North American Campaigns to Reduce Soda Consumption and Promote Healthy Beverages

As of May 22, 2012
Purpose & Description

A great many campaigns and programs are occurring around the country to decrease consumption of sugar-sweetened beverages.

A request was made to health professionals around the country to share the details of their programs. What follows are highlights of such programs.

The list is by no means exhaustive or complete, but does show that a wide range of programs are underway, in all parts of the country. If you know of programs not represented in these slides, please contact kelly.brownell@yale.edu

Thanks to the California Center for Public Health Advocacy (http://www.publichealthadvocacy.org/healthy_bev.html) for their compilation of policy changes.
Social Marketing and Media Campaigns
Soda Facts

- In 2001, Americans spent over $60 billion on carbonated soft drinks.
- During the same year, the average American consumed approximately 53 gallons of soft drinks.
- Sales of carbonated soft drinks have grown by 2-3 percent annually.
- The U.S. market includes nearly 450 different soft drinks.
- One of every four beverages consumed in America today is a soft drink.
- The average child drinks over 500 cans of soda a year.
- Soda leaches calcium from bones, an alarming fact since osteoporosis is reaching epidemic proportions.
- Globally, carbonated soft drinks are the third most consumed beverage.
- The per-capita, annual consumption of carbonated soft drinks (7.7 gallons) is nearly 4 times the per-capita consumption of fruit beverages (2.1 gallons).
- During the late 1950's the typical soft drink order at a fast food restaurant contained about eight ounces of soda; today a "child" order of soda is usually 12 ounces. A large soda is thirty-two ounces and about 310 calories (source: Eric Schlosser, Fast Food Nation, 2001).
- The average 12 ounce can of soda contains about 40 grams of refined sugars. That's 10 teaspoons of pure calories. At 500 cans per year that's more than 62 pounds of sugar from soda alone.
- According to the USDA, 25 years ago, teenagers drank almost twice as much milk as soda. Today they drink twice as much soda as milk.
- Coca Cola spent $204 million in 2000 for advertising (source: CSPI).

Unless otherwise stated, the information above came from the Soft Drink Association and, or the Beverage Digest.

Soda’s Hidden Hazard

Besides being high in sugar and low on nutrition, soda also may harm growing bones.

Researchers have found that teen girls who regularly drink carbonated beverages, have nearly three times the risk of bone fractures of girls who don't drink soda at all.

Drink water, 100% fat free milk, and 100% juices more often... and soda only as an occasional beverage.
RE-THINK YOUR DRINK

How much added sugar are YOU drinking? (gulp!)

HEALTHY DRINKS WIN!

Alberta, Canada
Alberta Health Services

http://www.albertahealthservices.ca/5444.asp
Alberta, Canada
Alberta Health Services

SUGAR SHOCKER

"An activity kit to help teach students about making healthy drink choices"

http://www.capitalhealth.ca/NR/rdonlyres/e6nstouxulgpbvzot7as7dhtyvv6storxwnl57sbz4gl6o2im2rgwio4ttthag2r5vag2aoqodp7fst6zyagrafdccb/Sugar+shocker.pdf
Bay Area, California
Bay Area Nutrition and Physical Activity Collaborative

"Drink Water!" Said the Otter

www.sodafreesummer.org

http://www.banpac.org/resources_sugar_savvy.htm
STOP. RETHINK YOUR DRINK.
GO ON GREEN.

Red - Drink Rarely, If At All
- Regular sodas
- Energy or sports drinks
- Fruit drinks

Yellow - Drink Occasionally
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice

Green - Drink Plenty
- Water
- Seltzer water
- Skim or 1% milk

www.bphc.org/healthybeverages
A typical 20-ounce soda can contain 16 or more teaspoons of sugar.

www.fatsmack.org
Boston, MA
Boston Public Health Commission

“Fatsmack!” television spot

http://www.youtube.com/watch?v=1WfVWJ7Tqlk
Boston, MA
Boston Public Health Commission

You do so much to protect them.
But, maybe you never realized how much these could hurt them.

After all, your kids are sweet enough already.
Visit www.sugarsmarts.com

www.sugarsmarts.com
Boston, MA
Boston Public Health Commission

“Protection” television spot
http://www.youtube.com/watch?v=M53J6uizLng
California

The California Endowment

“Soda Sucks” video

http://www.youtube.com/watch?v=5V6cj1T2JyE
California
The California Endowment

www.sodasucks.org
Central Valley, CA
California Project LEAN and partners

http://www.californiaprojectlean.org/ryd/default.html
Chippewa County, WI
Department of Public Health

ARE YOU POURING ON THE POUNDS?

DON’T DRINK YOURSELF FAT.
Cut back on soda and other sugary beverages. Go with water, seltzer or low-fat milk instead.
Cook County, IL
Department of Public Health

Rethink Your Drink Cable Ad

I add up to 1,000 calories a day to kids' diets...

www.rethinkyourdrinknow.com
Kansas

Kansas Department of Health and Environment

When it comes to what kids drink:
LESS SUGAR = BETTER HEALTH

Just one soda or juice drink can have as much sugar as two candy bars (on average, based on a 20 fl oz portion size).

www.refreshkansas.org
Lexington, KY
Tweens Nutrition and Fitness Coalition

http://www.drinkwaterfirst.com
You wouldn't eat 22 packs of sugar. Why are you drinking them?

http://www.choosehealthla.com/eat-healthy/sugar-loaded-beverages/
Los Angeles, CA
County of Los Angeles Public Health

http://www.choosehealthla.com/eat-healthy/sugar-loaded-beverages/
Los Angeles, CA
County of Los Angeles Public Health

HOW DO YOUR SUGAR-LOADED DRINKS ADD UP?

SUGAR CALCULATOR

Here’s How Much Sugar You Are Drinking...

PACKS of sugar
Pounds of sugar

http://www.choosehealthla.com/multimedia/sugar-calculator/
Minnesota
Minnesota Dental Association

http://www.mndental.org/public_home/educational_activities/sip_all_day_get_decay
Missouri
Missouri Dental Association

http://www.modental.org/mx/hm.asp?id=stopthepop
Multnomah County, OR (includes Portland)

“It Starts Here” Campaign

http://www.multco-itstartshere.org/links-and-resources/toolkit-sugary-drinks
New York, NY
Department of Health

ARE YOU POURING ON THE POUNDS?

New York, NY
Department of Health

“Man Drinking Fat” television spot

http://www.youtube.com/watch?v=-F4t8zL6F0c
New York, NY
Department of Health

ARE YOU POURING ON THE POUNDS?

You’re drinking 68 PACKETS OF SUGAR in just 4 sugary drinks a day.

Also shared with: Portland, ME; Hawaii
New York, NY
Department of Health

You have to walk the **3 MILES** from Union Square to Brooklyn
to burn off the calories from **ONE 20oz. SODA**
Northwest Territories, Canada
Department of Health and Social Services

http://www.dropthepopnwt.ca/
Pennsylvania Dental Association

Stop the Pop!
The facts about the harmful effects sugary beverages have on teeth

http://www.padental.org/AM/Template.cfm?Section=Teachers2&Template=/CM/HTMLDisplay.cfm&ContentID=16316
Philadelphia, PA
Department of Public Health

Juice Drinks
CAN HAVE AS MUCH SUGAR AS TWO CANDY BARS.

For facts, tips and recipes, visit FoodFitPhilly.org or text FACTS to 30364.

www.foodfitphilly.org
www.facebook.com/foodfitphilly
Philadelphia, PA
Department of Public Health

“Time for a Change” television spot

http://www.youtube.com/watch?v=NAvmPHv4sGc
Poster placed in 100 corner stores in Philadelphia.

www.foodfitphilly.org
www.facebook.com/foodfitphilly
Rhode Island
Rhode Island Department of Health

You wouldn’t let your kids eat this much sugar.

So, why let them drink it?

http://www.health.ri.gov/healthrisks/sugarsweetenedbeverages/
Santa Clara County, CA
(includes San Jose and Silicon Valley)
Public Health Department

http://www.potterloveswater.com/
San Francisco, CA
Shape up SF

Seattle & King County, WA
Public Health

You’d never serve your kid a glass of sugar.

http://www.kingcounty.gov/healthservices/health/nutrition/sugarydrinks.aspx
http://www.youtube.com/watch?v=6idXRO8Voas
Super sugary drinks are everywhere.

Why can’t I find more milk?
St. Paul, MN
Be The Catalyst

St. Paul, MN

Be The Catalyst

Sugar-sweetened beverages are one of the leading causes of obesity in the United States.
Texas
Texans Care for Children

Drink Well Texas

Sign on with Drink Well Texas to show your support for:
• A penny-per-ounce tax on sugary drinks to help curb obesity and offset its costs
• Using sugary drink tax revenue to invest in obesity prevention
• Ensuring Texas students have access to water at lunch time
• Keeping daycares from serving sugary drinks with each snack and meal

http://texanscareforchildren.org/DrinkWell
Rethink your drink.
Vermont
Alliance for a Healthier Vermont

How much sugar is in your drink?

- Monster Energy 16 oz. 200 calories: 13.5 teaspoons
- vitaminwater 20 oz. 125 calories: 8 teaspoons
- Mountain Dew 20 oz. 290 calories: 19.25 teaspoons
- Snapple Lemon Tea 16 oz. 160 calories: 10.5 teaspoons
- Gatorade 20 oz. 130 calories: 8.5 teaspoons
- Nantucket Nectars Cranberry 17.5 oz. 290 calories: 17.5 teaspoons

http://allianceforahealthiervt.org
TAXING SUGAR-SWEETENED BEVERAGES: A PROMISING MEASURE FOR OBESITY PREVENTION

Evidence and public opinion support the implementation of an excise tax on soft and energy drinks. The revenue generated by this tax would be invested in obesity prevention and healthy lifestyle promotion.

http://www.cqpp.qc.ca/en/sugar-sweetened-beverages
Video and Art Contests
Alameda County, CA (includes Oakland & Berkeley)
Public Health Department

2011 Soda Free Summer Video Contest Launch.wmv

http://sodafreesummer.wordpress.com/
Boston, MA

Drink Responsibly: Be Sugar-Free Video Contest

http://www.youtube.com/user/DrinkSugarFree
California
New America Media
YO! Youth Outlook

SODA SUCKS!
OUTSMART THE ADVERTISERS AND WIN $1000

WhySodaSucks.com

www.whysodasucks.com
California
New America Media
YO! Youth Outlook

As soda companies grow...

SO WILL YOU

WhySodaSucks.com

www.whysodasucks.com
Seattle and King County, WA
Boys & Girls Clubs of King County

“Soda Sucks so Save Your Bucks” Media Contest

http://jointhemediaclubhouse.org/submit.php
Pledges and Challenges
Alameda County, CA (includes Oakland & Berkeley) Public Health Department

Kick the can!

Make A Commitment To A Healthier You!

I PLEDGE TO...

- Be Soda Free!
- Keep My Family Healthy by Reducing Sugary Drinks and Foods at Home.
- Help Make My School, Workplace or Community a Place with Healthy Beverage Choices.

www.sodafreesummer.org
Boston, MA
Public Health Commission

Boston's Soda-Free Summer Challenge!

Soda-Free Summer Challenge

Re-energize your life. Take the pledge!

http://www.bphc.org/programs/cib/chronicdisease/heal/sodafreesummer/Pages/Home.aspx
FatSmack.org › Free from Sugary Drinks Pledge

Cause · Boston, Massachusetts

Free from Sugary Drinks Pledge

It’s easy to do something! Start reducing the amount of sugary drinks you consume. Or better yet, stop drinking them all together! Everyone who takes the pledge has an opportunity to win t-shirts, water bottles, and wrist bands in our raffle.

Selected winners will be notified via e-mail.

Choose one *

- I pledge to not drink sugary beverages
- I pledge to reduce the amount of sugary beverages I drink

First Name *  Last Name *

http://www.bphc.org/programs/cib/chronicdisease/heal/sodafreesummer/Pages/Home.aspx
Cook County, IL
Department of Public Health

**RETHINK YOUR DRINK PLEDGE**

*It’s easy! Take a moment and get sugar smart:*

I ____________, am going to increase the amount of healthy beverages I drink/my family drinks like water and non-fat or low-fat milk.

**I will also** (choose one):

- Stop drinking sugar-loaded beverages like pop, soda, sports and energy drinks.
- Reduce the amount of sugar-loaded beverages I drink and choose healthier options.

Join me and make a smart and healthy beverage choice. *Rethink Your Drink!*

enter your email

I PLEDGE!

☐ Click here if you do not want to receive email updates on healthy options and how to get involved.

www.rethinkyourdrinknow.com
Howard County, MD
Health Department

Howard County students promise to go soda-free for a month
Pledges circulating at Talbott Springs Elementary
Lexington, KY
Tweens Nutrition and Fitness Coalition

www.drinkwaterfirst.com/Take-The-Plunge.html
Nationwide Center for Science in the Public Interest

Start today. Take on the Life's Sweeter Challenge. Limit soda and other sugary drinks in your home, your workplace, and your community.

Join the Challenge to protect our children, our families, our co-workers, and ourselves from the harmful effects of soda consumption, one of the biggest contributors to obesity in America.

Support a realistic goal to help reduce consumption of soda and other sugary drinks from 10 cans per week to a maximum of three per week by 2020, a healthy target proposed by the American Heart Association.

Sign up for the Challenge today!

www.fewersugarydrinks.org
FOR ONE WEEK I WILL JOIN MY FELLOW NEW YORKERS AND GO SUGARY DRINK FREE!

I WILL SAVE _______ CALORIES
(calculation tip: one average 20 oz sugary drink contains 250 calories)

I WILL SAVE _______ PACKETS OF SUGAR
(calculation tip: one average 20 oz sugary drink contains 16 packets of sugar)

INSTEAD OF SUGARY DRINKS, I WILL TRY:

☐ WATER: Add slices of lemons, limes, oranges, watermelon, cucumber or mint for a refreshing drink.

☐ UNSWEETENED TEAS: If you want a little sweetening, just add a few drops of honey.

☐ SELTZER/CLUB SODA WITH A SPLASH OF 100% JUICE: Mix one part juice (like cranberry, orange or grape) with 3 parts seltzer for a low calorie bubbly treat.

☐ COFFEE: Just stay away from the fancy sweetened ones.

☐ LOW-FAT (1%) or FAT-FREE (SKIM) MILK: Always a good, healthy choice.

Seattle, WA
Childhood Obesity Prevention Coalition

www.sodafreesundays.com
Policy Changes
Hospitals banning sugary drink sales

Carney Hospital (Boston, MA)
Cleveland Clinic (Cleveland, OH)
Dartmouth Hitchcock Medical Center (Lebanon, NH)
Fairview Hospital (Great Barrington, MA)
Nationwide Children’s Hospital (Columbus, OH)
San Mateo Medical Center (San Mateo, CA)
Vanguard Health (4 hospitals in Chicago, IL)
Boston’s Healthy Beverages in Hospitals Campaign

Beth Israel Deaconess Med. Ctr.
Boston Medical Center
Brigham and Women’s Hospital
Children’s Hospital Boston
Dana Farber Cancer Institute
Faulkner Hospital
Massachusetts General Hospital
St. Elizabeth’s Medical Center
Tufts Medical Center
University of Vermont

Install water bottle filling stations across campus

Require 1/3 of beverages in vending machines to be healthy

Ban sales of bottled water

http://www.uvm.edu/~uvmpr/?Page=news&storyID=13129&category=ucommall
Nutrition standards for beverages in city/county vending and events

Alameda County, CA
Philadelphia, PA
New York, NY
Baldwin Park, CA
Brentwood, CA
Carson City, CA
Chula Vista, CA

Contra Costa County, CA
El Monte, CA
La Puente, CA
Monterey County, CA
San Mateo County, CA
Santa Clara County, CA
South El Monte, CA
No sugary drinks served to children

Mount Zion Church
Immaculate Conception Church
First African Methodist Episcopal Church

(Seattle, WA)

http://www.mountzion.net/index.php?id=290
http://www.immaculateconceptionseattle.org/i/MTiFH/IMMACNutritionPolicy.pdf
http://fameseattle.org/files/Heathy%20Eating%20Active%20Living/Guideline%20for_Healthy_Eating_and_Active_Living_1.pdf
New York, NY

No sugary drinks in:

- Group daycare facilities
- Publicly funded meals in schools
- City hospitals
- Correctional facilities
- Senior centers
- Daycare centers
- Afterschool programs
- Day programs for the mentally ill

Boston, MA

Mayor Issues Order to End Sugary Drink Sales on City Property

BOSTON -- Citing a link between the consumption of sugary beverages and rising obesity rates and healthcare costs, Mayor Menino today issued an executive order requiring city departments to take steps in the next six months to phase out the sale, advertising, and promotion of sugary beverages on city-owned property.

Click here for the press release.

www.bphc.org/healthybeverages
No sugary drinks sold or served in city/county vending and/or events

Baldwin Park, CA
Bell Gardens, CA
Boston, MA
El Monte, CA
Goodyear, AZ
La Puente, CA
Pasadena, CA
San Antonio, TX
San Francisco, CA
San Mateo Co., CA
South El Monte, CA
No sugar-sweetened drinks available for purchase on school property

Alabama
Connecticut
Massachusetts

http://healthyamericans.org/assets/files/FasinFat2011LegislativeSupplement.pdf
Restrictions placed on the sale of sugary drinks on school property

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http://healthyamericans.org/assets/files/FasinFat2011LegislativeSupplement.pdf
Sugar-Sweetened Beverage Tax Legislation
15 states filed as of May 2011

- Excise Tax
- Sales Tax
- Excise and Sales

Yale Rudd Center
For Food Policy & Obesity
Cities that proposed sugary drink taxes

Philadelphia, PA
Washington, DC
Richmond, CA
Chicago, IL
Baldwin Park, CA

Redesigned vending machines advertise a “Healthy Baldwin Park”
Boston Pediatricians – No SSB Prescription Program