HEALTHY EATING WORKSHOP

Sugary Drinks and Healthy Alternatives
Agenda

• Examine the impact of sugary drinks on health
• Discuss how advertising increases sugary drink consumption
• Explore strategies for choosing healthier drinks
• Wrap-up
Objectives

After today’s workshop, you will:

1. Understand the health impacts of and factors that increase sugary drink consumption
2. Know how to calculate how much sugar is in sugary drinks
3. Know at least two strategies that will help you make healthier drink choices
What is your favorite way to quench your thirst and why?
What Is the Big Deal?

• Sugary drinks:
  • Include soda, sweetened iced tea, and energy, sports and juice drinks
  • Are the largest source of added sugar in our diets
  • Can lead to type 2 diabetes, cavities, heart disease and weight gain
  • Are making New Yorkers sick
Added Sugar Limits for Adults

- Dietary Guidelines for Americans: Less than 10 percent of daily calories from added sugars

- Average 2,000-calorie adult diet means you should have less than 12 ½ teaspoons of added sugar a day
Added Sugar Limits for Children

- Moderately active 8-year-old should have no more than 10 teaspoons of added sugar a day
Added Sugar Limits

Just one 20-ounce sugary drink exceeds the daily added sugar limit for adults. It far exceeds the daily limit for children.

Grams of added sugar from 20 ounces of well-known drinks

<table>
<thead>
<tr>
<th>Added Sugar (grams)</th>
<th>Drink 1</th>
<th>Drink 2</th>
<th>Drink 3</th>
<th>Drink 4</th>
<th>Drink 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>65g</td>
<td>73g</td>
<td>60g</td>
<td>59g</td>
<td>64g</td>
<td>50g</td>
</tr>
</tbody>
</table>

Average daily limit for adults: 50g
Average daily limit for moderately active 8-year-old: 40g
Sugary Drinks and Marketing

Drink companies spend hundreds of millions of dollars a year promoting sugary drinks.

- Sugary drinks are heavily marketed to youth, communities of color, and in low-income neighborhoods.
- Companies use famous singers, sports stars, models and cartoon characters to appeal to children and youth.
Advertising in New York City
Sugary Drinks in New York City

**Sugary drink consumption by neighborhood**
Consumo de bebidas azucaradas por vecindario

- **7.1% - 18.7%**
- **18.8% - 27.5%**
- **27.6% - 36.3%**
- Unpopulated area

*Potentially unreliable estimate*  
Un valor estimado potencialmente poco fiable

- Neighborhood health action center areas  
Áreas de centros de acción de salud comunitarios

*14 per day*  
*14 al día

**Percentage who have ever been told they had diabetes, by neighborhood**

<table>
<thead>
<tr>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9 - 8.7</td>
</tr>
<tr>
<td>9.0 - 13.3</td>
</tr>
<tr>
<td>13.4 - 19.2</td>
</tr>
</tbody>
</table>

Sugary drink consumption  
Diabetes
Sugary Drinks in New York City

- Blacks and Latinos are more likely to drink sugary drinks daily.
- Disparities and consumption overall starts early.

Source: CHEWDS, 2015
Strategies

1. **Be a healthy role model.**
   - Have healthy drinks with meals and snacks.
   - Keep healthy drinks within easy reach.
   - Do not keep sugary drinks in your home.

2. **Understand the label.**
   - Read the Nutrition Facts label.
   - Read the ingredients list.

3. **Be savvy about marketing.**
   - Be aware of advertising tricks and hidden messages.
   - Turn off screens during mealtime.

4. **Drink NYC tap water!**
   - Keep a pitcher of cold water in the fridge.
   - Carry a water bottle with you.
   - Make water more flavorful.
1. Be a Healthy Role Model

• Be a healthy role model for family, friends and coworkers.

• Have healthy drinks during meals and snacks.

• Make the healthy choice the easy choice:
  
  ⇒ Keep healthy drinks within easy reach.

  ⇒ Don’t keep sugary drinks in your home.
2. Understand the Label

What information on a drink label can help you make a healthy choice?
2. Understand the Label

What information on a drink label can help you make a healthy choice?

- Read the Nutrition Facts label for sugar content.
- Read the ingredients list for added sugars.
Guess how much added sugar is in... Cola
Guess how much added sugar is in…

**Cola**

- 20-ounce bottle
  - 16 teaspoons

Daily limit for average child is 10 teaspoons

Daily limit for average adult is 12.5 teaspoons
Guess how much added sugar is in…

Sweetened tea
Guess how much added sugar is in...

Sweetened tea

20-ounce bottle
⇒ 14 teaspoons

Daily limit for average child is 10 teaspoons

Daily limit for average adult is 12.5 teaspoons
Guess how much added sugar is in…

Sports drink
Guess how much added sugar is in…

**Sports drink**

20-ounce bottle
⇒ 9 teaspoons

Daily limit for average child is 10 teaspoons
2. Understand the Label: Nutrition Facts

![Energy Drink Can](image)

**Nutrition Facts**

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories: 120</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories from Fat:</td>
<td>0%</td>
</tr>
<tr>
<td>Total Fat:</td>
<td>0g</td>
</tr>
<tr>
<td>Sodium:</td>
<td>70mg</td>
</tr>
<tr>
<td>Total Carbohydrate:</td>
<td>30g</td>
</tr>
<tr>
<td>Sugars:</td>
<td>30g</td>
</tr>
<tr>
<td>Protein:</td>
<td>0g</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riboflavin</td>
</tr>
<tr>
<td>Niacin</td>
</tr>
<tr>
<td>Vitamin B6</td>
</tr>
<tr>
<td>Vitamin B12</td>
</tr>
</tbody>
</table>

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

**Ingredients:** Carbonated Water, Glucose, Citric Acid, Natural Flavors, Taurine, Sodium Citrate, Panax Ginseng Root Extract, L-Carnitine, Caffeine, Niacinamide, Sodium Chloride, Inositol, Pyridoxine Hydrochloride, Sucralose, Riboflavin, Maltodextrin, Cyanocobalamin.
2. Understand the Label: Nutrition Facts

- Two servings per container
- 30 grams of sugar per serving
- 60 grams = 15 teaspoons of sugar
2. Understand the Label: Ingredients

Code words for added sugar
2. Understand the Label: Ingredients

Code words for added sugar

Sugar
  Brown sugar
  Corn sweetener
  Corn syrup
  Fruit juice concentrate
  High-fructose corn syrup
  Honey

Syrup
  Maple syrup
  Evaporated cane juice
  Invert sugar
  Malt sugar
  Molasses
  Raw sugar

Words ending in “ose”: dextrose, fructose, glucose, lactose, maltose, sucrose
3. Be Savvy About Marketing
3. Be Savvy About Marketing

20-ounce bottle of cola

⇒ 240 calories
3. Be Savvy About Marketing

20-ounce bottle of cola

⇒ 240 calories

You would have to walk from Union Square to Brooklyn (about 3 miles) to burn off 240 calories.
3. Be Savvy About Marketing

- Ask questions to reveal advertising tricks:
  1. Why do companies use characters and famous people that appeal to some groups more than others?
  2. Where do I see ads for sugary drinks?
  3. What messages do ads send about specific body types, different races or genders?

- Discuss hidden messages with family and friends.

- Turn off screens during mealtimes.
4. Drink NYC Tap Water!

NYC tap water is free, refreshing and great on the go.

For more information about water:
- Call 311
- Visit nyc.gov and search “water”
4. Drink NYC Tap Water!

• Keep a pitcher of cold water in the fridge at all times.
• Carry a bottle and fill with water during the day.
• Make water more flavorful by infusing with fruits and herbs.
Resources

Visit [nyc.gov/health](nyc.gov/health) and search for sugary drinks.

- Water fountain prompt sign
- Information about NYC tap water
- Flavor-Infused Water Recipes
- Guide to Healthy Eating and Active Living in NYC
- Links to more healthy eating resources including recipes and plate planners
- Links to information about fruits, veggies and farmers markets

Visit [ChooseMyPlate.gov](ChooseMyPlate.gov).
Paired Share

Find a partner and introduce yourself. Take turns and share:

1. What is one sugary drink you typically have that you will replace with a healthy drink? How will you accomplish the change this week?

or

2. Who will you talk to about marketing tactics used by drink companies?
Thanks for Attending!