



ARE YOU...
POURING ON THE POUNDS?
Community Action Kit

Dear Fellow New Yorker,

Our country and our city are threatened by an epidemic of obesity. The majority of New York City adults are now overweight or obese, as are 4 in 10 elementary school children—and the health consequences are staggering. They range from hypertension to diabetes, a condition that often leads to blindness, amputations and kidney failure. The obesity epidemic has many causes, but the single biggest contributor is the sugar we consume in sweetened beverages.

Your organization can help fight obesity by cutting back on sugar-sweetened beverages and making sure your workers, customers, members or guests have access to healthier alternatives. Here are some steps I hope you'll consider:

- Take the Healthy Beverage Pledge. Serve water, seltzer or hot tea and coffee at gatherings. Cut out soda, sports drinks, sweetened teas and energy drinks.
- Review the beverages offered in your cafeteria and vending machines. By dropping products with more than 25 calories per 8-ounce serving, you can help people avoid weight gain.
- Ensure that water is easily available. New York City tap water is a safe and excellent choice.
- Educate staff, members and constituents about the health impact of sugary drinks. Call 311 to request additional copies of the materials included in this kit.

This kit can help you improve the health of your employees, members and visitors. I hope you find it useful. If you have any questions, please email drinkingfat@health.nyc.gov.

Sincerely,



Thomas Farley, M.D., M.P.H.
Commissioner



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- Letter from the Health Commissioner

Sugar-Sweetened Beverages—The Facts

What is a sugar-sweetened beverage?

A sugar-sweetened beverage is a drink with sugar added. Sugar has many names. To find out if a drink contains sugar, look for any of these words on the list of ingredients: sugar, high-fructose corn syrup, brown sugar, corn sweetener, corn syrup, dextrose, fruit juice concentrates, glucose, honey, invert sugar, molasses, sucrose, syrup or cane sugar.

How much sugar is in sugar-sweetened beverages?

Non-diet sodas, sweetened teas, sports and energy drinks, sweetened waters and juices, and blended coffee drinks contain a lot of sugar. You can get 16 teaspoons of sugar in a single 20-ounce serving.

Can sugar-sweetened beverages make me gain weight?

The calories in these products come from sugar, and consuming extra calories makes you gain weight. Drinking just one 12-ounce can a day can result in a weight gain of 10 or more pounds a year. More than 10% of the calories kids and adolescents have a day come from sugar-sweetened beverages. Worse yet, sugary drinks add calories that do not fill you up the way food does. Don't drink yourself fat!

Is there a recommended daily intake of added sugar?

You don't need added sugars in your diet at all, but there is a recommended maximum intake. A typical adult diet (2,000 calories per day) should include no more than 130 calories from added sugar. One 20-ounce soda has nearly twice that many calories.

How can I cut back on sugar-sweetened beverages?

Your best bet is to drink water, seltzer or flavored waters with little or no added sugar. Tap water is always a good choice. It's healthful, has no calories and costs nothing. Beware of drinks that claim to be packed with vitamins, antioxidants or other healthful ingredients—they are often loaded with sugar. Read nutrition labels and choose drinks with less than 25 calories per 8-ounce serving.

If you continue to drink sugary beverages, make them an occasional treat and not a part of your daily diet. Choose a smaller bottle or serving size, such as a 12-ounce can, and order a "small" instead of a "large" at restaurants.

What about diet drinks?

Artificially sweetened diet drinks are low in calories but have little if any nutritional value. They're a good alternative to sugary beverages if you want to avoid weight gain.

My child isn't overweight. Why should I worry about what he or she drinks?

Good nutrition is for everyone, not just for people who are overweight. Sugar-sweetened beverages promote tooth decay and they increase a child's risk of becoming overweight over time. Water and low-fat or fat-free milk are healthier choices.

Do sugar-sweetened drinks cause other problems?

Yes. Women who regularly drink sugar-sweetened beverages have a higher risk of coronary heart disease and diabetes. Gaining weight from these drinks also increases the risk of arthritis and some cancers.

My child's school has stopped offering sugar-sweetened beverages in school vending machines. Isn't that good enough?

Ridding schools of these products helps kids cut down, but most sugar-sweetened drinks are consumed at home. This is true for both adults and children. Put a pitcher of water in your fridge and on your table at all meals. Everyone will benefit.

My kids are really into sports. Don't active kids need sports drinks to stay hydrated?

These drinks are expensive and unnecessary. Water is the best drink for active kids and adults. Keep water on hand before, during and after activities.

I don't drink sugary beverages, only 100% juice. That's healthy, right?

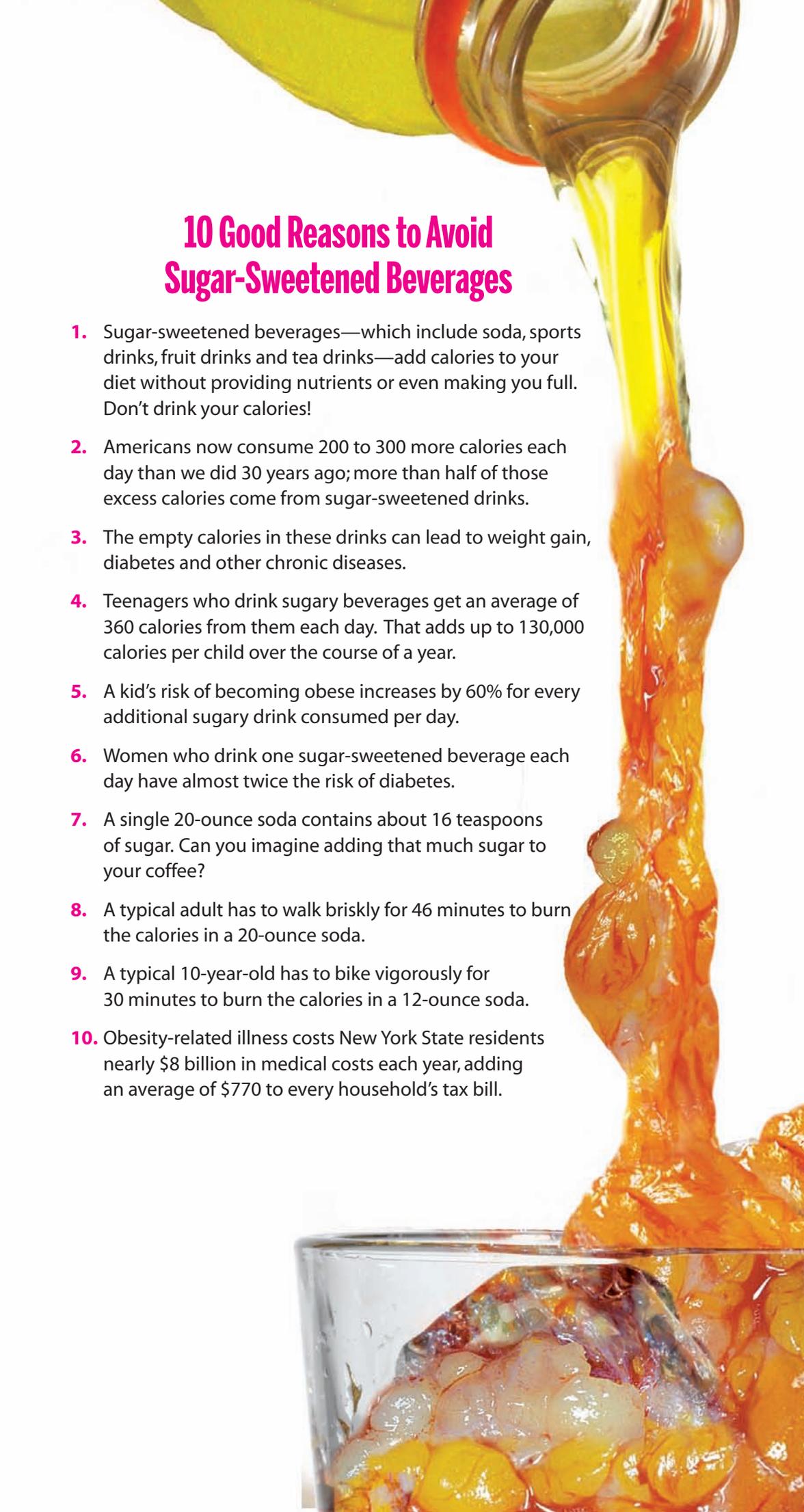
Fruit juice is more nutritious than sugar-sweetened fruit drinks, but it's packed with calories from the natural sugars found in fruit. Limit your intake to no more than six ounces daily, the amount in an old-fashioned juice glass. Or dilute juice with water or seltzer to cut down on calories and sugar. As a rule, it's better to eat your fruit than drink it.

Why should anyone decide what I can eat or drink?

You can eat and drink what you like—we just want you to have all the facts. The beverage industry spends billions of dollars marketing products to children and adults. Consumers deserve to know that these heavily-advertised beverages are the largest single driver of the obesity epidemic, and that there are healthy alternatives.

Isn't lack of exercise the real cause of obesity?

Exercise is essential to good health, but calories are the main culprit in weight gain. And controlling your calories is easier than consuming too many and then trying to burn them off. A typical adult needs 27 minutes of brisk walking to burn off the calories in a single 12-ounce can of soda, 46 minutes to burn off a 20-ouncer. So skip the soda and take the same walk. Your body will thank you in more ways than one.

A glass bottle is pouring a yellow-orange liquid into a glass filled with ice. The liquid is captured mid-pour, creating a dynamic, bubbly stream that falls into the glass. The background is white, making the vibrant colors of the liquid stand out.

10 Good Reasons to Avoid Sugar-Sweetened Beverages

1. Sugar-sweetened beverages—which include soda, sports drinks, fruit drinks and tea drinks—add calories to your diet without providing nutrients or even making you full. Don't drink your calories!
2. Americans now consume 200 to 300 more calories each day than we did 30 years ago; more than half of those excess calories come from sugar-sweetened drinks.
3. The empty calories in these drinks can lead to weight gain, diabetes and other chronic diseases.
4. Teenagers who drink sugary beverages get an average of 360 calories from them each day. That adds up to 130,000 calories per child over the course of a year.
5. A kid's risk of becoming obese increases by 60% for every additional sugary drink consumed per day.
6. Women who drink one sugar-sweetened beverage each day have almost twice the risk of diabetes.
7. A single 20-ounce soda contains about 16 teaspoons of sugar. Can you imagine adding that much sugar to your coffee?
8. A typical adult has to walk briskly for 46 minutes to burn the calories in a 20-ounce soda.
9. A typical 10-year-old has to bike vigorously for 30 minutes to burn the calories in a 12-ounce soda.
10. Obesity-related illness costs New York State residents nearly \$8 billion in medical costs each year, adding an average of \$770 to every household's tax bill.

What Your Organization Can Do to Reduce Consumption of Sugar-Sweetened Beverages

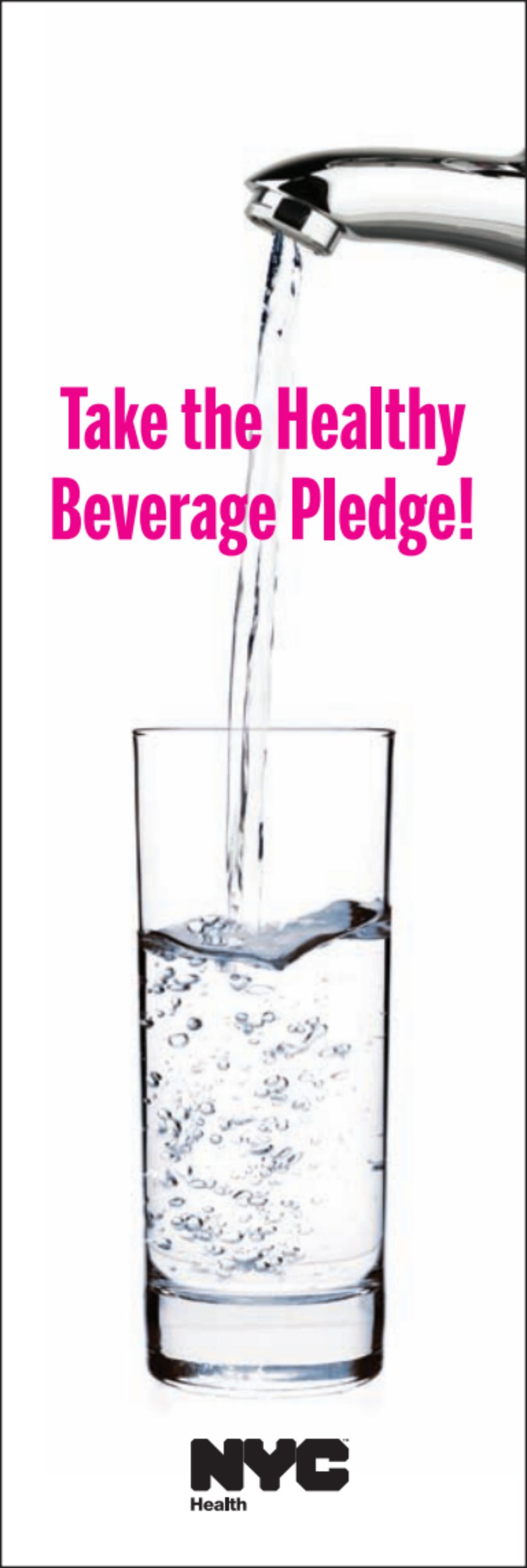
Below are steps that New York City is promoting in its own institutions and contracted agencies. We recommend that your organization promote healthy drinking habits, commit to the items on this checklist, and circulate this policy to all employees and members.

- Provide only drinks with less than 25 calories per 8-ounce serving (water, seltzer, diet sodas, coffee and unsweetened tea) at all functions, including meetings, conferences and parties.
- Ensure that onsite vending machines sell only beverages with less than 25 calories per 8-ounce serving or allow only the bottom two slots for higher-calorie drinks.
- Limit sales of sugar-sweetened beverages in cafeterias and other places where food is available. Consider selling low-calorie beverages (those with less than 25 calories per 8-ounce serving) at a lower price than high-calorie beverages.
- Move water, seltzer, fat-free and low-fat milk and other low-calorie beverages to eye level in areas where drinks are for sale.
- Encourage water consumption; make sure that cold tap water is readily available.
- Offer copies of the Health Department's *Pouring on the Pounds* Health Bulletin to staff and others; call 311 to request copies.
- Post the *Pouring on the Pounds* poster in the cafeteria, lobby and the front office; call 311 to request copies.
- Educate your staff about the health consequences of "drinking yourself fat."



See Our Pouring on the Pounds Video:

Using your Smartphone, download the FREE QR Reader from <http://get.beetagg.com>. Once downloaded, open the application to point, click and discover

A vertical photograph showing a stream of clear water being poured from a chrome faucet into a clear glass. The water is captured mid-pour, creating a dynamic splash and many small bubbles within the glass. The background is plain white.

**Take the Healthy
Beverage Pledge!**

NYC
Health

Don't Drink Yourself Fat!

- Don't drink yourself fat—the calories from sugar in sodas, sports drinks, fruit drinks and other sugar-sweetened beverages can add calories to your diet and inches to your waistline.
- Switch to healthier beverages such as water, unsweetened seltzer, low-fat milk and unsweetened teas. Read the labels—look for drinks with less than 25 calories per 8-ounce serving.
- Put a pitcher of cold tap water on the table at all meals and keep some chilling in the fridge for easy access. Add a slice of lemon, lime or orange for a little kick!
- If you buy juices, choose only 100% juice and serve in small glasses (6 ounces), or dilute with water to cut calories.
- Make your own soda—add a splash of juice to seltzer (non-sweetened).
- When eating out, choose water or another unsweetened drink. If you do decide to have a sugary beverage, order the smallest size.



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Cut Line

Imprint Area

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www.nyc.gov/health/drinkingfat



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- Letter from the Commissioner
- The Facts
- 10 Good Reasons
- What Your Organization Can Do
- Pouring on the Pounds Video
- Slideshow: Are You Pouring on the Pounds?

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