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

PEACH lab's approach: Strategic Science

Source: 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

Research Question

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

Coca Cola (12 count)

$3.79

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

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