

Promoting Health by Reducing Consumption of Sugary Drinks



Sugary drinks – the national landscape

- Growing awareness of the adverse health impact of sugary drink consumption
- Consumption has almost tripled over the last 30 years; the average American now drinks 50 gallons/year
- Reducing sugary drink consumption is CDC priority
 - ▣ Guide to policy strategies
 - ▣ CPPW and CTG grants to states and localities
- Growing number of institutions that have adopted policies restricting availability of sugary drinks
- Proliferation of education campaigns
- 2011: Sugary drink taxes proposed in 15 states

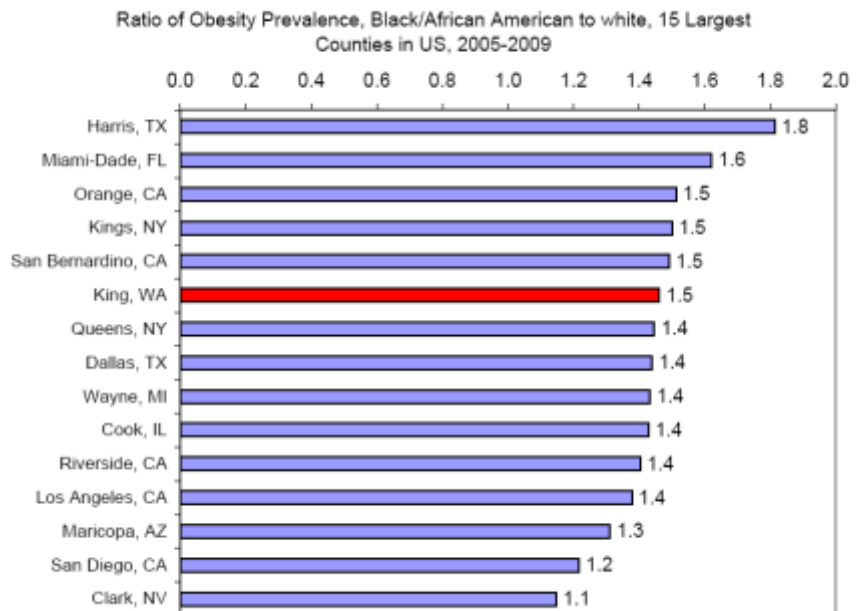
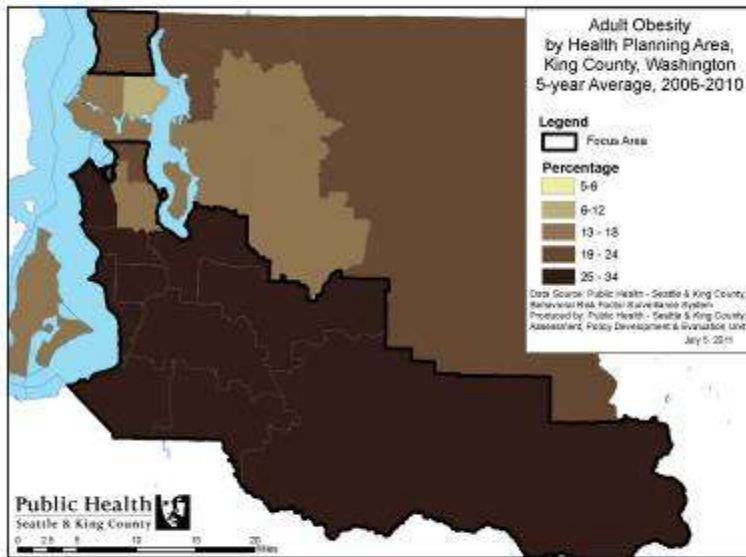
What is the sugary drink landscape in King County?

The Challenge in King County

- 55% adults are overweight or obese
- 21% adults are obese
- 5% adults have diabetes



Health Inequities: Adult Obesity



Sugary drink consumption



- In some King County communities:
 - ▣ almost half of 14-18 year olds reported drinking one sugary drink on the previous day
 - ▣ almost 20% reporting drinking two or more sugary drinks

What is Public Health – Seattle & King
County doing to reduce sugary drink
consumption?

Background – Communities Putting Prevention to Work (CPPW)

- Federal program to reduce chronic diseases related to obesity and tobacco
- Reduce health inequities
- Policy, systems and environmental changes

Change laws, policies and environments to make the healthy choice the easy choice and remove exposure to unhealthy options



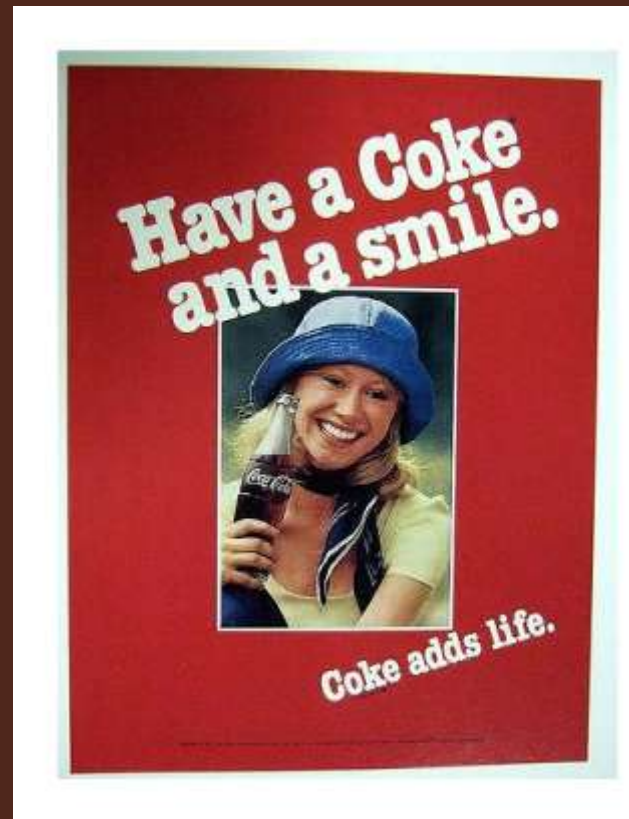
Individual behavior

Our Approach

- Work with community partners
- Place emphasis on reducing inequities
- Reach people where they live, work, learn, play
- Use communications campaigns to raise awareness

Working with community partners

- Boys & Girls Clubs of King County
- Banning sugary drink sales
- Developing youth media club website



Working with community partners

The Seattle Times

Guest columnist

A mission to promote health and wellness

CHURCHES have a long, rich history of advocating for health that is not as widely known as their history of social justice and civil rights.

By Gary Tyson and James Kelly
Special to The Times

CHURCHES have a long, rich history of advocating for health that is not as widely known as their history of social justice and civil rights activism. Many African Americans, other people of color, and those struggling to pay for the daily necessities often seek health support through church institutions.

Now six local churches are on the threshold of creating a legacy of health and wellness throughout the community by first doing the necessary work within their own programs. The collaboration's mission is to reduce chronic diseases such as hypertension and diabetes in children and youth through obesity prevention. Public Health — Seattle & King County was awarded federal stimulus grants as part of the Centers for Disease Control & Prevention's Communities Putting Prevention to Work. The University of Washington School of Nursing applied for and received some of this funding to support "Moving Together in Faith and Health" — a 20-month effort that also includes the Urban League of Metropolitan Seattle.

Churches are vital institutions where environments and policies can directly affect those who bear the heaviest burden of poor health. "Moving Together in Faith and Health" brings influential leaders together from various denominations. The process involves thorough and inclusive community engagement by assessing and improving the nutrition and physical activity environments in six Central and Southeast Seattle churches first, and then sharing those changes with surrounding neighborhoods.

Together, First African Methodist Episcopal Church, Goodwill Missionary Baptist Church, Immaculate Conception Catholic Church, Mount Zion Baptist Church, New Direction Missionary Baptist Church and Tabernacle Missionary Baptist Church can reach more than 2,000 families with nearly 50 annual events, and more than 30 programs focused on children and youth.



@stays

Embrace a healthier lifestyle

Read more about Communities Putting Prevention to Work at: www.kingcounty.gov/healthservices/healthpartnerships/cpc
More on "Moving Together in Faith and Health" at: www.kingcounty.gov/healthservices/healthpartnerships/cpc

6 Churches are
“moving together
in faith and health”

Public Health – Seattle & King County

Reaching people where they live, work, learn and play



KING COUNTY Healthy Vending Guidelines



Why do we need Healthy Vending Guidelines?

Obesity and poor nutrition are serious problems in King County. A key strategy of obesity prevention is improving access to healthy food and reducing access to unhealthy food.

- More than half of King County adults and almost one-third of youth are overweight or obese, increasing the risk for serious health problems.
- Less than one-third of adults and youth report eating the recommended five fruits and vegetables per day, and one-third of youth report consuming one or more sodas on the previous day.

It's often difficult for King County residents to eat nutritious food when eating outside the home because there is a lack of healthy options—especially when making food and beverage selections from vending machines. Despite how common vending machines are, this is the first time guidelines for selecting healthier choices for vending machines are available in King County. Nutrition guidelines are an emerging strategy to improve the nutritional quality of food available in vending machines.

WHO CAN USE THESE GUIDELINES?

King County residents eat in a variety of community and work settings; all are appropriate places to implement the guidelines:

- Workplaces
- Government buildings
- Hospitals
- Social service organizations
- Childcare & after-school care
- Schools & youth programs

What goes in a healthy vending machine?

The goal of the King County Healthy Vending Guidelines is to make it easier for people to drink water and eat nutrient-rich whole food like:

- Vegetables: baby carrots, celery sticks
- Fruit: apples, oranges, pears, bananas
- Whole grains: granola bars, crackers, pretzels
- Nuts & seeds: trail mix, peanuts, almonds
- Fat-free & low-fat dairy: yogurt, cheese
- Lean meats, fish & beans: beef jerky, tuna, hummus

The guidelines are also intended to help you avoid eating unhealthy food and beverages with added sugars, saturated and trans fat, refined grains and sodium, like, candy, chips, cookies, fried foods, soda and energy drinks.

Choosing food for your vending machine based on food type (e.g. fruit, whole grains, etc) rather than simply looking at calories, fat, sodium and sugar will ensure that the healthiest options are available.

King County Board of Health - Healthy Vending Guidelines

Tool for all institutions that want to improve the healthfulness of vending options

Other ways to change the environment

- Limit access to SSBs
- Promote access to and consumption of more healthful alternatives to SSBs
- Limit marketing of SSBs and minimize marketing's impact on children
- Decrease the relative cost of more healthful beverage alternatives through differential pricing of SSBs

*The CDC Guide to Strategies for
Reducing the Consumption of
Sugar-Sweetened Beverages*



SUGAR-SWEETENED BEVERAGE GUIDE - MARCH 2010 - PAGE 1

Raising awareness

- Public Health Centers and other office locations
- Multiple language materials
- Board of Health
- Birth and death records
- Child and youth health
- Chronic diseases
- Codes, regulations and other jurisdictions
- Communicable diseases and immunization
- Data, publications and reports
- Digital Library
- Environmental health services
- Emergency preparedness
- Emergency Medical Services (EMS)
- Injury and violence prevention
- Medical examiner
- Nutrition
 - Nutrition labeling and trans fat in King County
 - Sugar-loaded beverages
 - ABC's for good health
 - Balanced diet
 - Best foods for you
 - Budgeting for food
 - Steps to a healthy diet
 - Easy to fix meals
 - Cook once, eat twice
 - Eating healthy on the run
 - Food Pyramid Guide
 - Nutrition for children
 - Related links
 - Healthy food for meetings

Know the facts about soda and sugary drinks

Why sugary drinks?

- Sodas are high calorie, have little or no nutritional value and don't make you feel full.
- The single greatest source of added sugar in the average American's diet is soda.
- Over-consumption of soda and sugary drinks is a leading cause of obesity in the United States.
- Sugary drinks cause obesity, diabetes, high blood pressure, heart disease and cavities.
- Sugary drinks include non-diet soda, sports drinks, energy drinks and sweetened fruit drinks.



What you can do

- [Join Soda Free Sundays](#)
- [Sodas and other sugary drinks: The Facts](#)
- [Impact of soda and other sugary drinks in King County](#)
- [How to reduce soda availability at home, at work and in the community](#)
- [Sugar-loaded beverage fact sheet](#)

Who else is working to curb consumption of sugary drinks?

- [Centers for Disease Control and Prevention \(CDC\)](#)
- [Yale University's Rudd Center for Food Policy & Obesity](#)
- [Center for Science in the Public Interest](#)
- [Communities Putting Prevention to Work in King County](#)

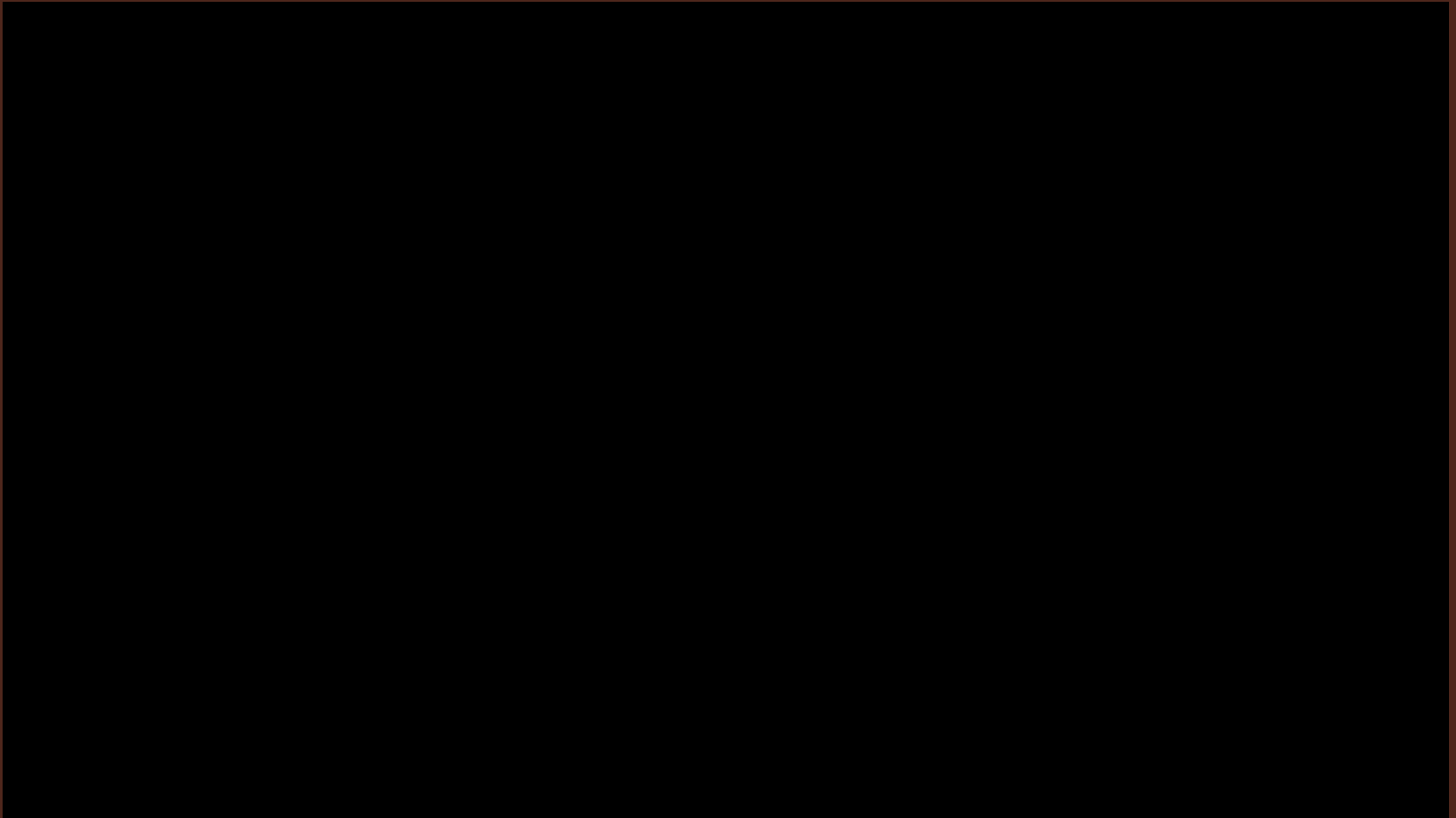


[Soda Free Sundays:](#)
[Take the Pledge!](#)



Sugar-loaded beverage posters
4 different versions for each language:

- [English](#)
- [Chinese](#)
- [Russian](#)
- [Somali](#)
- [Spanish](#)
- [Ukrainian](#)
- [Vietnamese](#)



Super **sugary** drinks are everywhere.

Why can't I find more **milk**?



Together, we can ask for less soda and more healthy options in places where kids learn and play.

If we have more healthy choices, we'll have healthier lives. Find out how we can work together to replace sugary drinks with low-fat milk and water in schools, parks, and community centers at LetsDoThisKingCounty.org



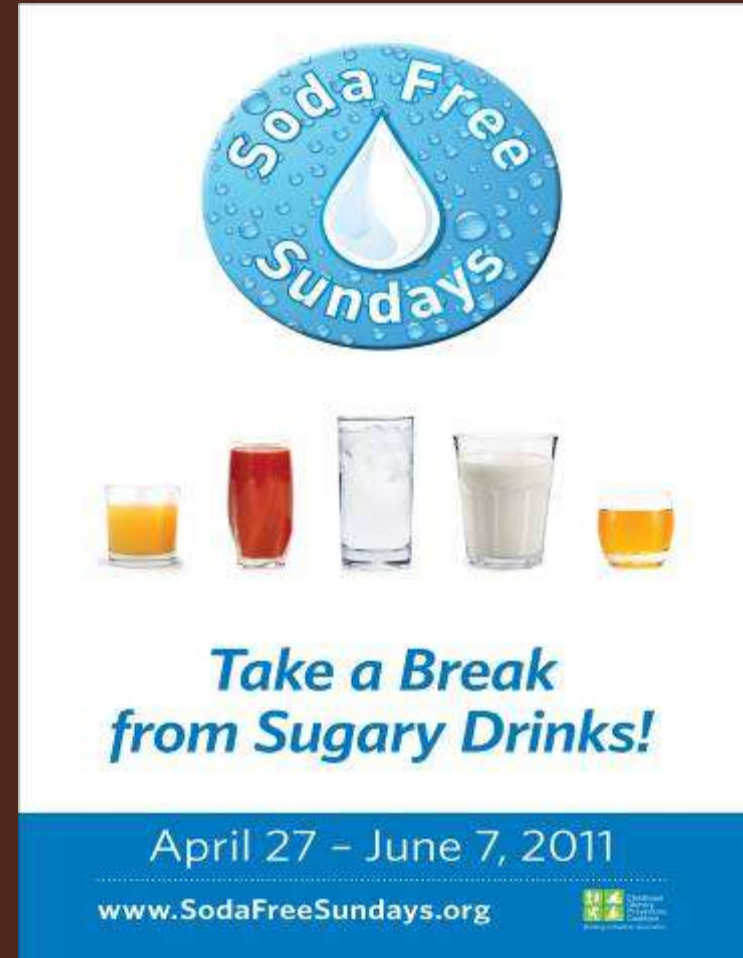
Made possible by funding from Public Health - Seattle & King County and the U.S. Department of Health and Human Services.



Public Health – Seattle & King County

Engaging the Community

- Take a break from sodas and other sugary drinks for at least 1 day per week
- Who can take the pledge?
 - Individuals
 - Families
 - Organizations
- www.sodafreesundays.org
- www.facebook.com/sodafreesundays
- [twitter@sodafreesundays](https://twitter.com/sodafreesundays)





Soda Free Sundays

Take a Break from Sugary Drinks!

Our Partners



FACEBOOK

Anne Pearson, Kirste Johr and other friends like this.



Has your organization taken the pledge?

SODA FREE SUNDAYS

Top 10 reasons to give up, or at least cut back, on soft drinks

<http://t.co/8dzU3hN>Take The Pledge!
2 weeks ago

Did you know that October is international walk to school month? Learn how you can get involved:

<http://t.co/egEeYGv>Take The Pledge!
2 weeks ago

It's Sunday and we're

Public Health – Seattle & King County

Soda Free Sundays Tools

Spread the word!

- Soda Free Sundays video
- Soda Free Sundays Poster



Get educated:

- Sugary Drinks 101
- Families Action Kit
- Action Kit for Organizations

www.sodafreesundays.org

To learn more about how you or your organization can get involved

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Information and downloadable materials
are available on our website at:

www.kingcounty/health/sugarydrinks

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