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## *Taxing By Sugar Content: Template LTE*

To the editor:

The facts on sugary drinks are simple. They pose a real health risk. Kids especially are drinking too many of them. Over-consumption is taking a toll on our healthcare system and the economy. And here in **X community, [insert local data, if available].**

As we look to reduce consumption of sugary drinks, **[X community]** should take a page from a growing number of places across the country that have adopted taxes on sugary drinks. These taxes raise much needed revenue for important priorities. Early research also shows that they are effective at reducing consumption.

New [research](#) from the Urban Institute reveals that a sugary drink tax based on the amount of sugar a drink contains could be a particularly effective approach. Research shows that a tax based on sugar content could reduce overall sugar consumption by 25 percent. It would encourage consumers to make healthier choices, give low-income consumers more opportunity to save money, and incentivize the beverage industry to make healthier drinks.

Perhaps most significantly, a decline in sugary drink consumption will eventually reduce chronic disease rates—helping people live longer and healthier lives, reducing health care costs, and strengthening our local and state economy.

A sugary drink tax based on sugar content would be a win for kids, a win for families, a win for businesses, a win for the economy, and a win for better health. Let's make it happen right here in **X community.**