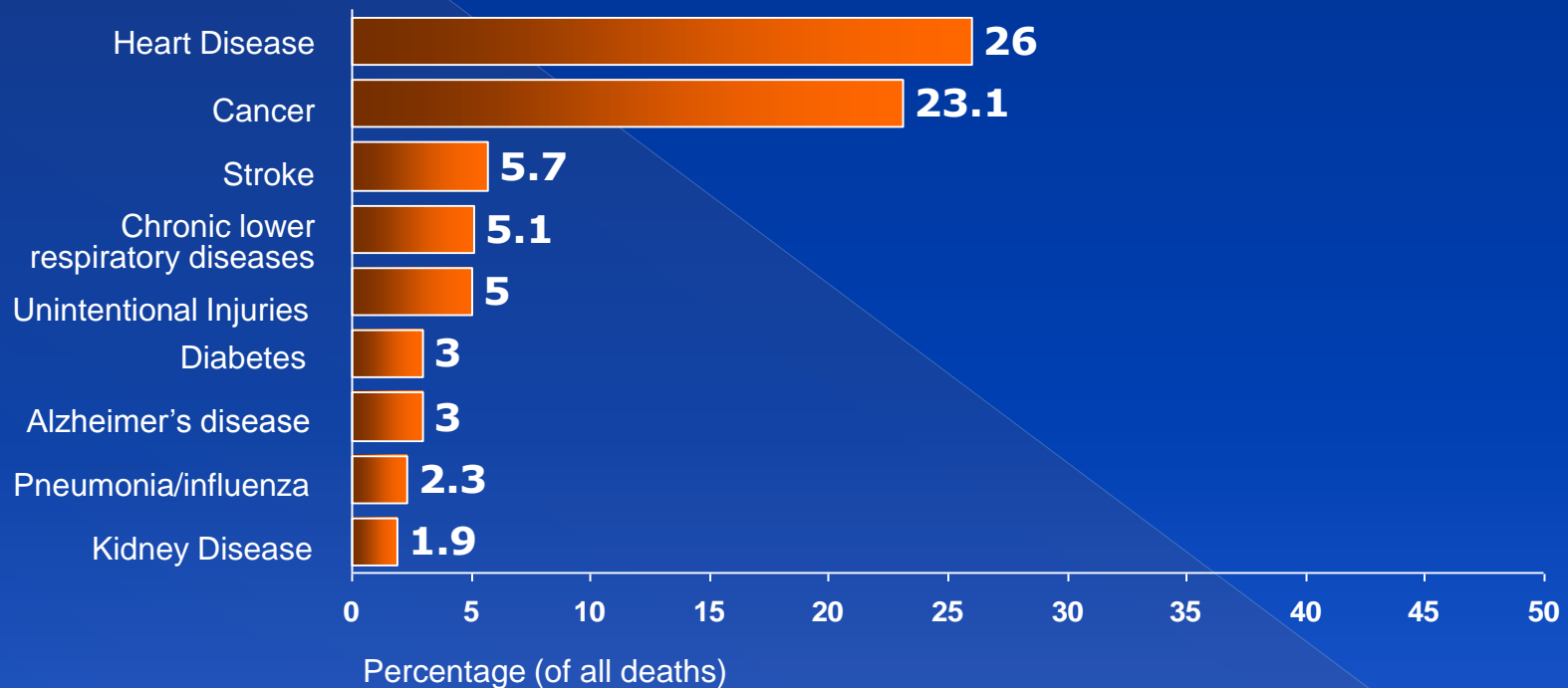


Healthy Beverages in Health Care

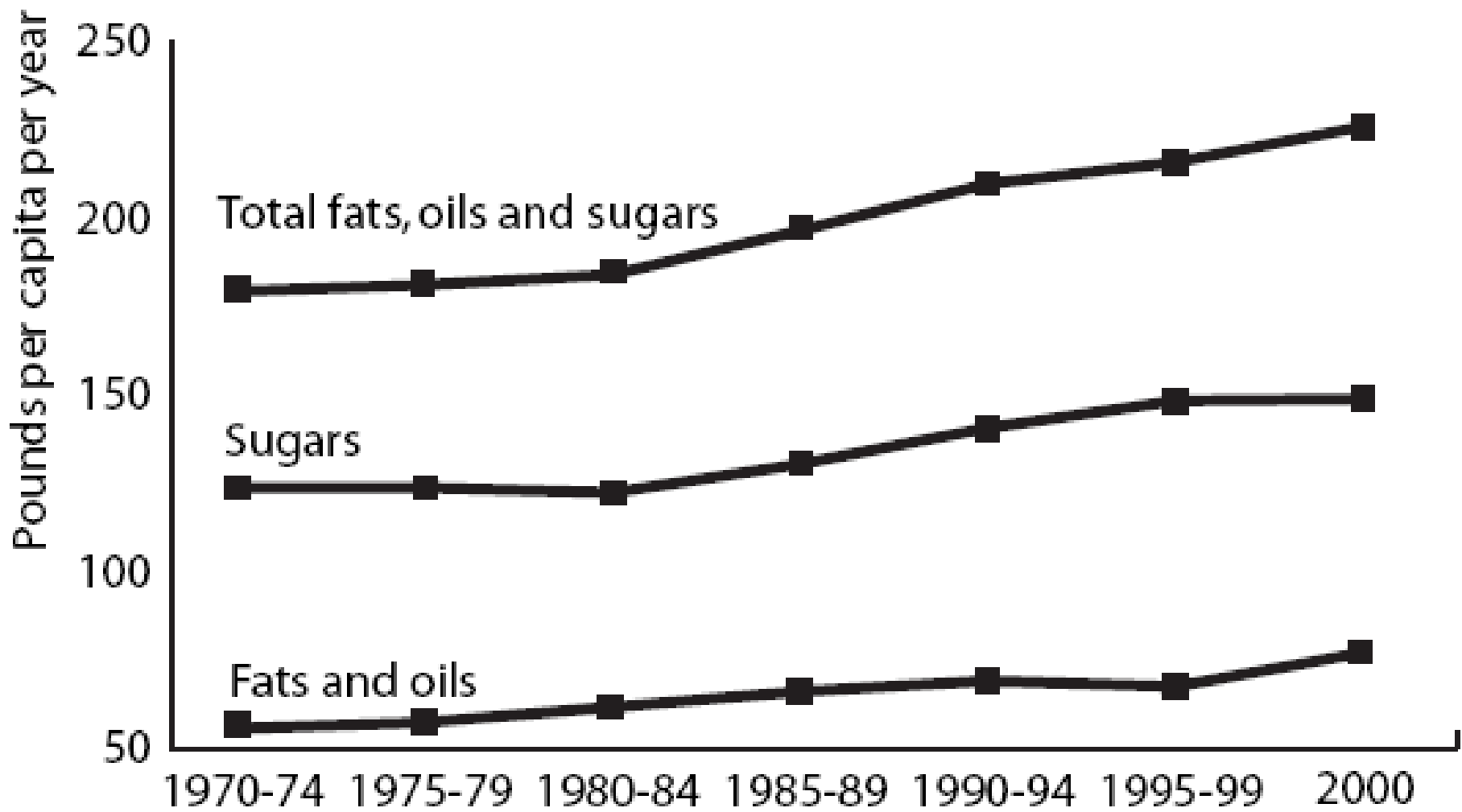
Changing the Landscape

Stacia Clinton, RD. LDN.
Healthy Food in Health Care Coordinator
New England Region
HealthLink / Health Care Without Harm
Stacia.clinton@comcast.net

Leading Causes of Death United States, 2006

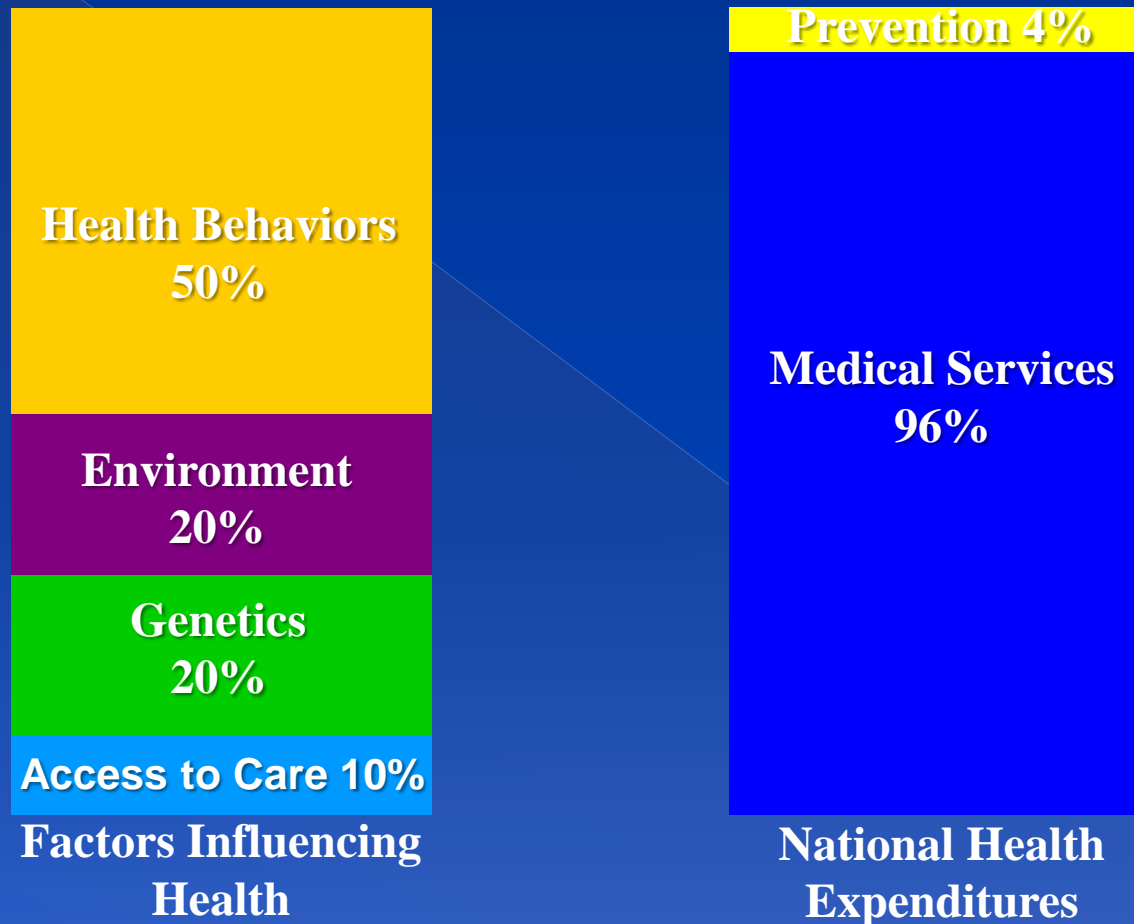


U.S. consumption of sugars and fats



Source: USDA ERS, Food Review, Vol. 25, Issue 3

Health Care Spending: \$2.2 Trillion in 2007

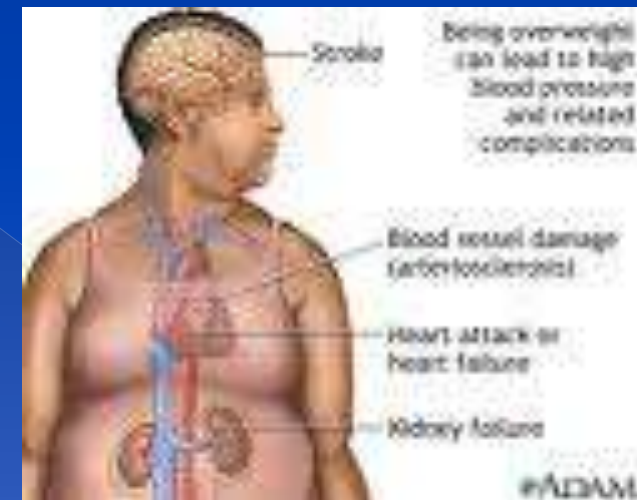


SOURCE: CDC, Blue Sky Initiative, University of California at San Francisco, Institute of the Future, 2000

Cost of Obesity

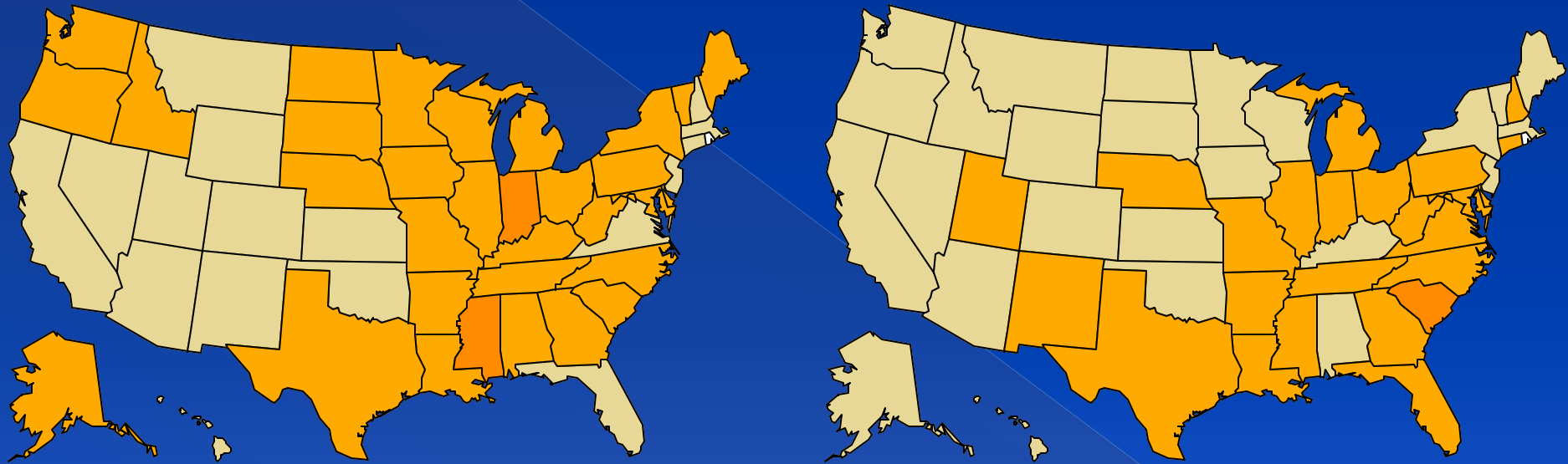
- The health cost of obesity in the United States is as high as \$147 billion annually
- The proportion of all annual medical costs* that are due to obesity increased from 6.5 percent in 1998 to 9.1 percent in 2006 – a 40% increase
- The increased prevalence of obesity is responsible for almost \$40 billion of increased medical spending through 2006

*This total includes payment by Medicare, Medicaid, and private insurers, and includes prescription drug spending.

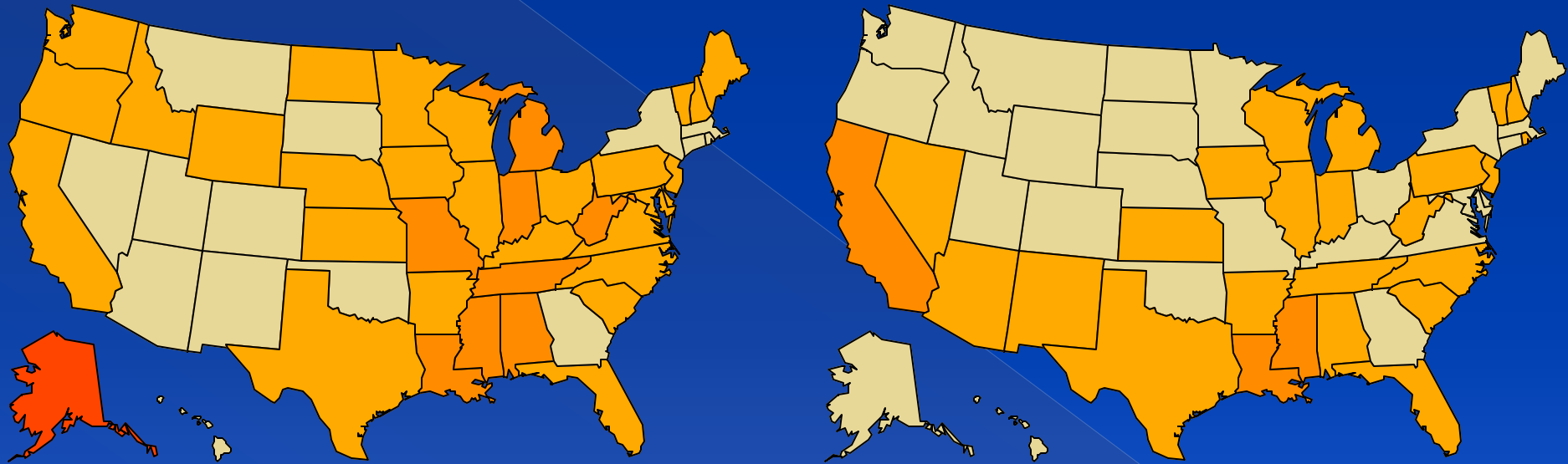


Source: Annual Medical Spending Attributable To Obesity: Payer-And Service-Specific Estimates. Eric A. Finkelstein, Justin G. Trogon, Joel W. Cohen and William Dietz. Health Affairs, 28, no. 5 (2009): w822-w831. (Published online 27 July 2009)

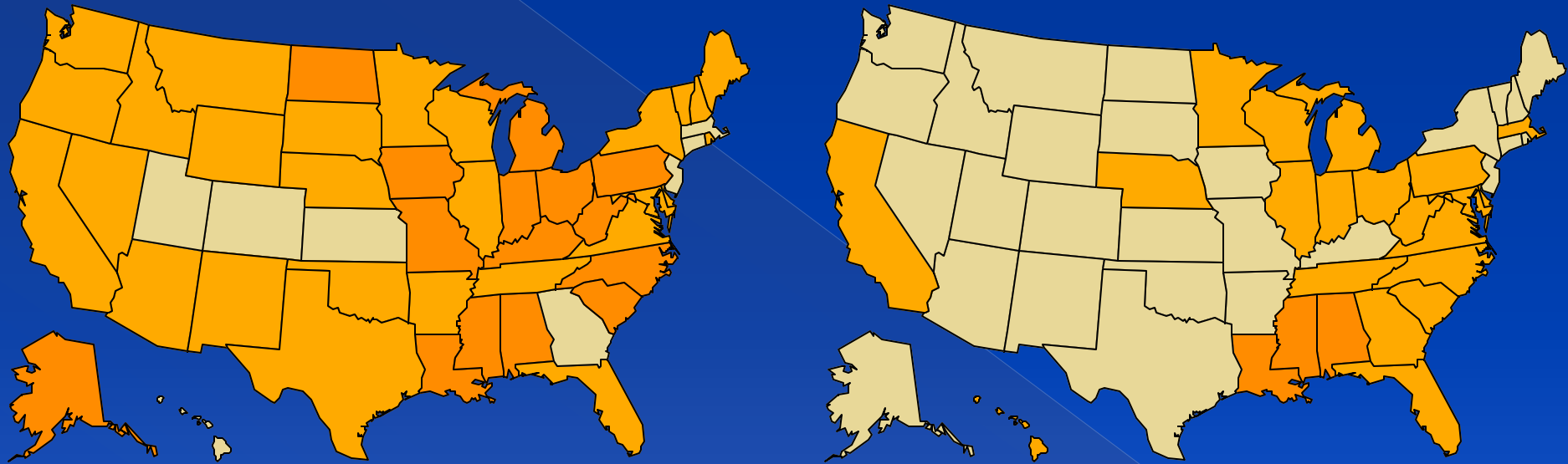
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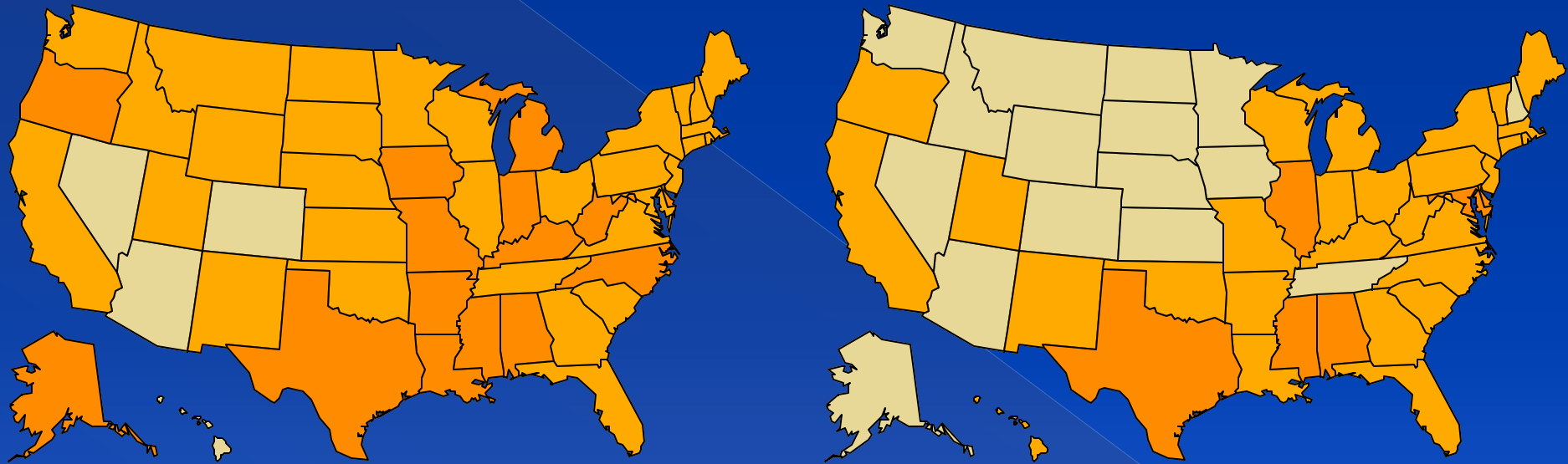
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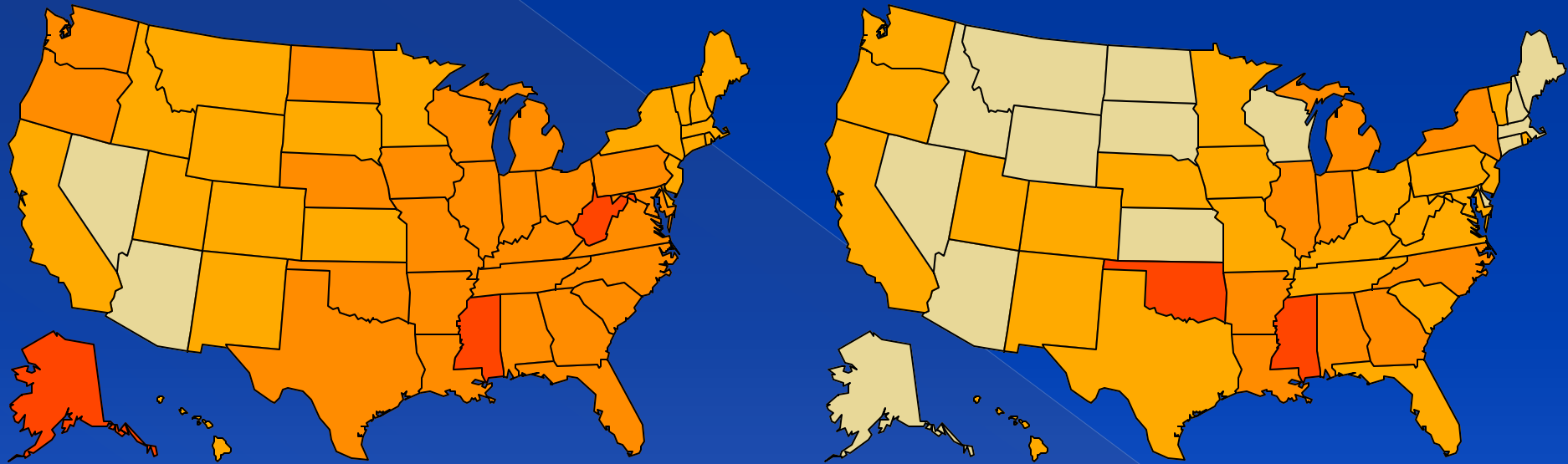
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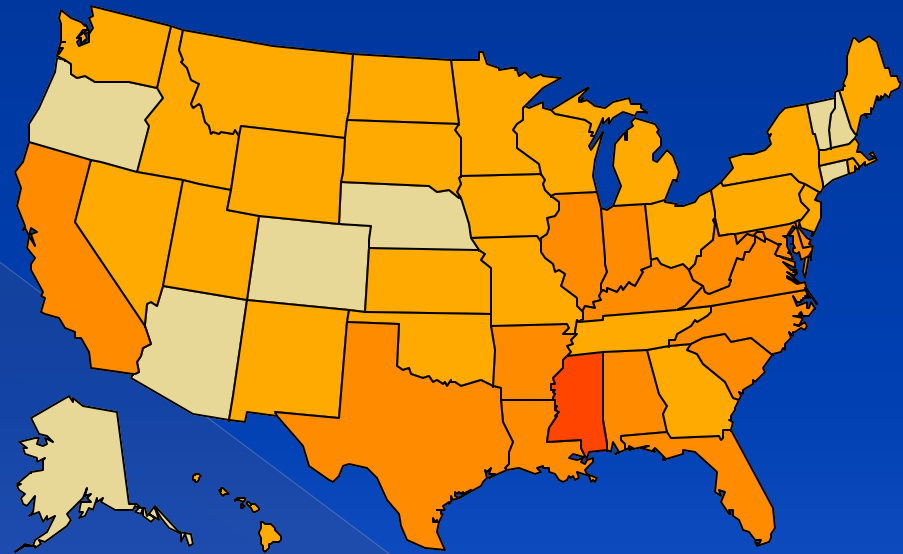
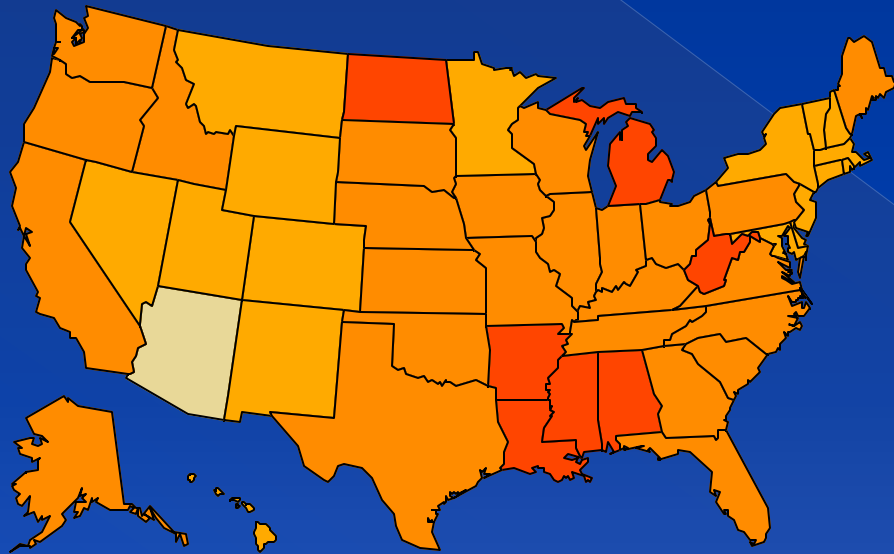
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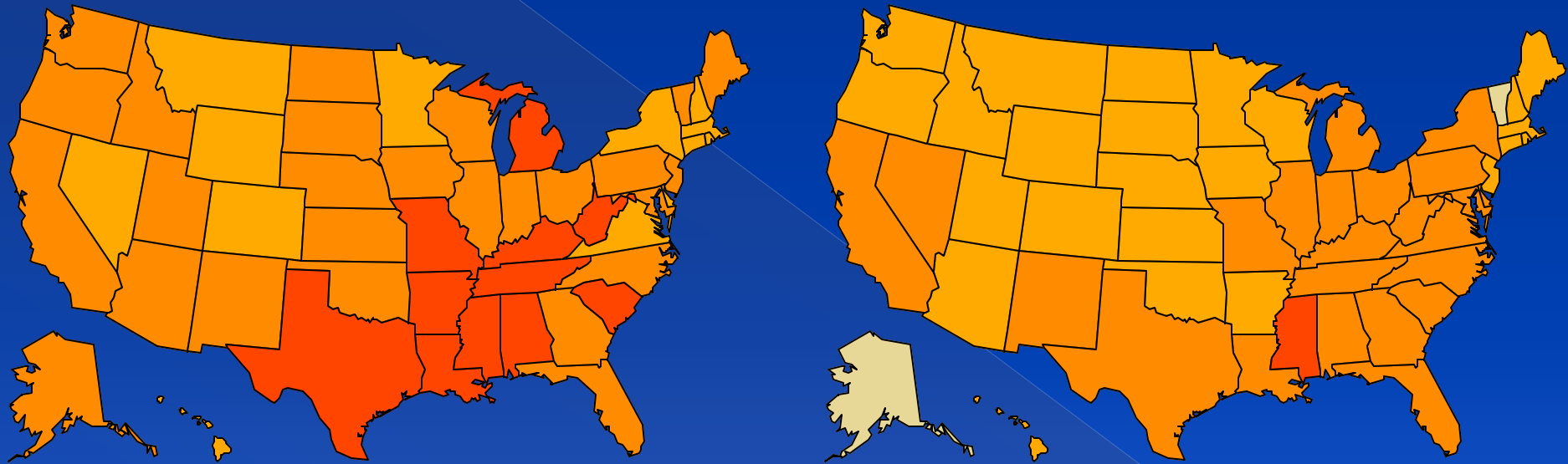
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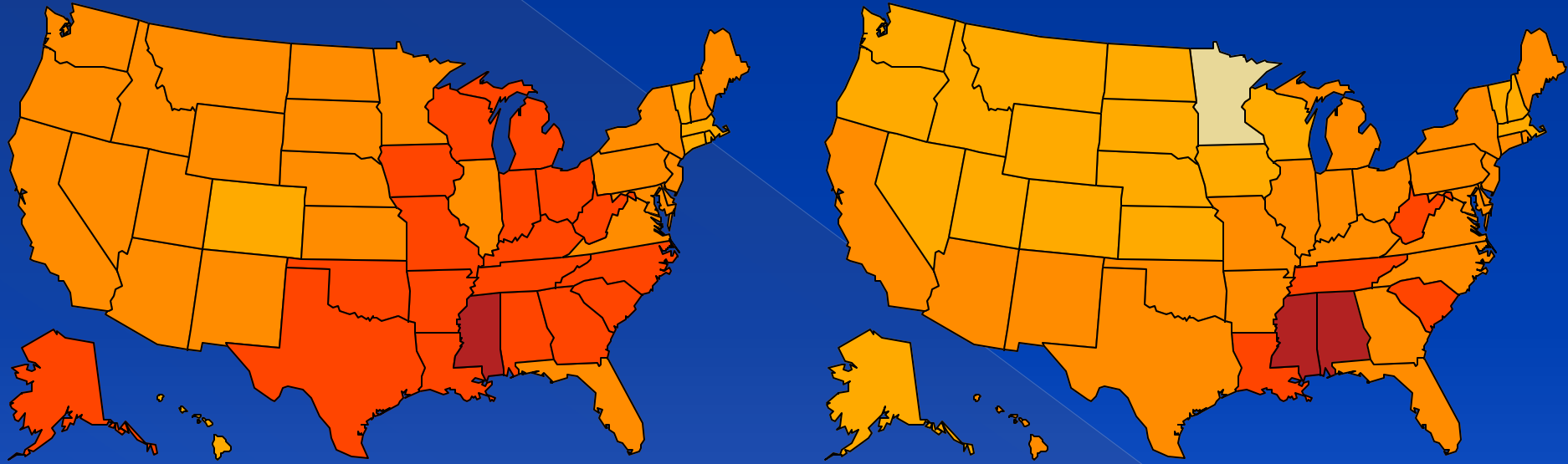
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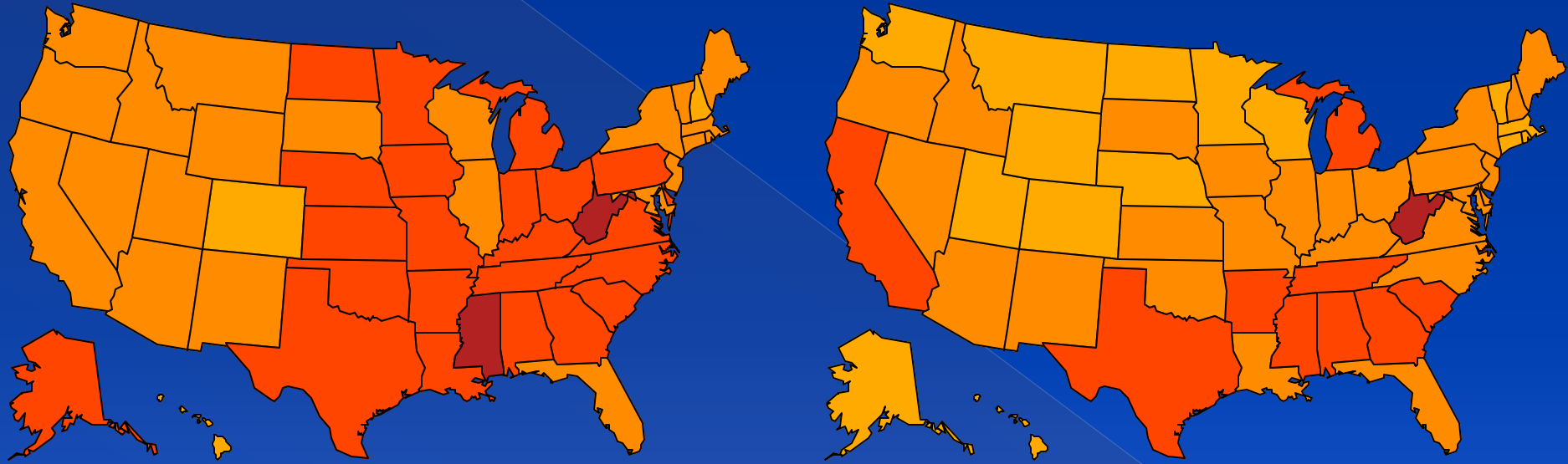
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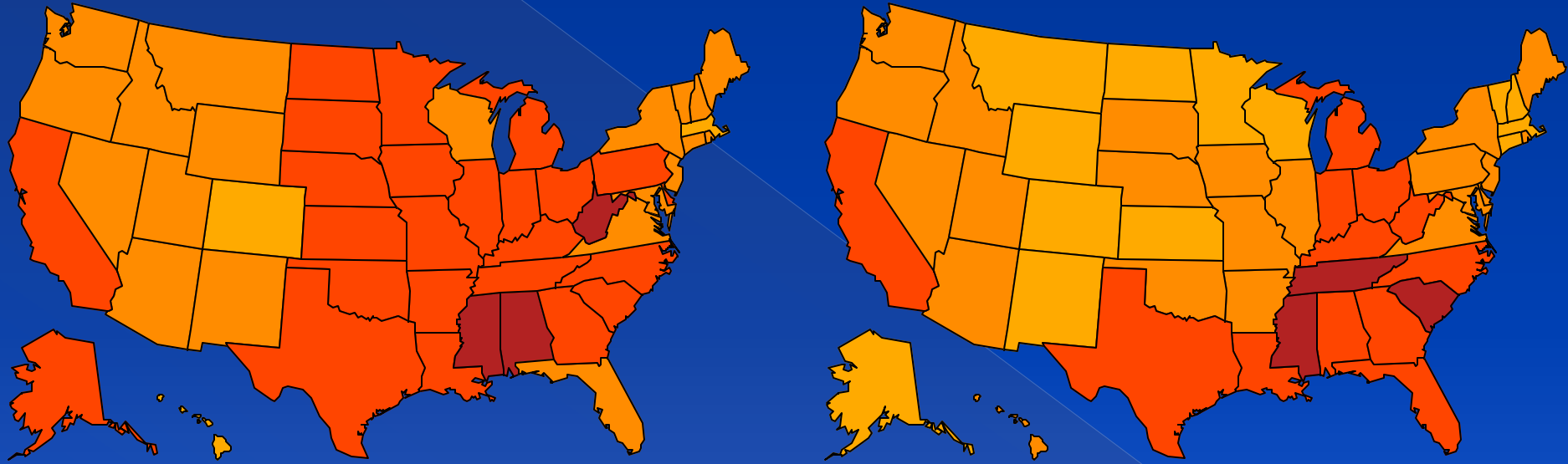
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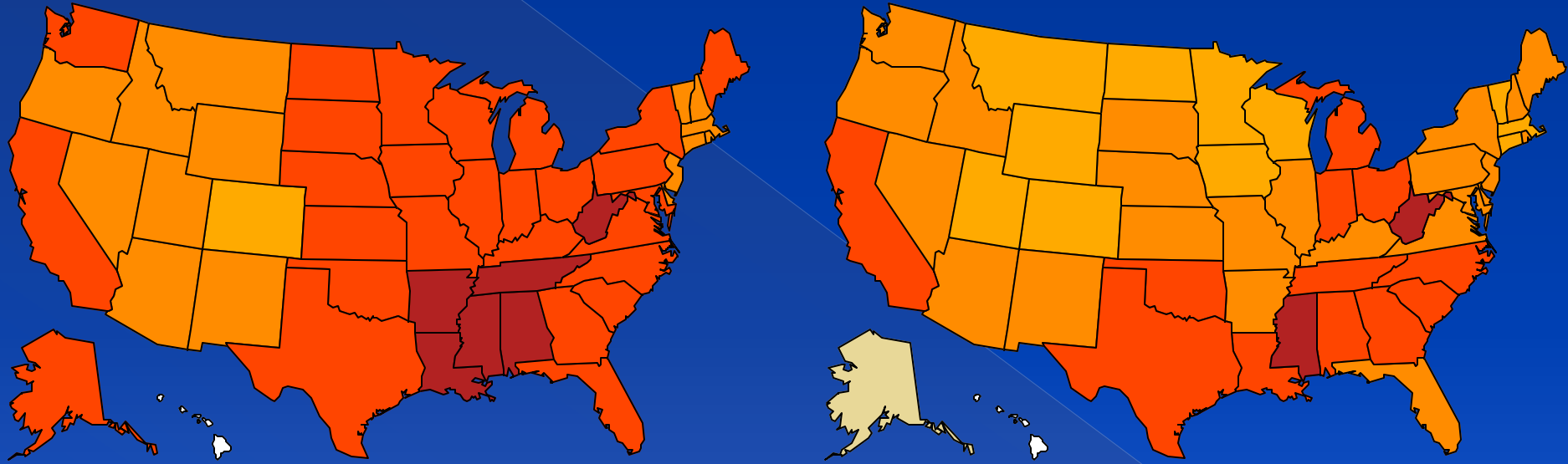
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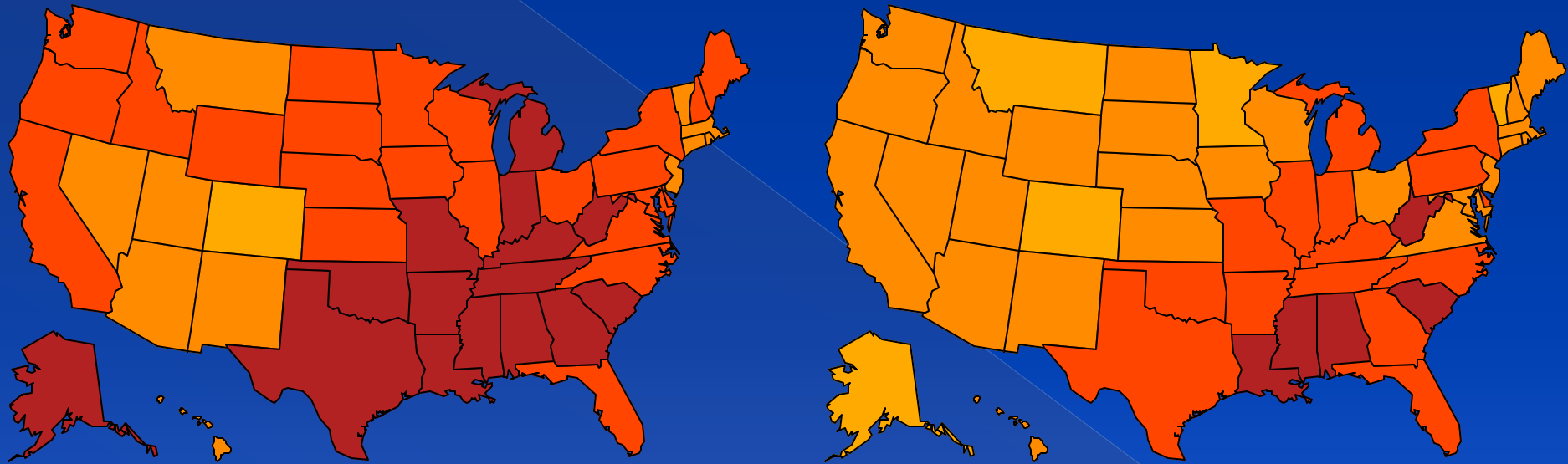
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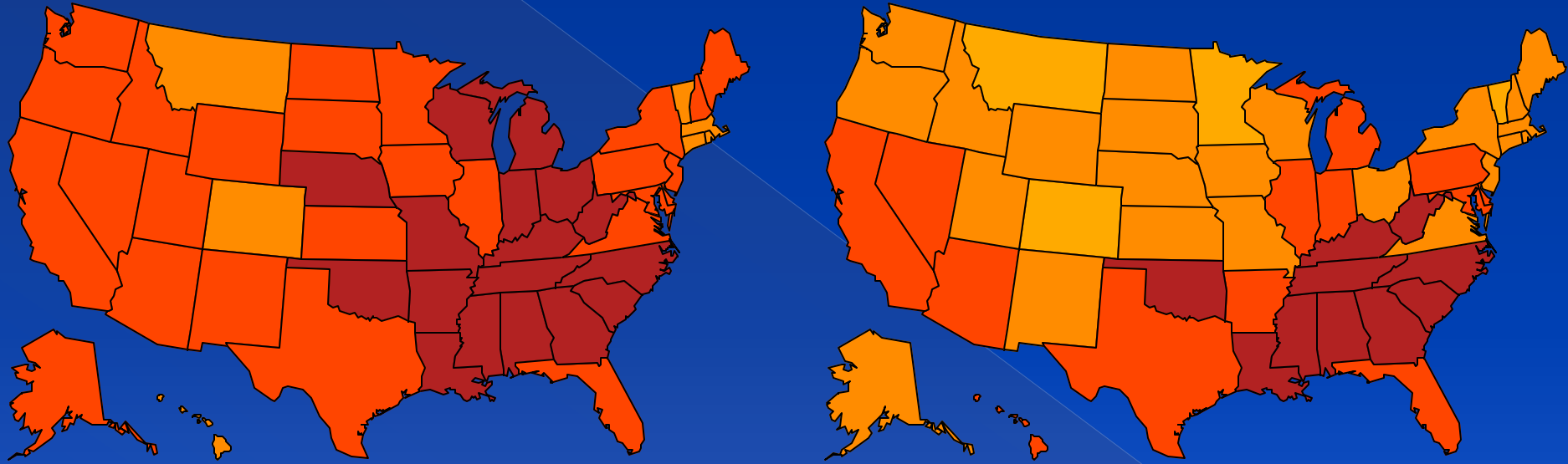
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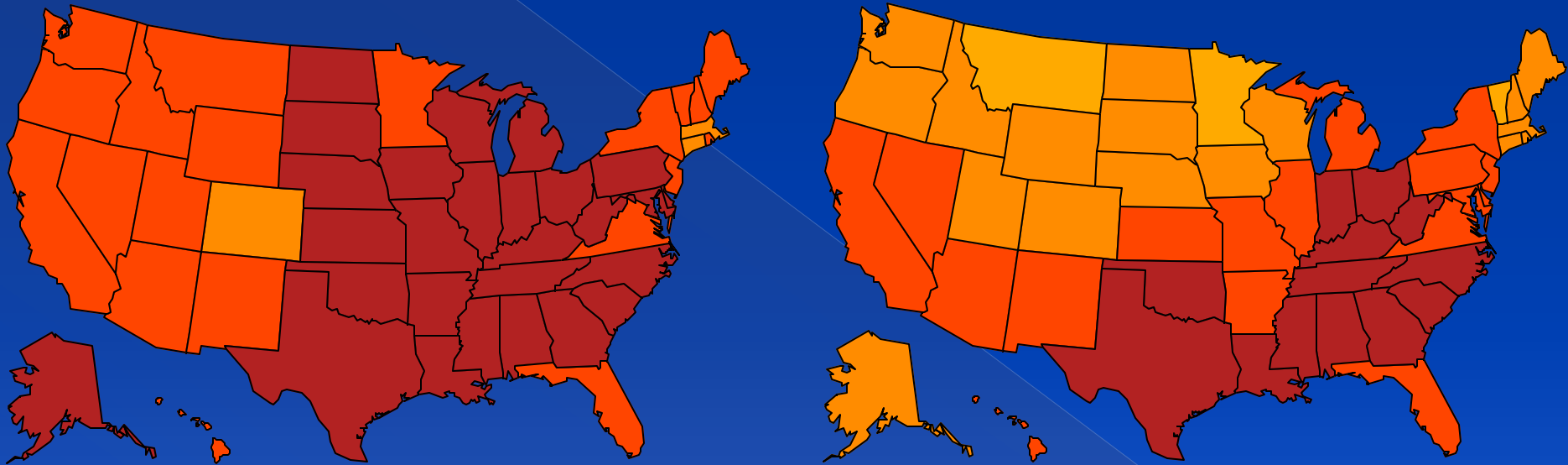
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2006



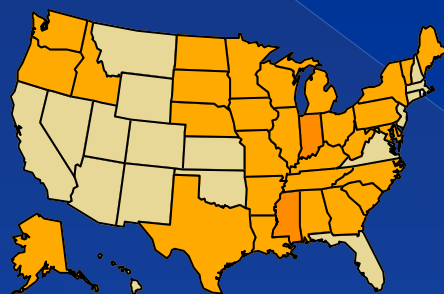
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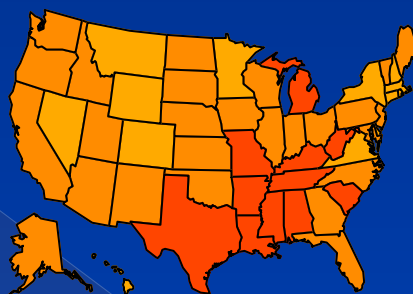
Age-adjusted Percentage of U.S. Adults Who Were Obese or Who Had Diagnosed Diabetes

Obesity (BMI ≥ 30 kg/m²)

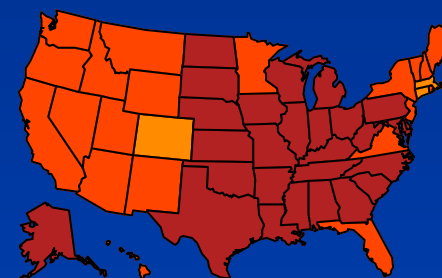
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2000

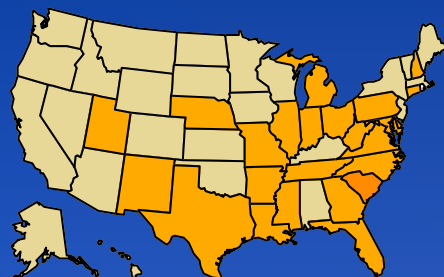


2008

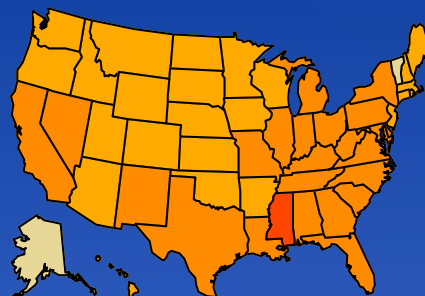


Diabetes

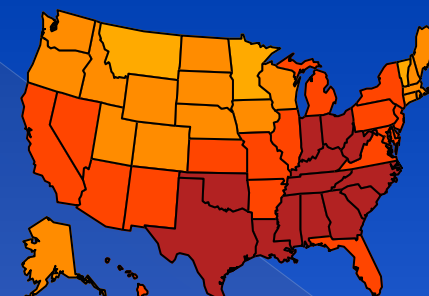
1994



2000



2008



CDC's Division of Diabetes Translation. National Diabetes Surveillance System available at <http://www.cdc.gov/diabetes/statistics>

Health Impacts of Obesity



- ⊙ Estimated 17% of all US deaths related to poor diet and/or sedentary lifestyle
 - > Second only to tobacco (at 18%) as cause of death
 - > May surpass tobacco in coming years
- ⊙ Type 2 diabetes
- ⊙ Coronary heart disease
- ⊙ Cancers (endometrial, breast, and colon)
- ⊙ Hypertension
- ⊙ Dyslipidemia (e.g., high total cholesterol or high triglycerides)
- ⊙ Stroke
- ⊙ Liver and gallbladder disease
- ⊙ Sleep apnea and respiratory problems
- ⊙ Osteoarthritis
- ⊙ Gynecological problems (abnormal menses, infertility)
- ⊙ Mental Health

What Causes Overweight/Obesity? Environment, culture and norms

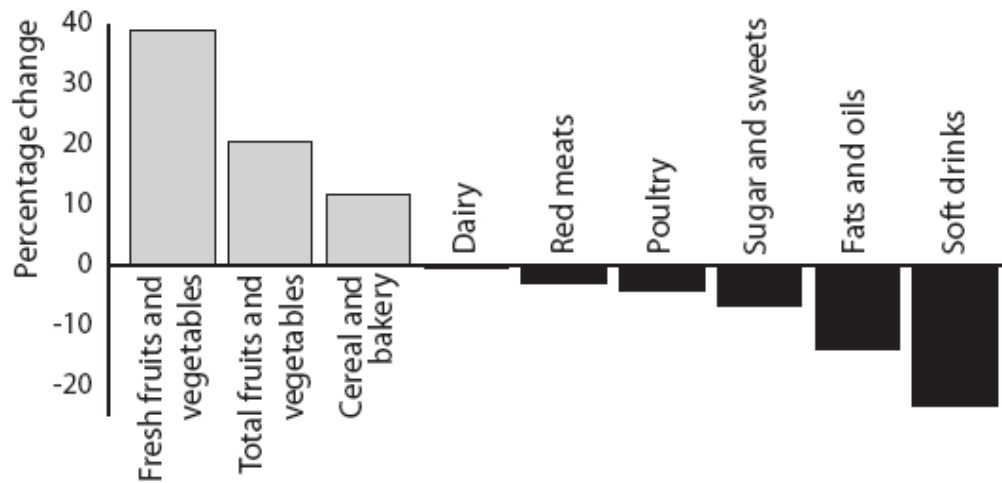
Easier access to unhealthy foods

- ⊙ Families have less time to cook and eat together
- ⊙ Half of “food dollars” spent away from home
- ⊙ Sodas, SSB’s & fast food are the norm
- ⊙ School meals need to get healthier
- ⊙ Unhealthy foods are subsidized through US Farm Bill



What Causes Overweight/Obesity? Cost Drives Consumption


Change in food prices, 1985–2000
(real dollars)



Source: USDA ERS FoodReview, Vol. 25, Issue 3. Converted to real dollars.



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Financial, Administrative
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Coca-Cola Grant Launches AAFP Consumer Alliance Program

Program Focused on Helping Consumers Make Better Choices

By [News Staff](#)

10/6/2009

The AAFP today announced a corporate partnership with The Coca-Cola Co., in which the beverage giant will provide a grant for the Academy to develop consumer education content related to beverages and sweeteners for the AAFP's award-winning consumer health and wellness Web site, [FamilyDoctor.org](#).

The partnership is the first for the AAFP's new Consumer Alliance program.



What Causes Overweight/Obesity? A Toxic Environment for Healthy Behaviors

“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change”

- Institute of Medicine



What are SSBs?

Beverages with added caloric sweeteners

- ⦿ Sucrose (sugar), high fructose corn syrup, glucose, etc.

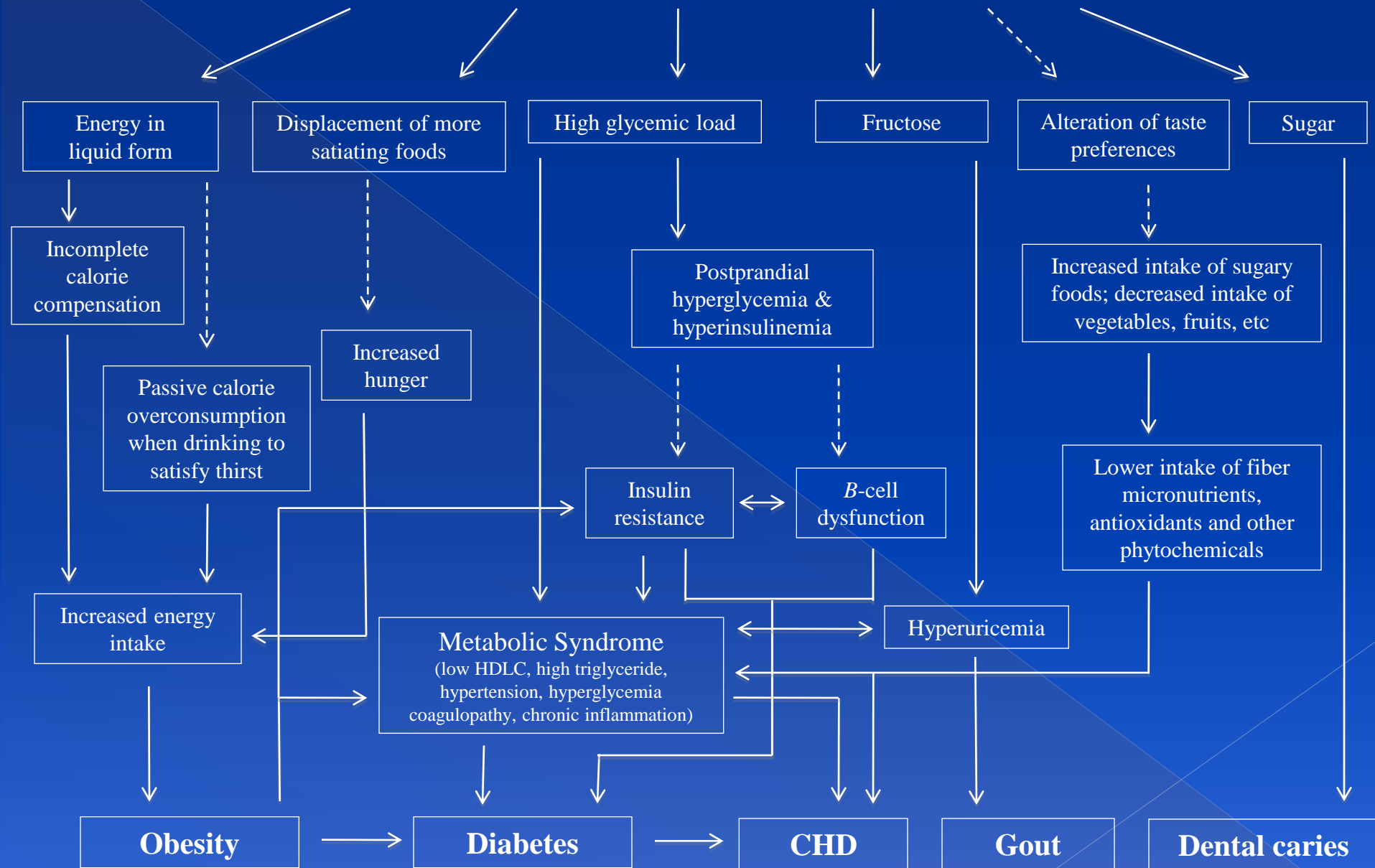
Examples

- ⦿ Non-diet sodas – e.g., Coke, Pepsi, Mountain Dew
- ⦿ Sports or energy drinks – e.g., Gatorade, Red Bull
- ⦿ “Fruit” punches – e.g., Sunny D, Kool Aid
- ⦿ Coffee and tea drinks – e.g., Frappucino, Chai mixes
- ⦿ Sweetened milk or milk alternatives

Not included as SSBs

- ⦿ 100% fruit juice (but limit portion size!)
- ⦿ Diet beverages

Sugar-Sweetened Beverage Consumption



Role of SSBs in Weight Gain

Large Amounts of Added Sugar

- Added sugar comprises 16% of overall daily calorie intake
- SSBs account for half of this sugar intake

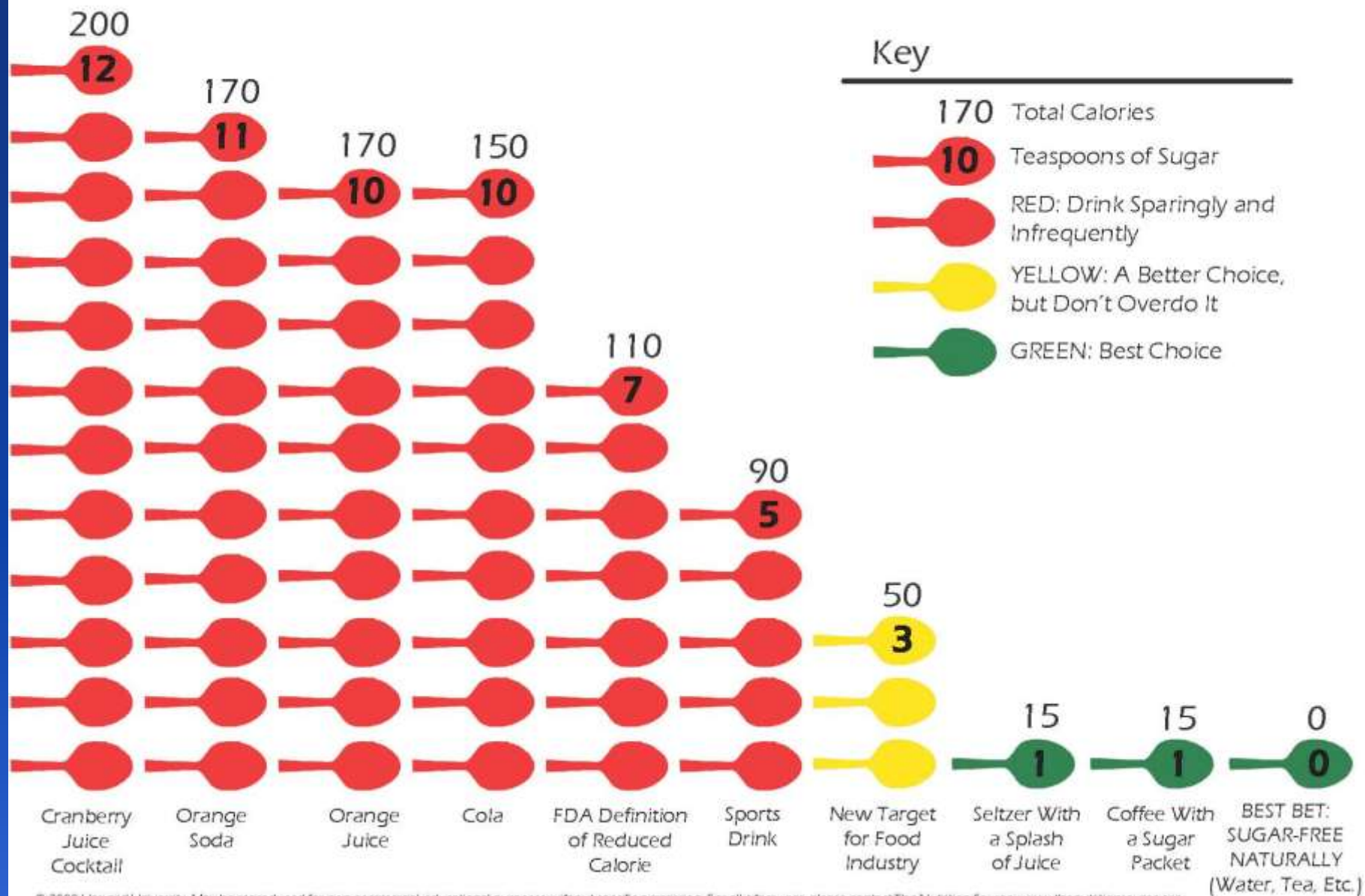
Increasing Consumption Over Time

- More people consuming SSBs
 - 250-300kcal overall kcal/day, half due to SSB
- Increased portion size
 - 20oz soda = 16 tsp sugar and 250 kcal (26lbs)
- On Average:
 - 63% of adults, 80% of youth consume an SSB daily

How Sweet Is It?

Calories and Teaspoons of Sugar in 12 Ounces of Each Beverage

For more information, see The Nutrition Source, www.hsph.harvard.edu/nutritionsource/healthy-drinks/



Alternatives to SSBs?

Creating a Healthy Beverage Environment

- ◎ Naturally Sweetened Beverages
- ◎ Artificially Sweetened Beverages
 - › Sweeter taste changing taste pallets
- ◎ Bottled Water
 - › Tap water vs bottled water
 - › Regulation
 - 40% of bottled water IS tap water
 - › Tap water tastes better?



Hydrate for Health: A Call for Healthy Beverages in Health Care

Promoting human
and environmental
health by encouraging
healthy beverage
selections

Hospitals can play an important role by modeling healthy behaviors in the communities they serve. With their substantial purchasing dollars, hospitals can have a significant impact on market trends to support overall health. Despite the charge to “first, do no harm”, many facilities serve high caloric, nutrient-poor food and beverages on patient trays, in cafeterias, and in vending machines. This document explores the negative health and environmental impacts associated with sugar sweetened beverage consumption, and the opportunities for hospitals to take a leadership role in transitioning to healthier options for their patients, staff and the community... hydration for health.

Many beverages provide a significant caloric contribution to a total diet and have been implicated in the degradation of health rather than the support of wellness. Sugar sweetened beverages (SSBs) contribute to the increased prevalence of obesity and associated chronic diseases that go along with weight gain. The dramatic

Factors that Affect Health

Smallest
Impact

Counseling
& Education

Clinical
Interventions

Long-lasting
Protective Interventions

Changing the Context
*to make individuals' default
decisions healthy*

Largest
Impact

Socioeconomic Factors
**And Racism*

Examples

Eat healthy, be physically active

Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation treatment, colonoscopy

Fluoridation, 0g trans fat, iodization, smoke-free laws,

Poverty, education, housing, inequality

Why should the healthcare sector take a stand on SSBs?



◎ Primary prevention part of mission

- ◎ As places of healing, hospitals have a natural incentive to provide food and beverages that are healthy for people and the environment in which we live.

◎ Position to influence behavior

- ◎ Respected sources of health information
- ◎ See patients and visitors at key time
- ◎ Hospitals bear burden of chronic disease

◎ Position to influence local markets, distribution networks, national food distributors

- ◎ Health care food service: \$12 billion market in U.S



The Campaign for Environmentally
Responsible Health Care



Creating a Healthy Food Environment by promoting Healthy Beverage Choices

- ◎ Making the link between the environment and health
- ◎ Evolving the Hippocratic Oath
- ◎ Leveraging the purchasing power of health care
- ◎ Activating health professionals for broader societal transformation
- ◎ Implementing a disease prevention agenda