

ORIGINAL RESEARCH

A Qualitative Study of Adolescent Views of Sugar-Sweetened Beverage Taxes, Michigan, 2014

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Suggested citation for this article: Krukowski CN, Conley KM, Sterling M, Rainville AJ. A Qualitative Study of Adolescent Views of Sugar-Sweetened Beverage Taxes, Michigan, 2014. *Prev Chronic Dis* 2016;13:150543. DOI: <http://dx.doi.org/10.5888/pcd13.150543>.

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Abstract

Introduction

We conducted a qualitative study to gather information on adolescent views of how a 20% tax on sugar-sweetened beverages (SSBs) would affect adolescents' consumption of SSBs. The role of habit in consumption of SSBs was also explored.

Methods

gave suggestions, using habit and environment, to reduce consumption. Most students reported that they would decrease their consumption of SSBs if a 20% tax were implemented.

Conclusion

Taxes on SSBs could be used, with other strategies, to reduce adolescents' high level of SSB consumption.

Introduction

According to the Centers for Disease Control and Prevention, in 2013, 27% of US high school youth reported that they drank 1 or more soft drinks per day in the past week (1). Another study found that children aged 2 to 16 years who consumed more than 1 sugar-sweetened beverage (SSB) daily were 26% more likely to be overweight or obese (2). SSBs are defined as "any beverage with added sugar or other caloric sweeteners, such as high-fructose corn syrup" (3).