

ChangeLab Solutions

Strategies to Reduce Sugar-Sweetened Beverage Consumption



Presented by
Ian McLaughlin, JD
Senior Staff Attorney

TODAY'S FACILITATOR

Hi!



Ian McLaughlin, JD
Senior Staff Attorney
ChangeLab Solutions

AGENDA

1. What is a Sugar-Sweetened Beverage (SSB) and why SSBs?
2. Ten Playbook Strategies
3. Emerging SSB Strategies
4. Maricopa County's Healthy Vending Program



What is a Sugar-Sweetened Beverage?

- An SSB is any non-alcoholic beverage that contains any added caloric sweeteners.
- Different legislative bodies have used different definitions of “sugar-sweetened beverage” in proposed and enacted policies.



WHAT IS A SUGAR-SWEETENED BEVERAGE?



WHAT IS A SUGAR-SWEETENED BEVERAGE?



Health Effects of SSB Consumption



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SUGARY DRINKS > STUDIES

The consumption of sugar-sweetened beverages (SSBs) has risen dramatically over the last decades, paralleling the trends in the growing prevalence of obesity in the population. Numerous studies examine the impact of SSBs from many perspectives and the effects of taxing them. The Rudd Center has gathered and synopsized the available literature, updating it regularly to reflect the latest information available on SSBs. Note: The funders are listed in the synopses; studies have found that **industry-sponsored research arrives at different conclusions than research sponsored by independent sources.**

- [Added Sugar and Health Risks](#)
- [Adult Obesity](#)
- [Artificially Sweetened Beverages](#)
- [Child Obesity](#)
- [Consumption Trends](#)
- [Consumption Trends Among Youth](#)
- [Health Risks](#)
- [International](#)
- [Interventions to Reduce Consumption](#)
- [Marketing to Youth](#)
- [Minority and Low-Income Populations](#)
- [Nutrient Intake](#)
- [Satiety](#)
- [Taxes](#)

RESOURCES & TOOLS

- [Publications Database](#)
- [Policy Briefs And Reports](#)
- [Revenue Calculator For SSB Taxes](#)
- [Food Marketing Pledges Database](#)
- [Legislation Database](#)
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- [Food Marketing FACTS Reports](#)
- [WellSAT](#)
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JOIN OUR NEWSLETTER



Healthy Eating Research
Building evidence to prevent childhood obesity

Recommendations for Healthier Beverages

March 2013

Introduction

Beverage choices contribute significantly to dietary and caloric intake in the United States. Many Americans drink high-calorie, sugar-sweetened beverages on a regular basis. On any given day, one half of the U.S. population consumes at least one sugary drink, and 25 percent of the population consumes more than one.¹ Soda, sweetened fruit drinks, sports drinks, and energy drinks account for nearly half of all added sugar consumption in the average American diet.²

Research demonstrates link between consumption of sugary drinks and increased risk of poor diet-related health problems

(if provided at all). However, other options, including low-calorie beverages, can help meet caloric goals, prevent excess weight gain, and support weight reduction for certain age groups. The recommended beverages include healthy beverages as well as lower-calorie options. Overall, the recommended options are healthier than the majority of high-calorie beverages that are widely available in the marketplace.

POLL:

*Where are you in your work
on SSBs?*

10 WAYS TO LIMIT SSBs IN YOUR COMMUNITY

Our recommended 10 strategies to reduce SSB consumption and improve health in your community.

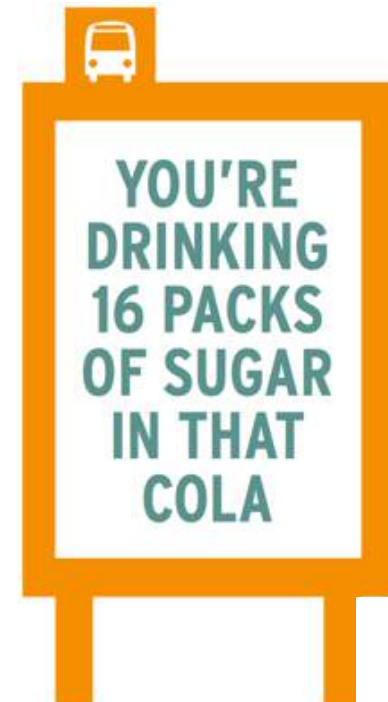


- 1** Launch Public Awareness Campaign
- 2** Limit SSBs on Government Property
- 3** Limit SSBs in Workplaces (Private Sector)
- 4** Restrict Sales of SSBs on & Near School Grounds
- 5** Prohibit SSBs in Childcare & Afterschool Programs
- 6** Restrict SSB Marketing in Schools
- 7** Eliminate SSBs from Kids' Meals
- 8** License SSB Retailers
- 9** Tax SSBs
- 10** Limit SSB Portion Sizes



Launch Public Awareness Campaign

- **Community education is a critical foundation**
- **Does not require a policy**



Public Awareness Campaign

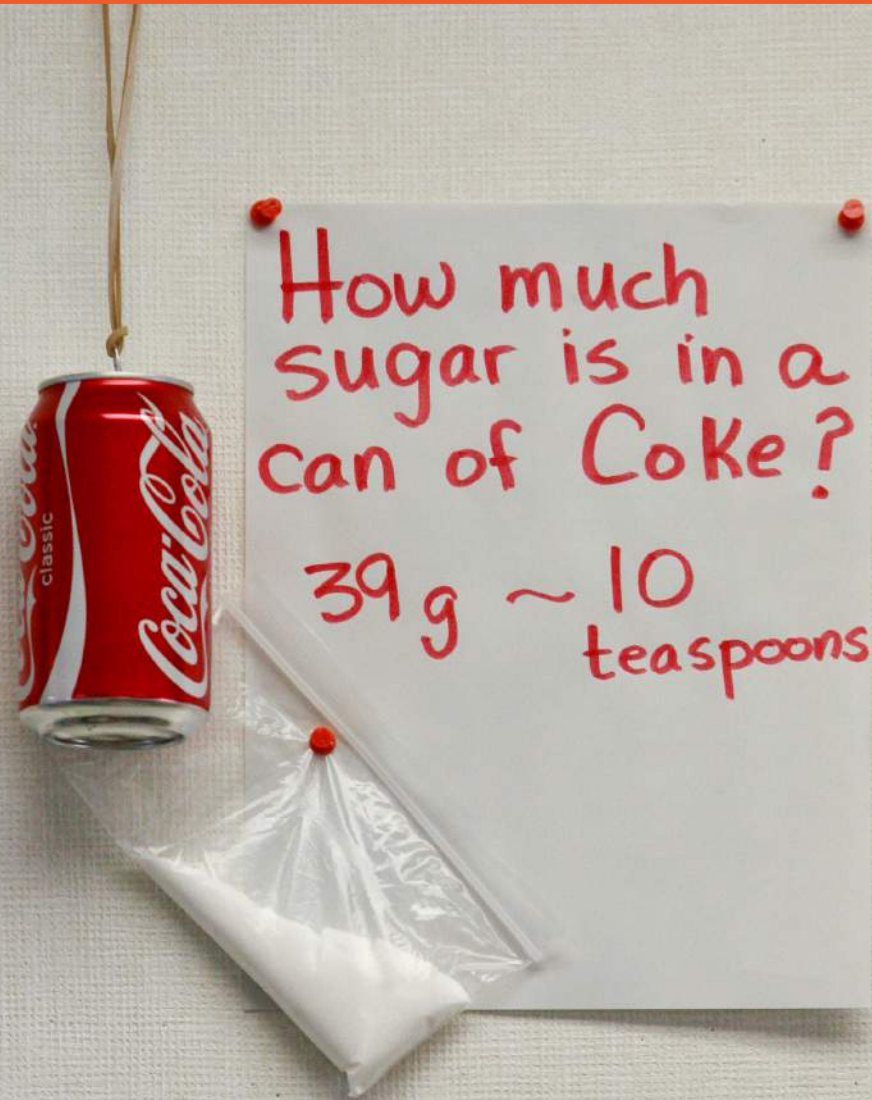


Photo: HEAC Photos

1

Launch Public Awareness Campaign



YOU WOULDN'T EAT 22 PACKS OF SUGAR. WHY ARE YOU DRINKING THEM?

*Sugar in a 20-oz. soda

Extra calories in sugar-loaded drinks may lead to obesity, diabetes, heart disease and some cancers. CHOOSEHEALTHLA.com

Los Angeles



YOUR KID JUST ATE 26 PACKS OF SUGAR.

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

(Large 32oz. soda)

Are your kids pouring on the pounds?
Find out at nyc.gov/health/drinkingfat

Become a fan at facebook.com/drinkingfat

NYC health | Michael R. Bloomberg, Mayor
Thomas Farley, M.D., M.P.H., Commissioner

New York City



Launch Public Awareness Campaign



Sugar Bites ad
*by FirstFive Contra Costa County and
Healthy and Active Before 5 collaborative*

2

Limit SSBs on Government Property

The most common form of healthy procurement is a healthy vending policy.

- Establishes nutritional standards for products sold in vending machines.
- Healthy meeting policies encourage or require healthy beverages at internal and external meetings.







Limit SSBs in Workplaces



“ The Healthy Arizona Worksites Program can help to improve the health of your business through the implementation of comprehensive worksite wellness initiatives.

The Healthy Arizona Worksites Program will build collaboration among Arizona employers around worksite wellness. The program will recognize participating Arizona employers for their leadership and commitment to the health of their employees and the state's business community.

Employers who participate in the Healthy Arizona Worksites Program will receive comprehensive training and support in successfully implementing a worksite wellness program that will positively impact the health of their employees and their business.

Want to receive our updates via email?

Just click the button below to sign up for our mailing list.

Resources

- Worksite Wellness Seminars with Experts (Seminars that teach employers how to implement worksite wellness)
- Comprehensive toolkit



Upcoming Events

FITPHX
Healthy Arizona Worksites Program 101 Training (Phoenix)
May 12, 2015 08:30 AM - Noon

[Click here to register](#)

FITPHX
Healthy Arizona Worksites Program 101 Training (Phoenix)
September 16, 2015 08:30 AM - Noon

[Click here to register](#)

4

Restrict Sales of SSBs on & near School Grounds

Arizona Department of Education

Font+ | Font-

SEARCH x

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HEALTH & NUTRITION SERVICES

Home | Child/ Adult Nutrition Programs ▾ | School Nutrition Programs ▾ | School Health Programs ▾ | School Food Programs ▾ | Memos | % Free/ Reduced |

You are here: [Home](#) / [The Arizona Nutrition Standards and Competitive Foods](#)

The Arizona Nutrition Standards and Competitive Foods

The Arizona Department of Education (ADE) developed the Arizona Nutrition Standards to assist schools, parents, and communities in providing a model of healthy living that decreases the risk of obesity and allows our children to excel in school. ARS 15-242 mandates that all K-8 schools who participate in the National School Lunch Program (NSLP) implement the [Arizona Nutrition Standards](#). Additionally, USDA requires all schools to follow the [Competitive Food Standards](#), referred to as "Smart Snacks", for any food or beverage sold on the school campus during the school day.

Grades K-8 vs. 9-12: Competitive Food Regulations

	Midnight from the night before	SBP Meal Service	NSLP Meal Service	End of School Day	30 minutes after end of school	31 minutes after school – 11:59pm
K-8:	Restrict Sale/Serving of Foods not meeting Arizona Nutrition Standards*					

Hot Topics

Event Registration

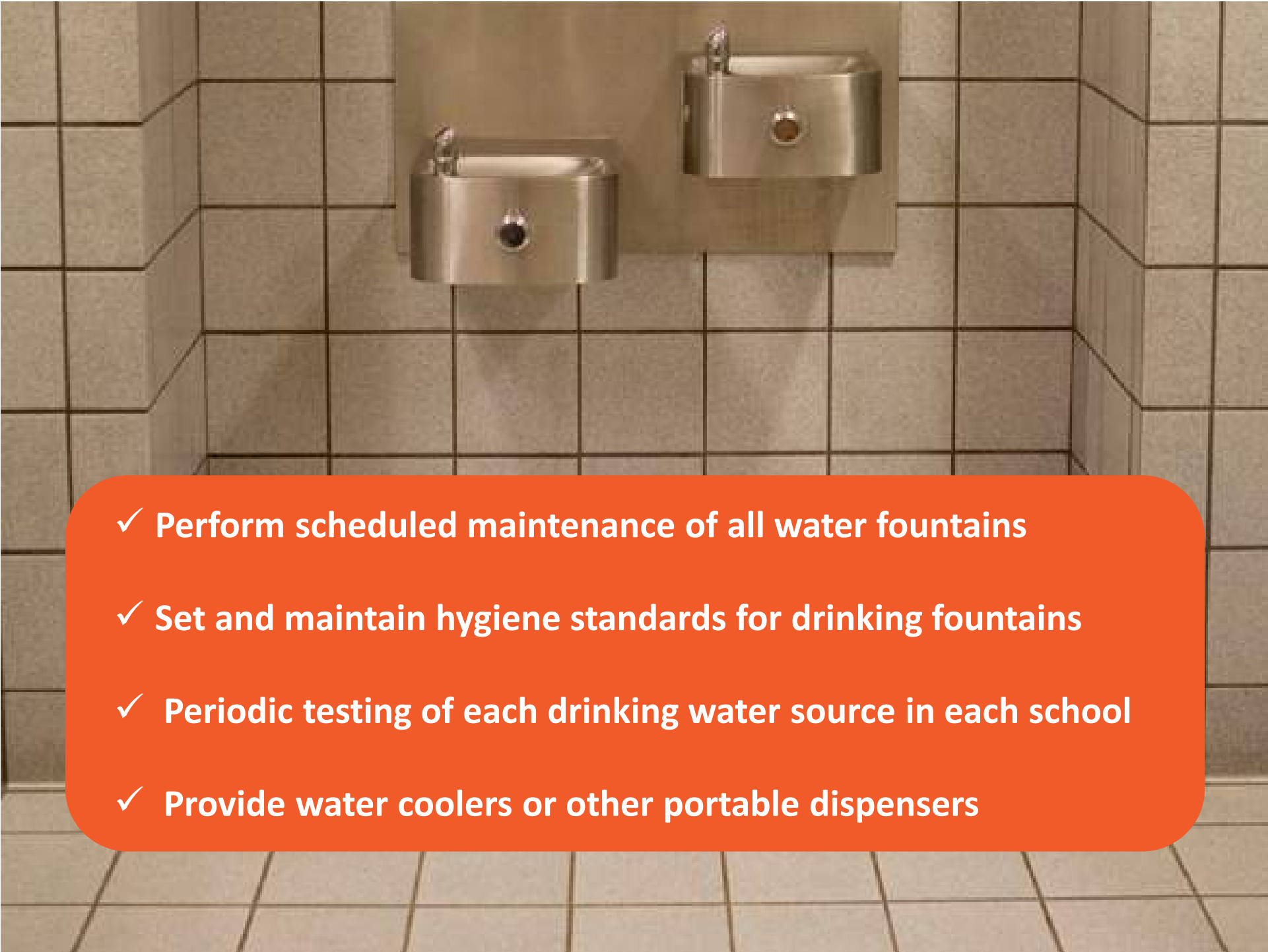
Financial Info \$

FAQ

Civil Rights

Contact Us

Click for a list of **ALL**

- 
- ✓ **Perform scheduled maintenance of all water fountains**
 - ✓ **Set and maintain hygiene standards for drinking fountains**
 - ✓ **Periodic testing of each drinking water source in each school**
 - ✓ **Provide water coolers or other portable dispensers**

Restrict sale of SSBs on and near School Grounds



Healthy School Food Zones



Study: Fast-Food Chains Near Urban Schools Affect Obesity More among Blacks, Hispanics

When their schools are near fast-food restaurants, black and Hispanic adolescents are more likely to be overweight and receive less benefit from exercise than Asian or white students, according to new *Health*.

The study, published in the *Journal of Public Policy & Marketing*, found that for all students, having a fast-food restaurant a mile nearer to school almost entirely cancels the body weight benefits of exercising one day per week.

However, for black and Hispanic students in lower-income urban neighborhoods, having a fast-food



changelaolutions.org | nplan.org October 2009



Creating a Healthy Food Zone Around Schools

A Fact Sheet for Advocates

This fact sheet answers common questions about NPLAN's Model Healthy Food Zone Ordinance, which was developed to help communities limit children's access to the kinds of foods most likely to contribute to childhood obesity.

Many schools are surrounded by fast food restaurants, which provide students with easy access to unhealthy foods and undermine schools' efforts to offer nutritious meals. Prohibiting fast food restaurants from locating near schools is one strategy to help reduce childhood obesity and support schools striving to improve students' health. NPLAN has developed a model ordinance that creates a "healthy food zone" by restricting fast food restaurants near schools or other areas children are likely to frequent.

Why would a community enact a "healthy food zone" ordinance?
Childhood obesity is epidemic in the United States. Over the last 25 years obesity rates in children and teens have tripled.¹ Today 16.3 percent of children and adolescents ages 2 to 19 are obese, and 31.9 percent are obese or overweight.^{2,3,4} Recent studies show that if this trend continues, today's young people may be the first generation in American history to live sicker and die younger than their parents' generation.⁵ At least one study has shown that students with fast food restaurants within a half-mile of their school are more likely to be overweight than students whose schools are not near fast food restaurants.⁶

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nplan
NATIONAL POLICY & LEGAL ADVOCACY NETWORK FOR PROMOTING CHILDHOOD OBESITY PREVENTION

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NATIONAL POLICY & LEGAL ADVOCACY NETWORK FOR PROMOTING CHILDHOOD OBESITY PREVENTION

Model Healthy Food Zone Ordinance

CREATING A HEALTHY FOOD ZONE AROUND SCHOOLS BY REGULATING THE LOCATION OF FAST FOOD RESTAURANTS (AND MOBILE FOOD VENDORS)

changelaolutions.org | nplan.org

5

Prohibit SSBs in Childcare & Afterschool Programs



6

Restrict SSB Marketing in Schools



6

Restrict SSB Marketing in Schools

Can prohibit:

- All food and beverage advertising; or
- Advertising of foods and beverages not permitted to be sold on campus



7

Eliminate SSBs From Kids' Meals



Andrew M Brown

Andrew M Brown is a writer who specialises in mental influence of addiction and substance abuse on culture

Why is it politicians' but McDonald's gives away Meals?

By Andrew M Brown [Health and lifestyle](#) Last update

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Wellness

A healthy balance of the mind, body and spirit.

« PREVIOUS

Brazilian health minister recommends having more sex

NEXT »

NIH says science is lacking for Alzheimer's prevention

California county bans toys in Happy Meals

Posted by TIFFANY O'CALLAGHAN Thursday, April 29, 2010 at 8:00 am

Our **Competitive Assessment** addresses strategic strengths and weaknesses.

Citing Obesity of Children, County Bans Fast-Food Toys

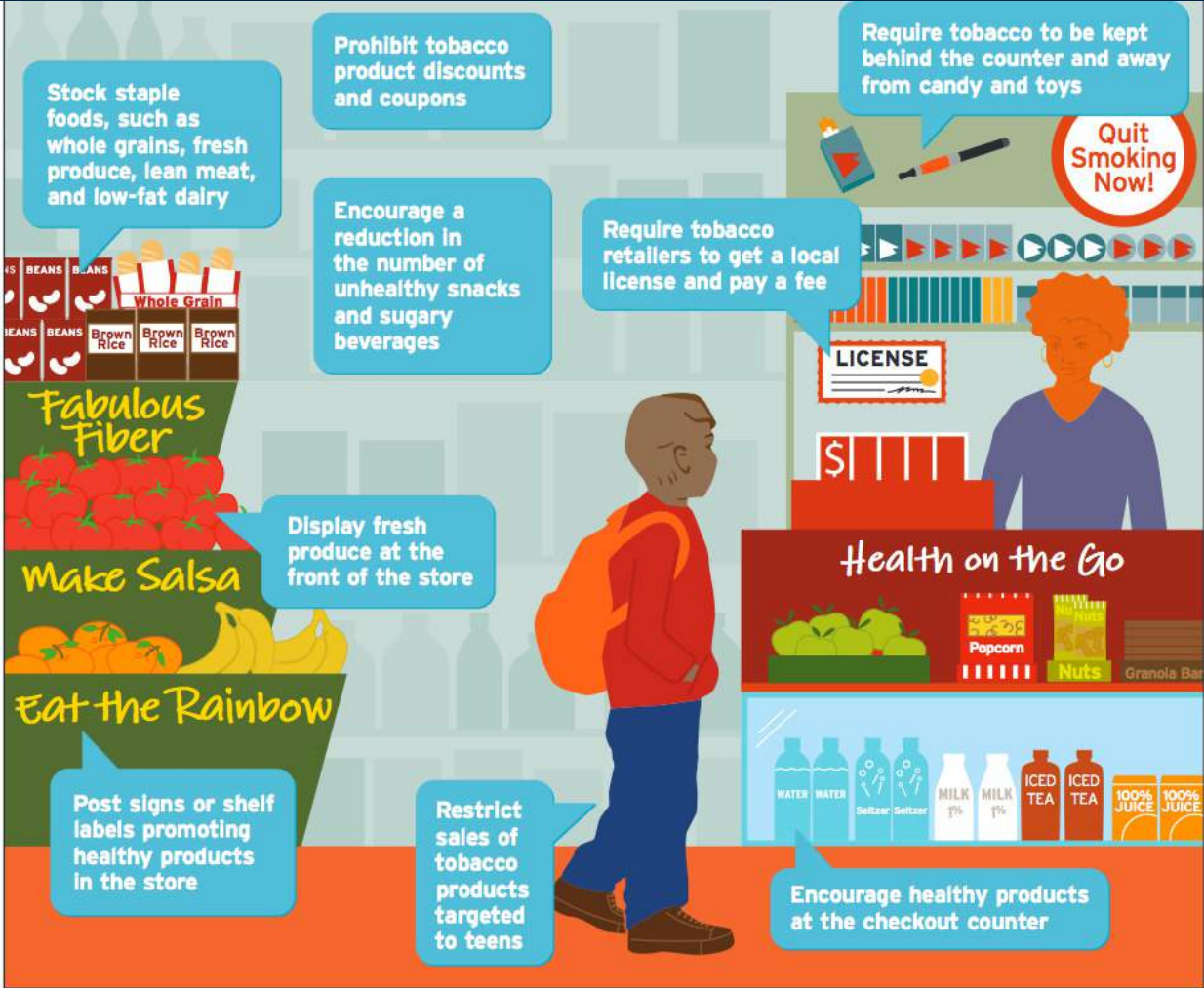
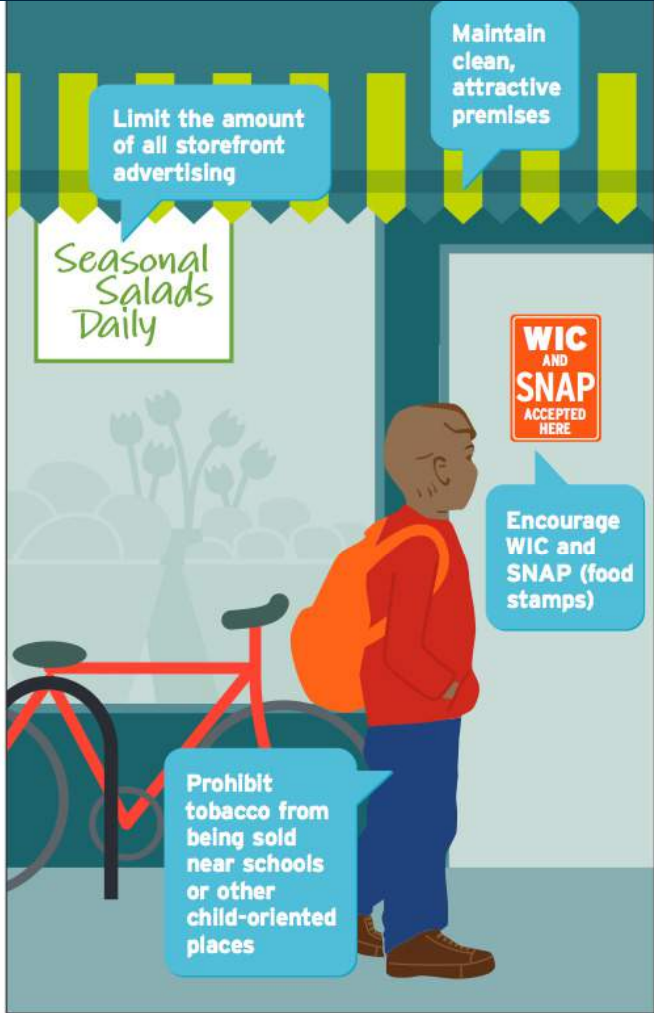
By JESSE MCKINLEY

8

License SSB Retailers



CHECK OUT HEALTHY RETAIL!



9

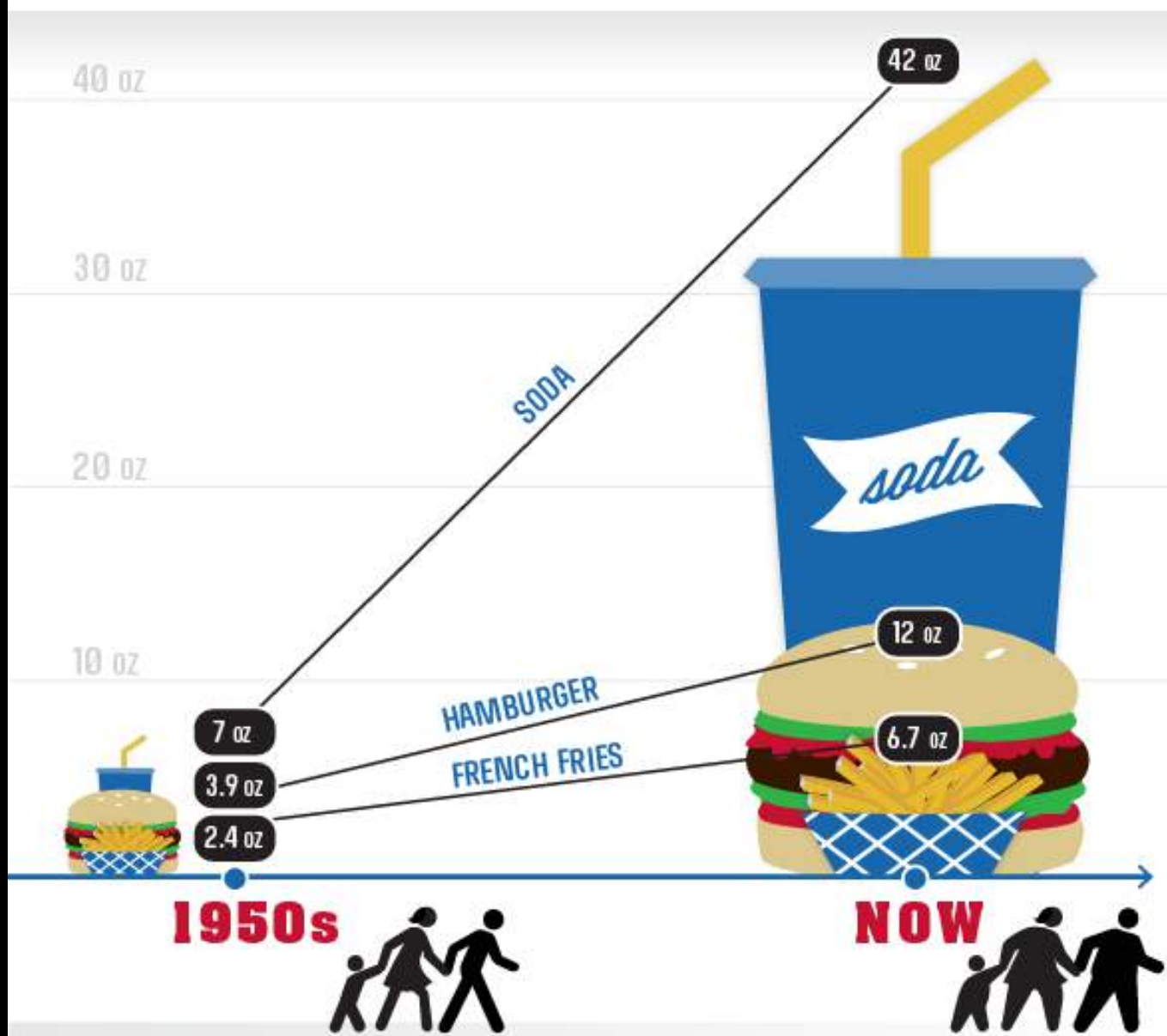
Tax SSBs



10

Limit SSB Portion Sizes





FOR MORE INFORMATION, VISIT
MakingHealthEasier.org/TimeToScaleBack

SOURCES | Young, L., & Nestle, M. (2002). The contribution of expanding portion sizes to the US obesity epidemic. *APH*, 92(2), 345-49. | Young, L., & Nestle, M. (2007). Portion sizes and obesity: Responses of fast food companies. *JPHR*, 28(1), 298-48. | CDC, Advance Data, No. 347, Oct. 27, 2004. | CDC, National Health Statistics Reports, No. 10, Oct. 22, 2008.



Big Gulp
circa 1989

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Emerging **SSB** Strategies



Require Proportional Pricing



Set Minimum Price



Make Water More Attractive at Restaurants



Create Healthy Checkout Aisles

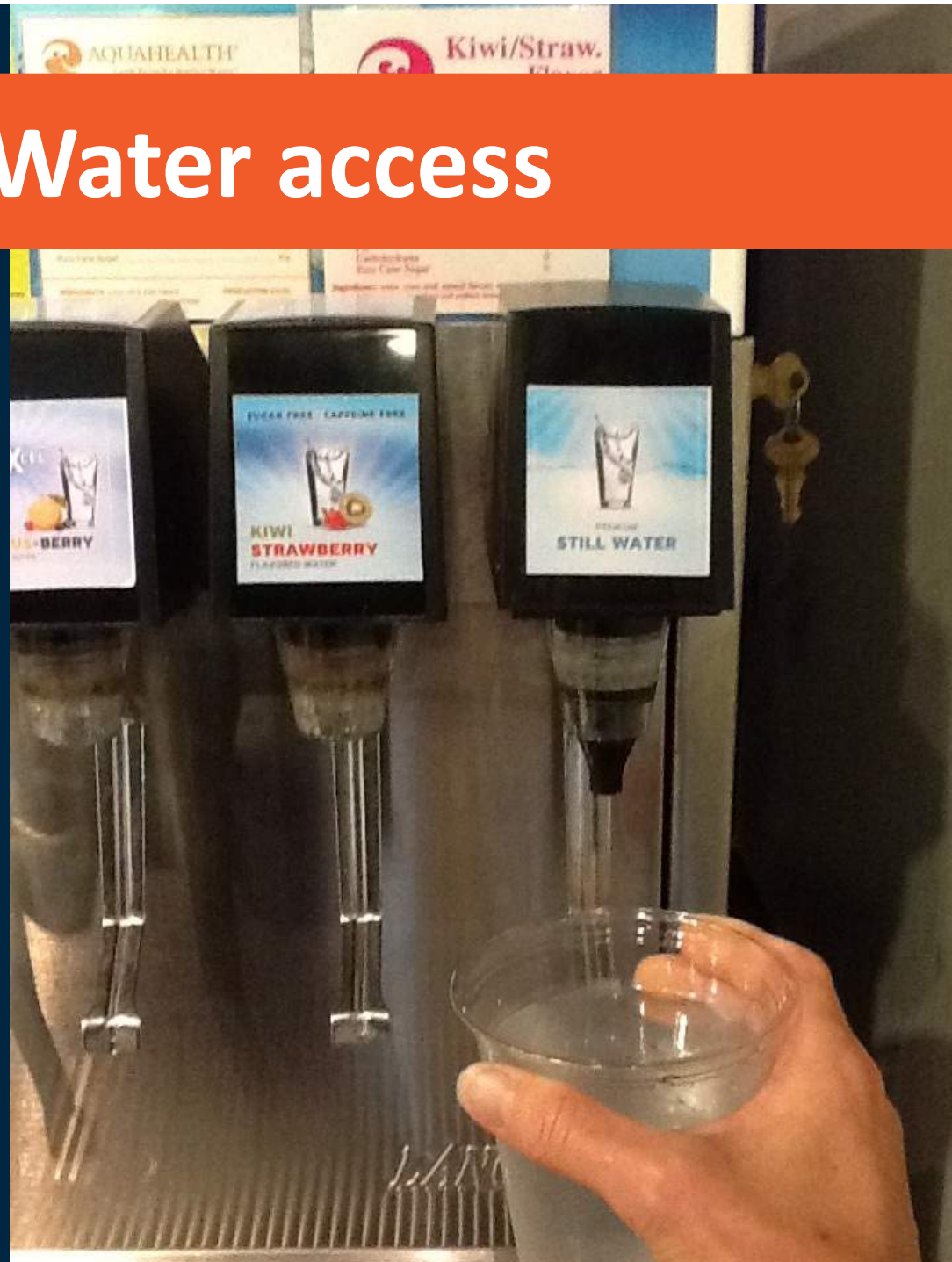


Post Warning Signs

SSB Safety Warning Label



✓ **Water access**



Questions?

TODAY'S GUEST SPEAKERS



Connie Ballard, RDN

Supervisor, Office of Nutrition & Physical Activity

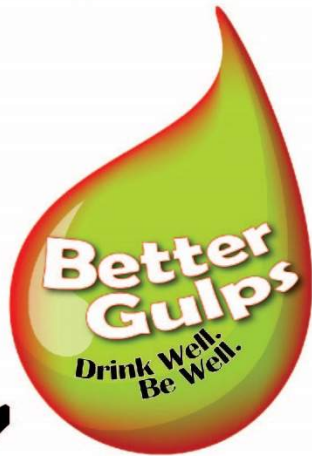
Department of Employee Benefits and Health, Maricopa County



Julie Garcia, MA

Wellness Supervisor, Maricopa County

Department of Employee Benefits and Health, Maricopa County

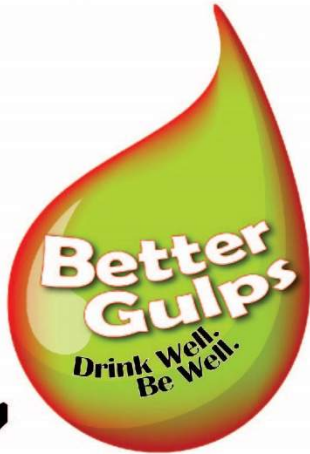


Maricopa County's Healthy Vending Program

Taste Testing



Marketing Flyer



How are Better Bites & Better Gulps Identified?

Better Bites snacks are marked with this symbol:



Better Bites snacks that are a good source of fiber are marked with two symbols:



Better Gulps beverages are marked with this symbol:



For more nutrition information email: nutrition@mail.maricopa.gov

So Many Delicious Choices...

Energy Bars
Fruit Cups
Baked Chips
Nuts/Seeds
Whole Grain Crackers
Pretzels



Water
100% Fruit Juice
100% Vegetable Juice
Reduced Calorie Sports Drinks
Diet Soda
Diet Tea



Supported by:



What is the Better Bites/Better Gulps Vending Program?

The "Better Bites/Better Gulps" vending program provides snack and beverage choices lower in fat, sugar, sodium, and calories than usual vending items. These changes will make it easier to eat healthfully throughout the day.

Half of the choices in the vending machines will meet nutrition guidelines listed in this brochure.

Selecting the items marked as "Better Bites" or "Better Gulps" will help you manage your health and weight.



Why make changes in the vending machines?

Over the last few decades, obesity rates in the nation have steadily increased. The 2011 Biometric Screening results show 77% of Maricopa County employees are considered overweight or obese.

Choosing healthy foods throughout the day may help reduce the risk of diabetes, high blood pressure, heart disease or stroke.

Having access to more nutritious items when you're on the go makes a healthy choice an easy choice!



Nutrition Guidelines*

Snack Items

- 35% or less total calories from fat (excluding nuts and seeds)
- 10% or less total calories from saturated fat
- 0 added trans fat
- 35% or less by weight, from sugar/ sweeteners (excluding fruits and vegetables without added sweeteners or fat)
- 480 milligrams or less sodium per serving
- At least one item will meet all of the above and provide a good source of fiber (10% or more of daily value)

Beverages

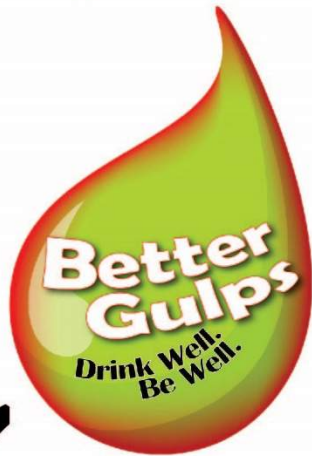
- Water
- 100% fruit or vegetable juice
- Non-fat or low-fat milk, including no sugar added flavored milk
- Reduced calorie sports drinks
- Non-calorie beverages (diet sodas, diet teas)
- These beverages will not exceed 250 calories per container

*Based on national and state nutrition guidelines

Promotion



Post Implementation Evaluation



I believe that Maricopa County feels my health is important

Aware of Better Bites Better Gulps	Not aware of Better Bites Better Gulps
<ul style="list-style-type: none">• 76% Agree<ul style="list-style-type: none">○ 53% Strongly Agree• 14% No Opinion• 10% Disagree	<ul style="list-style-type: none">• 70% Agree<ul style="list-style-type: none">○ 42% Strongly Agree• 21% No Opinion• 11% Disagree

Post Implementation Evaluation



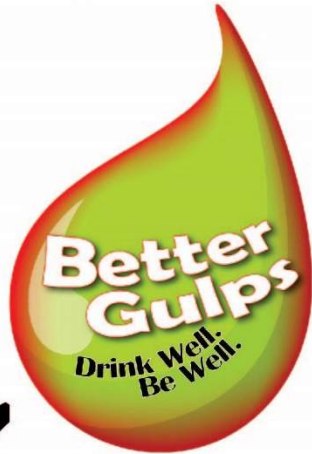
Mean Nutrition Content for Better Bites Better Gulps Items

- 179 Calories
- Total Fat 5g
- Saturated Fat <1g
- Sugar 8g
- Sodium 219mg

Mean Nutrition Content for Non BBBG Items

- 234 Calories
- Total Fat 12g
- Saturated Fat 4g
- Sugar 17g
- Sodium 168mg

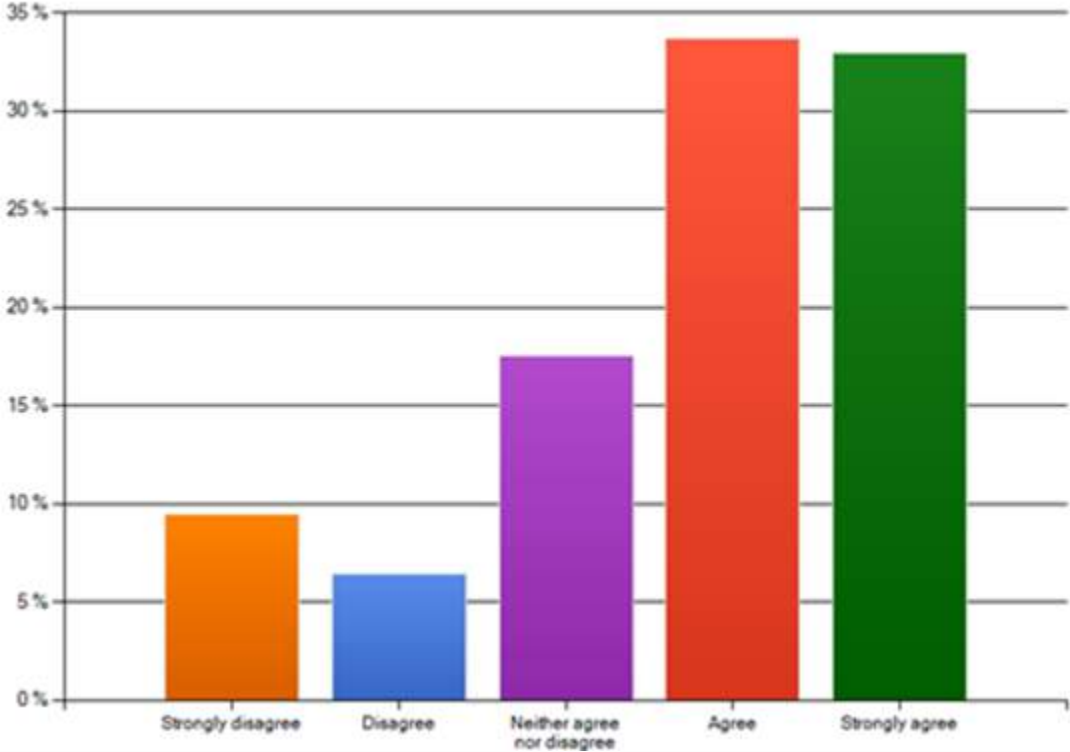
AVANTI MARKETS



Next Steps



I would be in support of a county wide healthy vending policy.

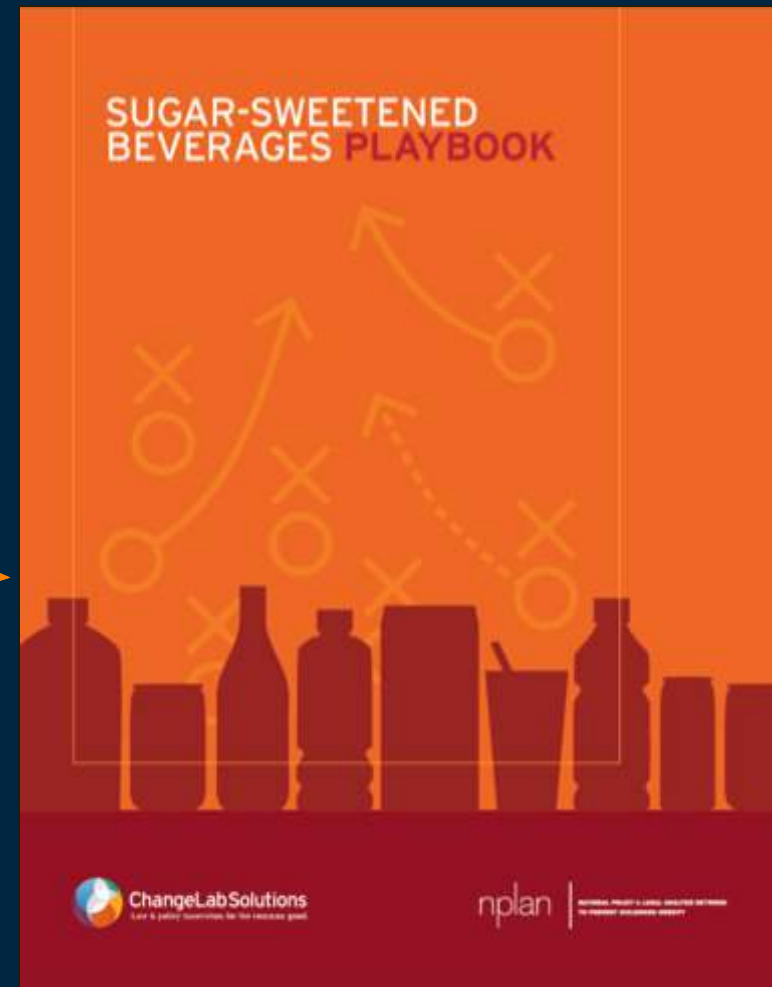


Questions?

Resources

ChangeLab Solutions **RESOURCES**

More details on
the strategies
discussed today!



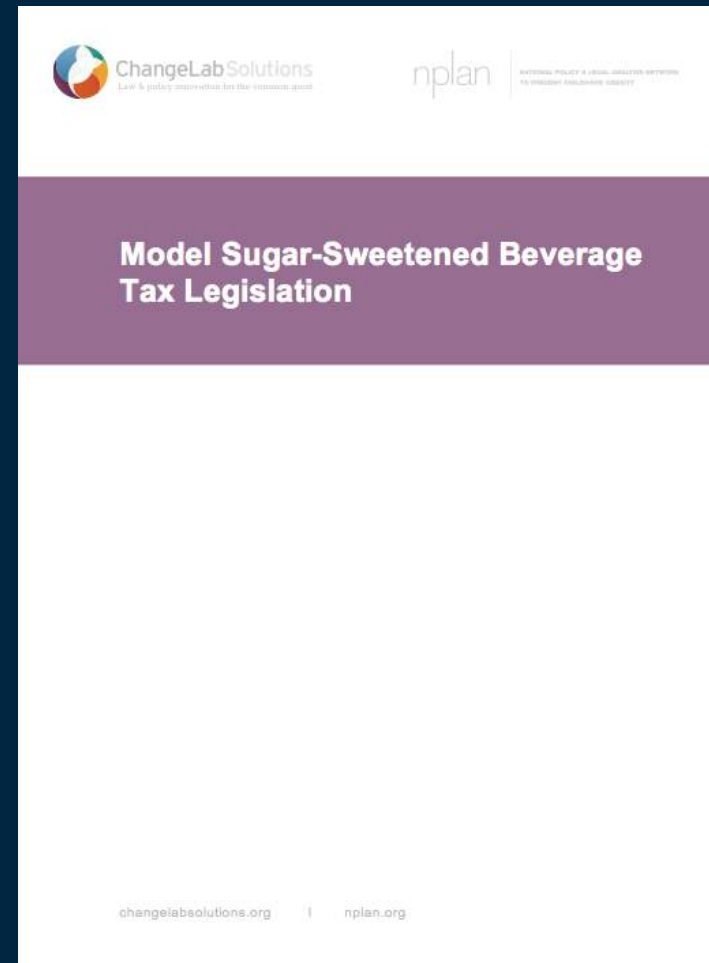
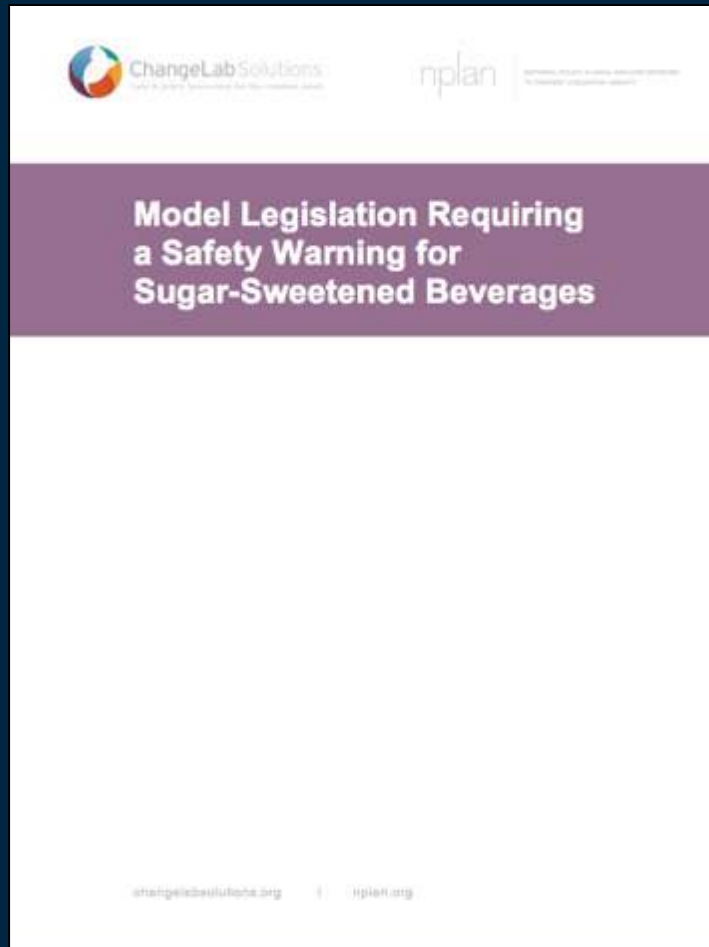
ChangeLab Solutions RESOURCES



Roadmap to
Reducing SSB
Consumption

ChangeLab Solutions

MODEL LEGISLATION



DISCLAIMER

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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Thank you!

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