SSBs increased 135 percent for all age groups (between 1977 and 2001), we have seen the effects in our clinics at the Waianae Coast Comprehensive Health Center. In a recent study of our pediatric patients, 52% of the 11-14 year olds are overweight or obese and 55% of the 15-19 year olds are overweight or obese. And, research has shown that 80% of children who are overweight at 10-15 years old become obese adults. Our data validates this link as evidenced by increased rates of adult obesity on the Waianae Coast when compared to 2012 data (from the Hawaii Primary Care Needs Assessment Data Book, DOH.). This revealing data motivates all of us at the WCCHC to do more for our patients and families. Advocating for community based interventions, like warning labels, is a way to make an impact outside of our clinic walls.

From the public health campaign to reduce tobacco use, we learned that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. HB1438 can help us to replicate the success of the tobacco warning labels by educating all consumers of the risks associated with SSBs and eventually limit their consumption.

While this bill is not the singular answer to the obesity epidemic, it is a proven health education tool with a very broad reach to the general public. I urge your favorable consideration of HB 1438.

My name is Tomo and I am in 1st grade. I go to Holualoa Elementary School.

I see everyday, other kids drinking juice at breakfast and chocolate milk at lunch. At A+ they have the juice in a plastic bag and comes with a straw with a picture of a dude surfing. My mommy tells me that I can not drink sugary stuff and other people should stop drinking sugar and eating sugar. Because it is bad for you and you might pass away. A lot of people drink and eat lots of sugary stuff because it is yummy, but you know why it's yummy? Because it has lots of sugar.

My mommy doesn't want me drinking chocolate milk or juice because it is bad for me and you should also do the same thing. It's not fair everyone else gets to have chocolate milk everyday, they get to have it because their mom or dad let's them have chocolate milk. I think their parents don't know about sugar stuff in juice and chocolate milk. I think they should know.

My teacher also has a Goody Box. It has Pudding, Rice Krispy Treats, Gummy Bears and we get to have those at recess. I think she knows that sugar is bad, but maybe she does not know about it. I think she should also know.

Put up warning labels on sugary stuff like drinks, so they will know.

Date: February 10, 2015

To: The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Members, House Committee on Health

Re: Strong Support for HB 1438, Relating to Health

Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

As a kid I think that it is the Government and businesses responsibility to keep me safe. I just turned 12 years old and I am learning a lot about healthy drinking and eating in school and from my parents. I didn't know that soda and vitamin water and smoothies and other drinks (especially those that say they are healthy) had so much sugar in them. I think that is wrong for all that sugar to be there in these drinks and then people put my favorite cartoon character on them so I buy them. Of course I'm going to buy a drink if Spongebob is on it. But if there was a sign that told me what could happen to me if I drank that stuff because of all the sugar in it, then I wouldn't buy it or even ask my parents to buy it for me. I think people in power like you folks should help us with this and have warning labels on all of these so we are aware. My mom is not always with me when I go to the store, so these signs would help me and my friends to educate us on what is really in these drinks and how it can harm us.

Thank you for listening to me even though I am just 12 years old, but I wanted you to know how important this is to me and my friends.

Mahalo,

Imaikalani Nihipali
6th grade student

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 8:35 AM
To: HLTtestimony
Cc: goomale@yahoo.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Maile Goo	Individual	Support	No

Comments: Date: February 10, 2015 To: The Honorable Della Au Belatti, Chair The Honorable Richard Creagan, Vice Chair Members, House Committee on Health Re: Strong Support for HB 1438, Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329 Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Mahalo, Maile Goo 3683 Woodlawn Terrace Place Honolulu, Hawaii 96822

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Date: February 9, 2015

To: The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Members, House Committee on Health

Re: Strong Support for HB 1438, Relating to Health

Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

I am a board certified pediatrician, and am deeply concerned about the epidemic of pediatric obesity in our state. In the past 25 years of practice, I have witnessed the increase in overweight and obese children. Across the state, the highest rates are in the low income and Native Hawaiian populations, but every demographic is part of this obesity epidemic. Where I practiced on the Waianae Coast, 41% of the pediatric patients are overweight. 50% of the teenagers are obese. Studies show that 70% of these overweight children will become overweight adults, which increases the complications that are associated with obesity, especially type 2 diabetes and early cardiac disease.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Coincidentally, that is when the obesity epidemic started. There is good scientific evidence that shows that consumption of too much sugar directly increases hunger, decreases satiety (how full you feel), and triggers the body to increase body fat. Reductions in SSB consumption are significantly associated with weight loss.

Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. We know that warning labels work, based on our experience with cigarette warning labels.

Doctors are doing our best to educate parents and children about healthy lifestyles. Our families are trying, they WANT to make changes. There is so much outside advertising and marketing of unhealthy food, that it is difficult to figure out what is healthy and not healthy! With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage

We need a coordinated, comprehensive plan to combat pediatric obesity that is as sophisticated and persuasive as the most ambitious marketing and business campaigns.

Please help create a healthier Hawaii and pass HB 1438.

Mahalo,

Cristeta Ancog, M.D.

Fellow, American Academy of Pediatrics

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 1:08 PM
To: HLTtestimony
Cc: rdelafield@gmail.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Rebecca Delafield	Individual	Support	No

Comments: Date: February 10, 2015 To: The Honorable Della Au Belatti, Chair The Honorable Richard Creagan, Vice Chair Members, House Committee on Health Re: Strong Support for HB 1438, Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329 Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Mahalo Becky Delafield

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 5:27 PM
To: HLTtestimony
Cc: kealohafox@gmail.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Leanne Fox	Individual	Support	No

Comments: Date: February 10, 2015 To: The Honorable Della Au Belatti, Chair The Honorable Richard Creagan, Vice Chair Members, House Committee on Health Re: Strong Support for HB 1438, Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329 Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Mahalo

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Date: February 10, 2015

To: The Honorable Della Au Belatti, Chair

The Honorable Richard Creagan, Vice Chair Members,

House Committee on Health

Re: Strong Support for HB 1438,

Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

I think that we should put warning labels on sugary products, especially drinks because people don't know how addicting and how bad sugar really is. Sugar is so bad that if you consume too much of it that you can get many chronic diseases. At Soccer I see my friends bringing Gatorade and they and even their parents think it is a good power energy drink. At school I see friends eating big bags of candy and everybody begs for some, even for me, it is hard to resist. The reason my friends eat and drink that much sugar is because they are addicted and fooled into thinking it's ok. If we put warning labels on sugary drinks then they will start to realize that what they thought was ok, really wasn't.

Our generation is already sick and some are even dying. It is time to put warning labels on sugary drinks and start talking about it. It is time for you to start the conversation.

Sincerely,
Mika Hill
6th grader

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 8:39 PM
To: HLTtestimony
Cc: truly.joannies@gmail.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Joan Pan	Individual	Support	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 1:34 PM
To: HLTtestimony
Cc: kbraun2000@gmail.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Kathryn Braun	Individual	Support	No

Comments: Date: February 10, 2015 To: The Honorable Della Au Belatti, Chair The Honorable Richard Creagan, Vice Chair Members, House Committee on Health Re: Strong Support for HB 1438, Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329 Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Aloha - Kathryn Braun

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Date: February 10, 2015

To: The Honorable Della Au Belatti, Chair

The Honorable Richard Creagan, Vice Chair Members,

House Committee on Health

Re: Strong Support for HB 1438,

Relating to HealthHrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

I think there should be warning labels on Sodas, Juices, and other Sweetened drinks just for the same reason they have labels on Cigarettes and am in strong support of HB 1438. After school, a couple of students sell candy and soda without knowing what it is going to do to us when we are older. When everybody gets out of school, they charge over to the people with the candy and buy it with their dollars. None of my friends know the dangers of sugar and what it is going to do for their future. I am only in middle school and a quarter of the class is fat. Some of them are already obese and this puts them at risk and they probably don't realize that they are wasting their lives away mostly because of sugars. Give my friends a chance to understand what they are doing to themselves.

Sincerely,
Harry Hill

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 6:30 PM
To: HLTtestimony
Cc: bmih@hawaii.edu
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Bryan Mih	Individual	Support	No

Comments: Date: February 10, 2015 To: The Honorable Della Au Belatti, Chair The Honorable Richard Creagan, Vice Chair Members, House Committee on Health Re: Strong Support for HB 1438, Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329 Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Mahalo, Bryan Mih, MD MPH FAAP Pediatrician

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Date: February 10, 2015

To: The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Members, House Committee on Health

Re: Strong Support for HB 1438, Relating to Health

Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

Thank you for the opportunity to submit testimony in **strong support of HB 1438**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass HB 1438.

Mahalo,

Emily Hill

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 10:38 AM
To: HLTtestimony
Cc: bbrody1@hawaii.rr.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Bev Brody	Individual	Support	No

Comments: Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Mahalo, Bev Brody

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

Date: February 10, 2015

To: The Honorable Della Au Belatti, Chair
Members, House Committee on Health

Re: Strong Support for HB 1438, Relating to Beverages

Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329

Thank you for the opportunity to submit testimony in **strong support of HB 1438**. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

I recently began making a conscious effort to avoid drinking SSBs and have quickly noticed a difference in my own wellbeing. This meant breaking long-standing habits that perhaps would not have developed if the dangers of SSBs were more well known. Prominent health warnings like those featured on cigarette packaging would go a long way toward educating the public of the dangers.

With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Mahalo for your support to create a healthier Hawaii by passing HB 1438.

Aloha,
T. Ilihia Gionson
Hilo, Hawai'i

Date: February 10, 2015

To: The Honorable Della Au Belatti, Chair
The Honorable Richard Creagan, Vice Chair
Members, House Committee on Health

Re: **Strong Support for HB 1438, Relating to Health**

Hearing: Wednesday, February 11, 2015 at 8:35 am, Room 329

Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar.

SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups.

Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior.

As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage.

Please help create a healthier Hawaii and pass HB 1438.

Mahalo!

Marilyn J. Gagen
59-398 Ka Nani Drive
Kamuela, HI 96743-8500

mgagen@gmail.com
808-220-3087

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 10:10 AM
To: HLTtestimony
Cc: scoleman@surfrider.org
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Stuart Coleman	Individual	Support	No

Comments: Dear Chair Bellati, Vice-Chair & Comm. Members, I am writing in strong support of HB1438. Sugar & sweetened sodas are have been a major contributor to major health hazards like obesity, diabetes and other chronic issues, but most people are unaware of the costly effects and unhealthy amounts of sugar put into drinks and other foods. Please support this bill to educate the public with warning labels and help families better deal with this issue, saving lives and health care costs in the process. Aloha, Stuart Coleman 2121 Algaroba St. Hon., HI 96826

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 4:14 AM
To: HLTtestimony
Cc: billy.hughes@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
william hughes	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 6:39 AM
To: HLTtestimony
Cc: tikehara@hicoffeeeco.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Terry Ikehara	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 3:24 PM
To: HLTtestimony
Cc: sal.bruno@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Salvatore Bruno	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 6:26 AM
To: HLTtestimony
Cc: jlenhart@hicoffeeeco.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
James Lenhart	Individual	Oppose	No

Comments: I oppose hb1438

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 3:19 PM
To: HLTtestimony
Cc: connie.phillips@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Connie Phillips	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 4:08 PM
To: HLTtestimony
Cc: bsoriano@hawaii.rr.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Mariebeth Soriano	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 3:44 PM
To: HLTtestimony
Cc: rodney.domingo@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Rodney Domingo	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 3:37 PM
To: HLTtestimony
Cc: rlkmdomingo21@yahoo.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Rod	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 4:02 PM
To: HLTtestimony
Cc: rchung@hicoffeeco.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Randy Chung	Individual	Oppose	No

Comments: I oppose this bill on grounds that I think the government is overreaching its powers. There are numerous things that are harmful to our health if taken in excessive amounts. If this bill is passed, will all consumer products require a warning that it deems to be "harmful"?

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 4:09 PM
To: HLTtestimony
Cc: kwchang992@hotmail.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Kevin Chang	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 3:38 PM
To: HLTtestimony
Cc: Luci.Bonilla@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Lucille Bonilla	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 7:57 AM
To: HLTtestimony
Cc: jwayman@hicoffeeco.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Jim Wayman	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 4:47 PM
To: HLTtestimony
Cc: harry.harris20@gmail.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
harry harris	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 3:27 PM
To: HLTtestimony
Cc: eva.woo@parbev.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Eva Woo	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 4:29 PM
To: HLTtestimony
Cc: draket@hawaii.rr.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Drake	Individual	Oppose	No

Comments: By passing a bill which requires a special label for Hawaii only will just cause prices to go up. It's hard enough making a living here and all these little things just make it worse. I feel that the majority of the people of Hawaii are educated enough on the effects of sugar and the majority of us who consume it do it because we like it. It is our freedom of choice and this is bill will make it more expensive. What next, every individual piece of candy or anything else that has sugar? Why not just ban it all together.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

My name is Ashlyn, and I oppose measure HB 1438. A warning label on all sugar sweetened beverages is not needed. There is so much press and information available to everyone via the internet, public library, seminars, lecture, etc. for people to decide for themselves whether or not to purchase and consume sugar sweetened drinks.

Also, if you approve this measure, there will be actions to change the packaging for ANYTHING with sugar sweeteners for example, cookies, cakes, candy bars, etc. All these products will soon have a warning label. That is just outrageous. Distributors across the state will have to spend a lot of money to ensure that their products are compliant before hitting the shelves. They will have to deal with the suppliers, the inventory they have on hand, etc. plus the slowdown/possible shut down of West Coast ports! That is just too much for a little warning label.

I believe parents are the keepers of their children's health and should be able to decide for themselves what to feed their kids without the need for warning label. Also, as adults we are well aware of the effects of sugar sweetened products, whether it be from our parents, schooling, internet, etc. So we have the knowledge to judge for ourselves whether or not to consume the product without the need for a warning label.

creagan1 - Dannah

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 5:08 PM
To: HLTtestimony
Cc: rnishihara@hicoffeeeco.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
RACHEL NISHIHARA	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan3 - Karina

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 10:28 AM
To: HLTtestimony
Cc: cpang@hicoffeeco.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Christopher Pang	Individual	Oppose	No

Comments: This is redundant. Packages are already clearly labeled via the nutritional data info.

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan3 - Karina

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 10:42 AM
To: HLTtestimony
Cc: rwong@hicoffeeeco.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Roy Wong	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

creagan3 - Karina

From: mailinglist@capitol.hawaii.gov
Sent: Tuesday, February 10, 2015 10:42 AM
To: HLTtestimony
Cc: smawae@hicoffeeeco.com
Subject: *Submitted testimony for HB1438 on Feb 11, 2015 08:35AM*

HB1438

Submitted on: 2/10/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Shawn Mawae	Individual	Oppose	No

Comments:

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 2:29 PM
To: HLTtestimony
Cc: kbfitmaui@gmail.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Paul Strauss	Individual	Comments Only	No

Comments: Date: February 10, 2015 To: The Honorable Della Au Belatti, Chair The Honorable Richard Creagan, Vice Chair Members, House Committee on Health Re: Strong Support for HB 1438, Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329 Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. SSBs are beverages that contain added caloric sweeteners (of any kind) and include sweetened fruit juices, fruit drinks, carbonated sodas, sports drinks, and energy drinks. Between 1977 and 2001, caloric intake from SSBs increased 135 percent for all age groups. Reductions in SSB consumption are significantly associated with weight loss. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Evidence also suggests that signs and labels at point of purchase impacts buying behavior. As we continue to learn from the successes of reducing tobacco rates, we know that prominent health warnings on the face of cigarette packages can increase health knowledge and perceptions of risk, promote smoking cessation among youth adults, and discourage non-smokers from wanting to smoke. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Mahalo

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov

From: mailinglist@capitol.hawaii.gov
Sent: Monday, February 09, 2015 9:46 PM
To: HLTtestimony
Cc: kulaomura808@hotmail.com
Subject: Submitted testimony for HB1438 on Feb 11, 2015 08:35AM

HB1438

Submitted on: 2/9/2015

Testimony for HLT on Feb 11, 2015 08:35AM in Conference Room 329

Submitted By	Organization	Testifier Position	Present at Hearing
Diane Y. Omura	Individual	Comments Only	No

Comments: Date: February 10, 2015 To: The Honorable Della Au Belatti, Chair The Honorable Richard Creagan, Vice Chair Members, House Committee on Health
Re: Strong Support for HB 1438, Relating to Health Hrg: Wednesday, February 11, 2015 at 8:35 am, Room 329 Thank you for the opportunity to submit testimony in strong support of HB 1438. I strongly support mandating a warning label on all sugar-sweetened beverages (SSBs). Warning labels would will help educate all consumers of the possible effects of drinking sugar sweetened beverages and which beverages contain added sugar. Health warnings increase knowledge of health risks and reduce consumption of products such as tobacco, alcohol, and unhealthy food. Our students are taught to pay attention to labels and to increase their health literacy. This measure will arm our youth with information necessary for sound decision making. With new SSB products on the market all the time it is important that we educate all consumers and potential consumers of the possible risks associated with the beverage. Please help create a healthier Hawaii and pass HB 1438. Mahalo, Diane Omura

Please note that testimony submitted less than 24 hours prior to the hearing, improperly identified, or directed to the incorrect office, may not be posted online or distributed to the committee prior to the convening of the public hearing.

Do not reply to this email. This inbox is not monitored. For assistance please email webmaster@capitol.hawaii.gov