



# **The Influence of Warning Labels on Sugar Sweetened Beverages**

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# PEACH LAB

Psychology of Eating and Consumer Health Lab

- Psychology of Eating and Consumer Health Lab
- Director: Dr. Christina Roberto
- Vision: 'A world without preventable nutrition related diseases'



Source: [Peachlab.org](https://Peachlab.org)

# PEACH lab's approach: Strategic Science



**IDENTIFY CHANGE  
AGENTS**



**ASK STRATEGIC  
QUESTIONS**



**CONDUCT RIGOROUS  
RESEARCH**



**COMMUNICATE RESULTS  
TO CHANGE AGENTS**

Source: [Peachlab.org](https://peachlab.org)

# Background

- Overconsumption of sugar → weight gain, obesity, type 2 diabetes, tooth decay
- Sugar sweetened beverages = LEADING source of added sugars in the American diet
- Consuming less SSBs → lesser likelihood of health problems



Source: CDC



# Policy Context

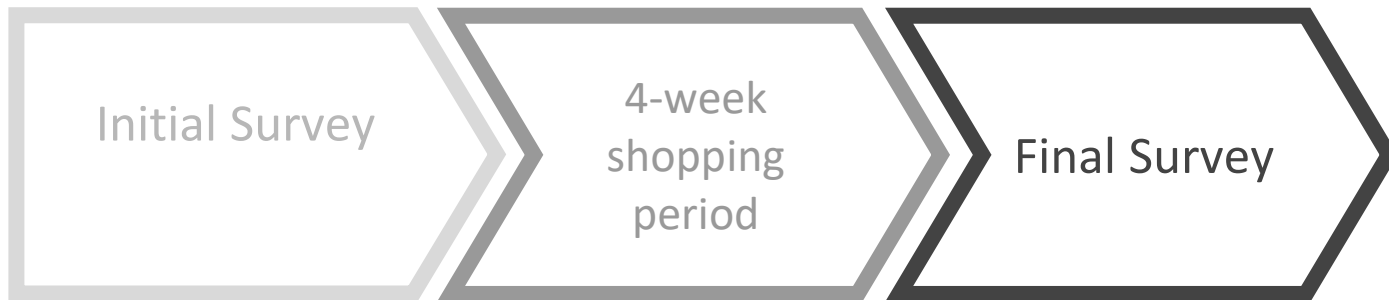
- Soda taxes have been found to work
- 2017 Philly Beverage tax
- Graphic Warning Labels for sugar?
  - little evidence
- Graphic warning labels effective at curbing tobacco use



***To what extent do warning labels on sugar sweetened beverages influence purchasing and consumption behaviors of parents with young kids?***

# Study Design

- Randomized controlled experiment
- Intervention: adding graphic warning labels to beverages with *added sugars*
- Online store setting
- Project in launch phase
- 216 participants (parents/ guardians of young children)
- Longitudinal
- Consumption measured using BEVQ-15; purchases tracked via online orders



# An Online Experiment to test the effects of Sugar Graphic Warning Labels







**140**  
CALORIES  
PER CAN


Coca Cola (12 count)

\$3.79



**140**  
CALORIES  
PER CAN

**WARNING**  
10 CUBES OF SUGAR  
PER CAN



Drinking beverages with added  
sugar contributes to obesity,  
type 2 diabetes, and tooth decay.

Coca Cola (12 count)

\$3.79



**60**  
CALORIES  
PER POUCH

**WARNING**  
3 CUBES OF SUGAR  
PER POUCH



Drinking beverages with added sugar contributes to obesity, type 2 diabetes, and tooth decay.



**60**  
CALORIES  
PER POUCH

**WARNING**  
3 TEASPOONS OF SUGAR  
PER POUCH



Drinking beverages with added sugar contributes to obesity, type 2 diabetes, and tooth decay.



**60**  
CALORIES  
PER POUCH

**WARNING**  
3 PACKETS OF SUGAR  
PER POUCH



Drinking beverages with added sugar contributes to obesity, type 2 diabetes, and tooth decay.

## My role?

- **Getting the project ready!**
- **Many moving pieces: Amazon, Mosio, Google Voice, email, REDCap, Shopify, Clincards, physical packets**
- **Editing participant materials**
- **Preparing the online storefronts**
- **Survey design and testing**

## Special Thanks!



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**Thanks!**

**Questions?**

# CREDITS

Special thanks to all the people who made and released these awesome resources for free:

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- ▣ Photographs by Unsplash