

HEALTHY EATING WORKSHOP

Sugary Drinks and Healthy
Alternatives

Agenda

- Examine the impact of sugary drinks on health
- Discuss how advertising increases sugary drink consumption
- Explore strategies for choosing healthier drinks
- Wrap-up

Objectives

After today's workshop, you will:

1. Understand the health impacts of and factors that increase sugary drink consumption
2. Know how to calculate how much sugar is in sugary drinks
3. Know at least two strategies that will help you make healthier drink choices

What is your favorite way to quench your thirst and why?

What Is the Big Deal?

- Sugary drinks:
 - Include soda, sweetened iced tea, and energy, sports and juice drinks
 - Are the largest source of added sugar in our diets
 - Can lead to type 2 diabetes, cavities, heart disease and weight gain
 - Are making New Yorkers sick

Added Sugar Limits for Adults

- Dietary Guidelines for Americans: Less than 10 percent of daily calories from added sugars
- Average 2,000-calorie adult diet means you should have less than 12 ½ teaspoons of added sugar a day



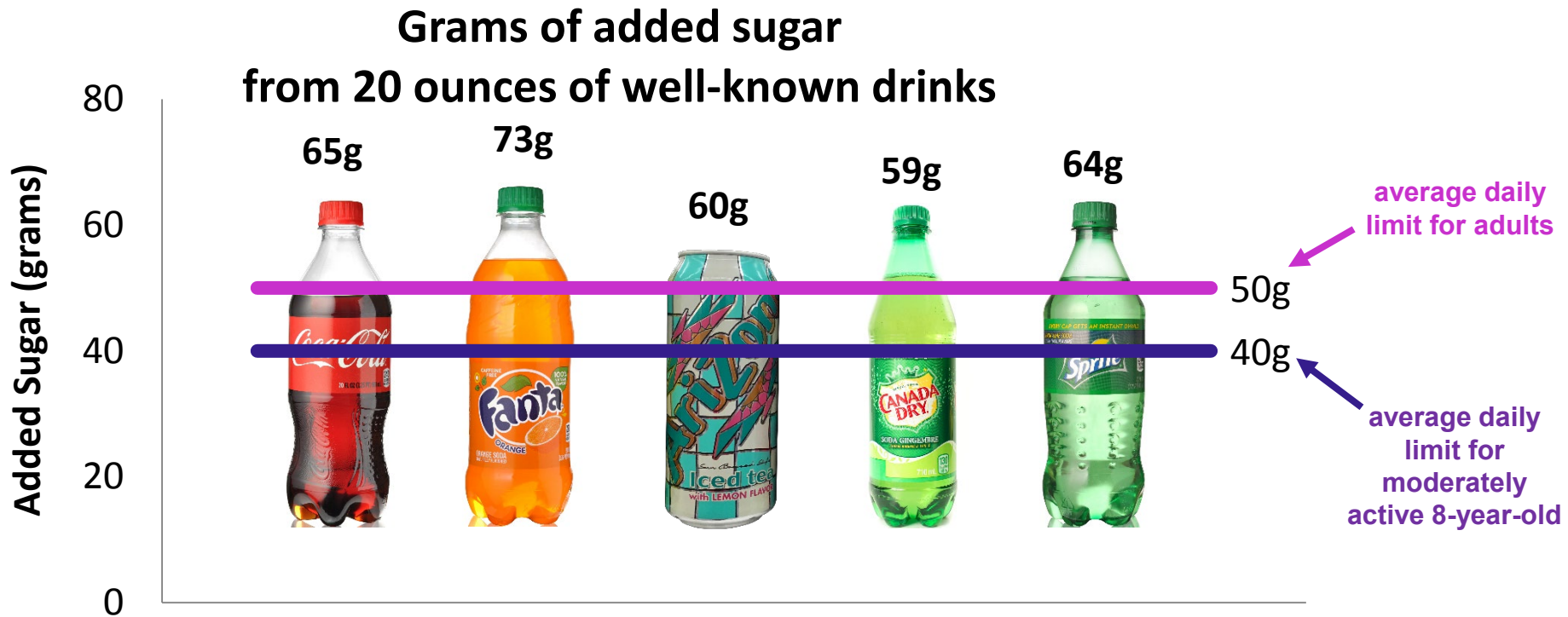
Added Sugar Limits for Children

- Moderately active 8-year-old should have no more than 10 teaspoons of added sugar a day



Added Sugar Limits

Just one 20-ounce sugary drink exceeds the daily added sugar limit for adults.
It far exceeds the daily limit for children.



Sugary Drinks and Marketing

Drink companies spend hundreds of millions of dollars a year promoting sugary drinks.

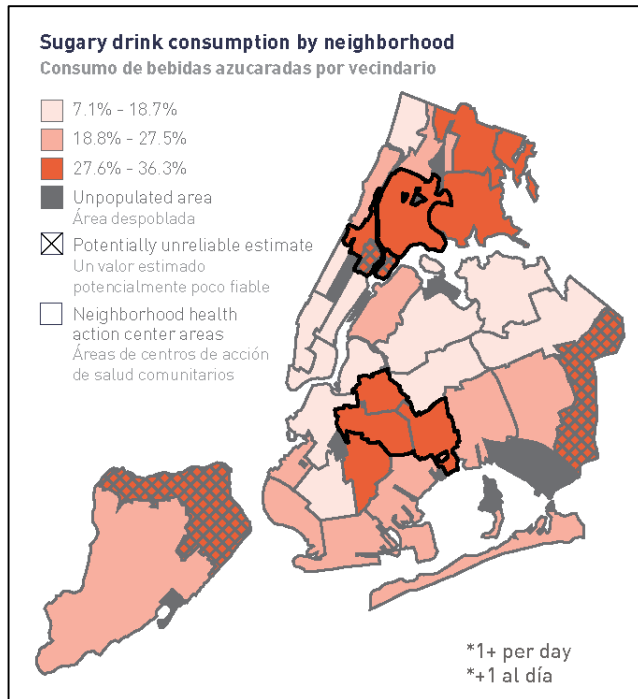
- Sugary drinks are heavily marketed to youth, communities of color, and in low-income neighborhoods.
- Companies use famous singers, sports stars, models and cartoon characters to appeal to children and youth.



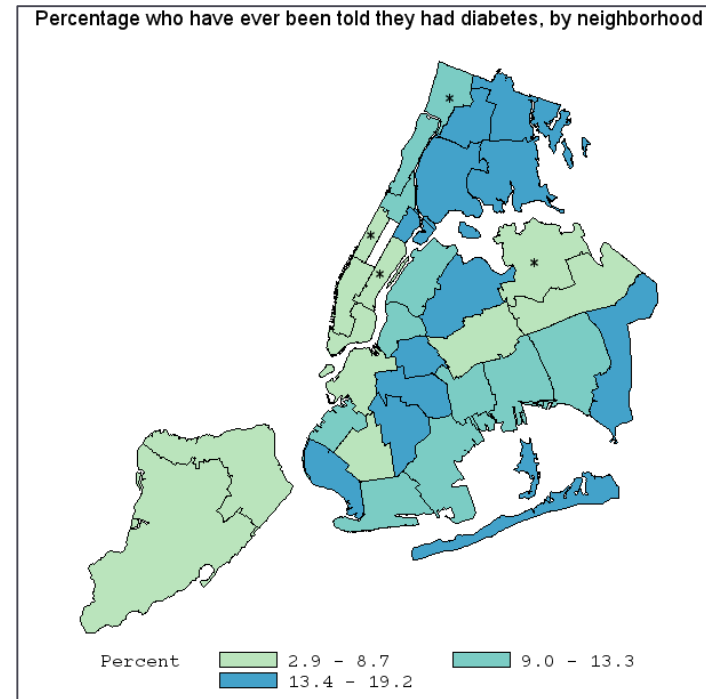
Advertising in New York City



Sugary Drinks in New York City



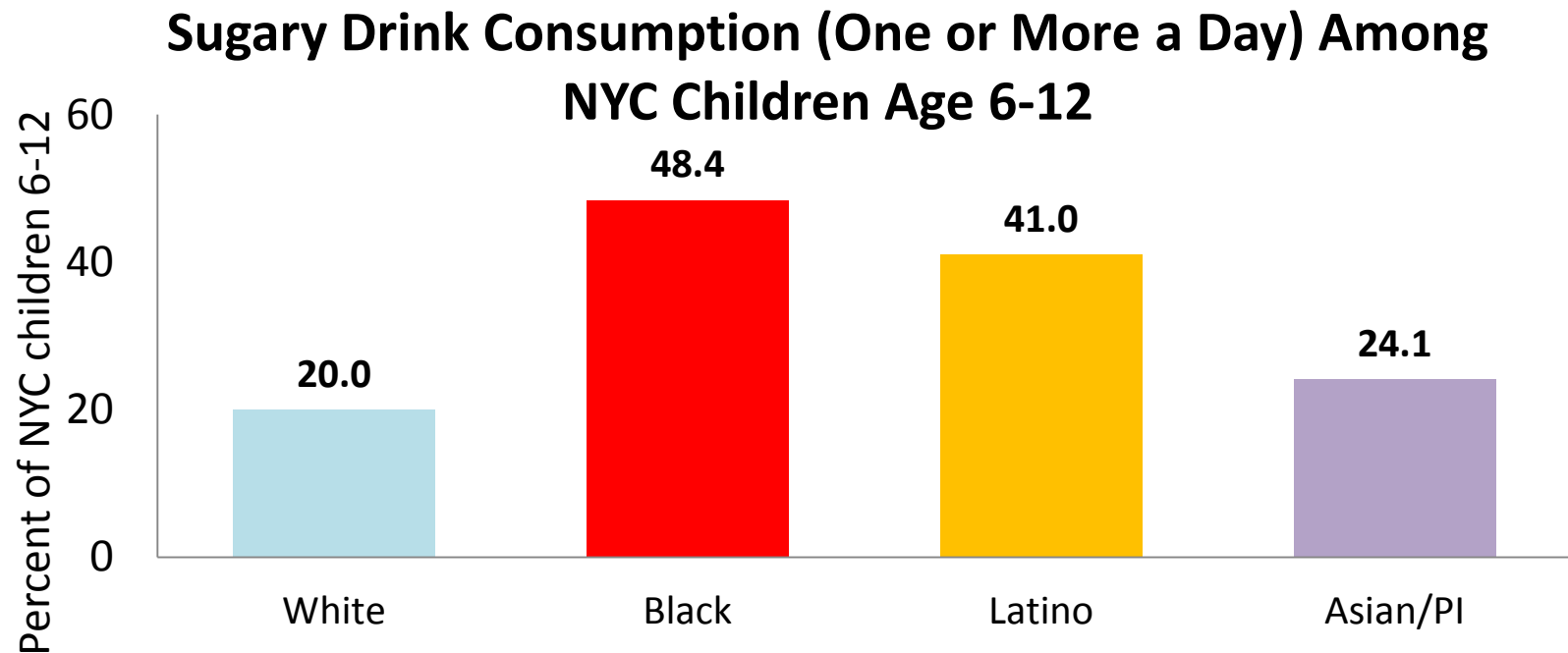
Sugary drink consumption



Diabetes

Sugary Drinks in New York City

- Blacks and Latinos are more likely to drink sugary drinks daily.
- Disparities and consumption overall starts early.



Strategies

1. Be a healthy role model.

- Have healthy drinks with meals and snacks.
- Keep healthy drinks within easy reach.
- Do not keep sugary drinks in your home.

2. Understand the label.

- Read the Nutrition Facts label.
- Read the ingredients list.

3. Be savvy about marketing.

- Be aware of advertising tricks and hidden messages.
- Turn off screens during mealtime.

4. Drink NYC tap water!

- Keep a pitcher of cold water in the fridge.
- Carry a water bottle with you.
- Make water more flavorful.

1. Be a Healthy Role Model

- Be a healthy role model for family, friends and coworkers.
- Have healthy drinks during meals and snacks.
- Make the healthy choice the easy choice:
 - ⇒ Keep healthy drinks within easy reach.
 - ⇒ Don't keep sugary drinks in your home.

2. Understand the Label

What information on a drink label can help you make a healthy choice?

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What information on a drink label can help you make a healthy choice?

- Read the Nutrition Facts label for sugar content.
- Read the ingredients list for added sugars.

Guess how much added sugar is in...

Cola



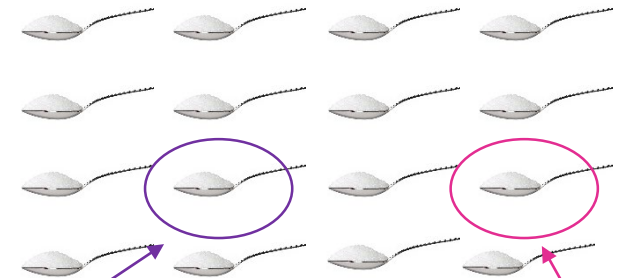
Guess how much added sugar is in...

Cola



20-ounce bottle

⇒ 16 teaspoons



Daily limit
for average
child is 10
teaspoons

Daily limit
for average
adult is 12.5
teaspoons

Guess how much added sugar is in...

Sweetened tea



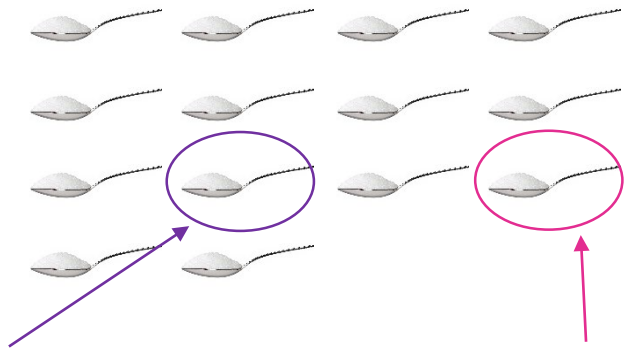
Guess how much added sugar is in...

Sweetened tea



20-ounce bottle

⇒ 14 teaspoons



Daily limit for
average child is
10 teaspoons

Daily limit for
average adult is
12.5 teaspoons

Guess how much added sugar is in...

Sports drink



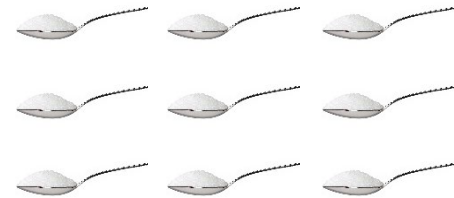
Guess how much added sugar is in...

Sports drink



20-ounce bottle

⇒ 9 teaspoons



Daily limit for
average child is
10 teaspoons

2. Understand the Label: Nutrition Facts



Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container 2	
Amount Per Serving	
Calories 120	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Sodium 70mg	3%
Total Carbohydrate 30g	10%
Sugars 30g	
Protein 0g	
Riboflavin	100%
Niacin	100%
Vitamin B6	100%
Vitamin B12	100%
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.	
INGREDIENTS: CARBONATED WATER, GLUCOSE, CITRIC ACID, NATURAL FLAVORS, TAURINE, SODIUM CITRATE, PANAX GINSENG ROOT EXTRACT, L-CARNITINE, CAFFEINE, NIACINAMIDE, SODIUM CHLORIDE, INOSITOL, PYRIDOXINE HYDROCHLORIDE, SUCRALOSE, RIBOFLAVIN, MALTO DEXTRIN, CYANOCOBALAMIN.	

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Sugars 30g	
Protein 0g	
Riboflavin	100%
Niacin	100%
Vitamin B6	100%
Vitamin B12	100%
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.	
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Two servings
per container

X

30 grams of sugar
per serving

= 60 grams sugar

60 grams =
15 teaspoons of sugar

2. Understand the Label: Ingredients

Code words for added sugar

2. Understand the Label: Ingredients

Code words for added sugar

Sugar

Brown sugar

Corn sweetener

Corn syrup

Fruit juice concentrate

High-fructose corn syrup

Honey

Syrup

Maple syrup

Evaporated cane juice

Invert sugar

Malt sugar

Molasses

Raw sugar

Words ending in "ose": dextrose, fructose, glucose, lactose, maltose, sucrose

3. Be Savvy About Marketing



3. Be Savvy About Marketing

**20-ounce bottle of
cola**

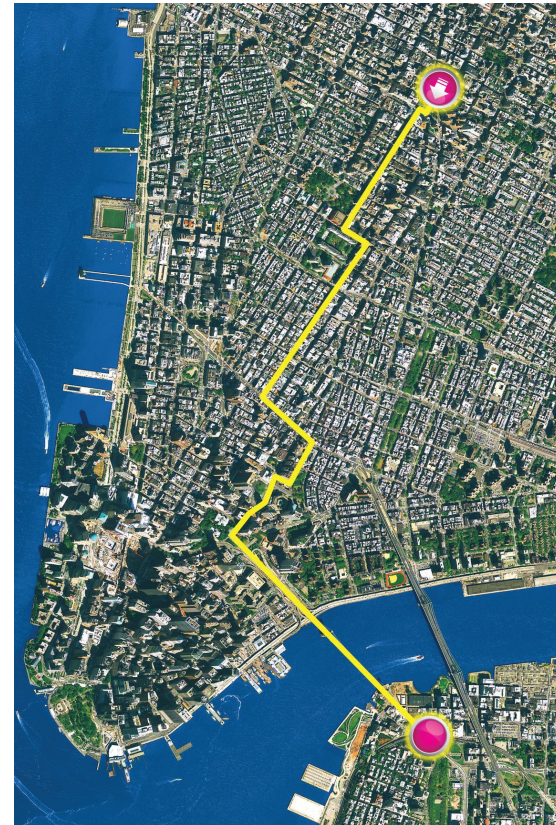
⇒ 240 calories



3. Be Savvy About Marketing

20-ounce bottle of cola

⇒ 240 calories



You would have to walk from Union Square to Brooklyn (**about 3 miles**) to burn off 240 calories.


3. Be Savvy About Marketing

- Ask questions to reveal advertising tricks:
 1. Why do companies use characters and famous people that appeal to some groups more than others?
 2. Where do I see ads for sugary drinks?
 3. What messages do ads send about specific body types, different races or genders?
- Discuss hidden messages with family and friends.
- Turn off screens during mealtimes.





4. Drink NYC Tap Water!

Drink NYC Tap Water



NYC tap water is free, refreshing and great on the go.

For more information about water:

 Call 311  Visit nyc.gov and search "water"

NYC
Health

4. Drink NYC Tap Water!

- Keep a pitcher of cold water in the fridge at all times.
- Carry a bottle and fill with water during the day.
- Make water more flavorful by infusing with fruits and herbs.



Resources

Visit nyc.gov/health and search for **sugary drinks**.

- Water fountain prompt sign
- Information about NYC tap water
- Flavor-Infused Water Recipes
- Guide to Healthy Eating and Active Living in NYC
- Links to more healthy eating resources including recipes and plate planners
- Links to information about fruits, veggies and farmers markets

Visit ChooseMyPlate.gov.

Paired Share

Find a partner and introduce yourself. Take turns and share:

1. What is one sugary drink you typically have that you will replace with a healthy drink? How will you accomplish the change this week?

or

2. Who will you talk to about marketing tactics used by drink companies?

Thanks for Attending!

