Reducing Sugary Drinks to Promote Good Health!
Presentation Outline

- What are sugary drinks?
- How much sugar is in them?
- How does drinking sugary drinks affect our health?
- What can be done about sugary drink consumption by:
  - Individuals
  - Health care providers and institutions
  - Policymakers
What are sugary drinks?
An average 20 oz. soda has about 16 teaspoons of sugar.
Soda today is not the same treat you remember from childhood.

<table>
<thead>
<tr>
<th>Size</th>
<th>Year</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.5 oz</td>
<td>1920s</td>
<td>Coca-Cola</td>
</tr>
<tr>
<td>12 oz</td>
<td>1960s</td>
<td>Coca-Cola</td>
</tr>
<tr>
<td>20 oz</td>
<td>1990s</td>
<td>Coca-Cola</td>
</tr>
<tr>
<td>33 oz (1L)</td>
<td>Today</td>
<td>Coca-Cola</td>
</tr>
</tbody>
</table>
Sugary drink consumption is on the rise

- Consumption has almost tripled over the last 30 years
- The average American now drinks 50 gallons/year
- During the 1990s, teens began drinking more sugary drinks than milk
Sugary drinks in Washington State

- In 2008, about 9% of 6th graders and about 13-15% of 8th, 10th and 12th graders reported drinking two or more non-diet sodas per day.
- Drinking two 20-ounce sugary drinks provides at least 34 teaspoons of sugar.
- About 47% of 10th graders who reported drinking two or more sodas per day made mostly lower grades (Cs, Ds and Fs), compared to 28% of 10th graders who drank fewer than two sodas per day.
Drinking soda and other sugary drinks increases your risk for many serious health conditions:

- Obesity
- Diabetes
- High Blood Pressure
- Heart Disease
- Tooth Decay
Sugary drinks and obesity

- Sugary drinks are the single largest contributor to the obesity epidemic
- Americans consume 200-300 more calories per day than 30 years ago, with the largest single increase due to sugary drinks
- For children, each additional serving of sugary drinks consumed per day increases their chance of becoming obese by 60%
What are the health benefits of drinking fewer sugary drinks?

- Reducing consumption of sugary drinks has been associated with:
  - reduced body weight
  - reduced blood pressure
  - reduced sleep apnea, arthritis, diabetes, hypertension
What can we do to reduce sugary drinks and improve our health?
Individuals

- Purchase, serve and enjoy low-calorie options
- Be creative! Ask your kids to design their own fun beverages for special occasions using carbonated water, fruit and 100% fruit juice (4oz. or less).
- If you do have a sugary drink as an occasional treat, cut calories and save money by ordering a small and saying “no thanks!” to refills.
### Healthy alternatives to soda

<table>
<thead>
<tr>
<th>Low-fat milk</th>
<th>Water</th>
<th>100% fruit juice</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>4 oz or less</td>
</tr>
</tbody>
</table>

*Washington Academy of Family Physicians*
### 1 medium sized apple vs. 1 cup of apple juice

<table>
<thead>
<tr>
<th></th>
<th>1 medium sized apple</th>
<th>1 cup of apple juice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>60 calories</td>
<td>110 calories</td>
</tr>
<tr>
<td>Fiber</td>
<td>3 grams of fiber</td>
<td>No fiber</td>
</tr>
<tr>
<td>Feel</td>
<td>Helps you feel full</td>
<td>Doesn’t fill you up</td>
</tr>
</tbody>
</table>

- Most kids get too much juice and too little fruit
- Children should have no more than 4 oz. of juice per day
- Adults should have no more than 8 oz. of juice per day
Health care providers and institutions

- Health care provider views and behaviors can strongly influence the health-related behaviors of patients
- Talk to your patients and advise them of the health risks of drinking sugary drinks and the benefits of water
Healthcare Institutions Can Lead by Example by:

- Promoting water consumption
- Banning or restricting the availability of sugary drinks
- Making sugary drinks more expensive than healthier options
- Limiting portion size
- Limiting marketing and promotion
- Educating people about healthy choices
Promoting water

Water safety questions? Go to: http://www.doh.wa.gov/ehp/dw/default.htm
Banning or limiting sugary drinks
Making sugary drinks more expensive

Free!

$1.00

$1.50
Limiting marketing and promotion
Raising awareness!

YOUR KID JUST ATE 26 PACKS OF SUGAR

All those extra calories can bring on obesity, diabetes and heart disease.

Find out more: www.kingcounty.gov/health/sugarydrinks

PUBLIC HEALTH

WASHINGTON ACADEMY OF FAMILY PHYSICIANS
King County Board of Health Healthy Vending Guidelines

Tool for all institutions that want to improve the healthfulness of vending options
The Washington Academy of Family Physicians supports policies that would:

- Set nutritional standards for the beverages purchased using government funds
- Promote water consumption by making operable, clean drinking fountains readily available, and reducing the amount of unhealthy drinks sold in government facilities
- Place a two cent per ounce tax on sugary drinks in order to encourage people to consume drinks with less sugar, with the revenue dedicated to helping local schools and other organizations fight obesity among young people
For more information!

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