

HEALTHY BEVERAGES: STRATEGIES THAT WORK

Promising Practices Exchange: Advancing Healthy Food Access and Water Access through Multi-Sectoral Collaboration

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HEALTHY BEVERAGES: STRATEGIES THAT WORK

How many teaspoons of sugar do you think is in a typical 20 ounce bottle of soda?

Answer: 17 teaspoons of sugar – or more.



HEALTHY BEVERAGES: STRATEGIES THAT WORK

- Provides **nutrition education** and **skills**, such as label reading, to help people make healthy beverage choices.
- Encourages a shift towards healthier beverage choices:
 - Water
 - Fat free or lowfat 1% milk
 - and 100% juice **in limited amounts**



HEALTHY BEVERAGES: STRATEGIES THAT WORK

- Drink water instead of sugary drinks
- Make the switch to fat-free or lowfat (1%) milk.
- Select 100% fruit juice, in limited amounts (children 4-6 oz./day, adults up to 8 oz./day).



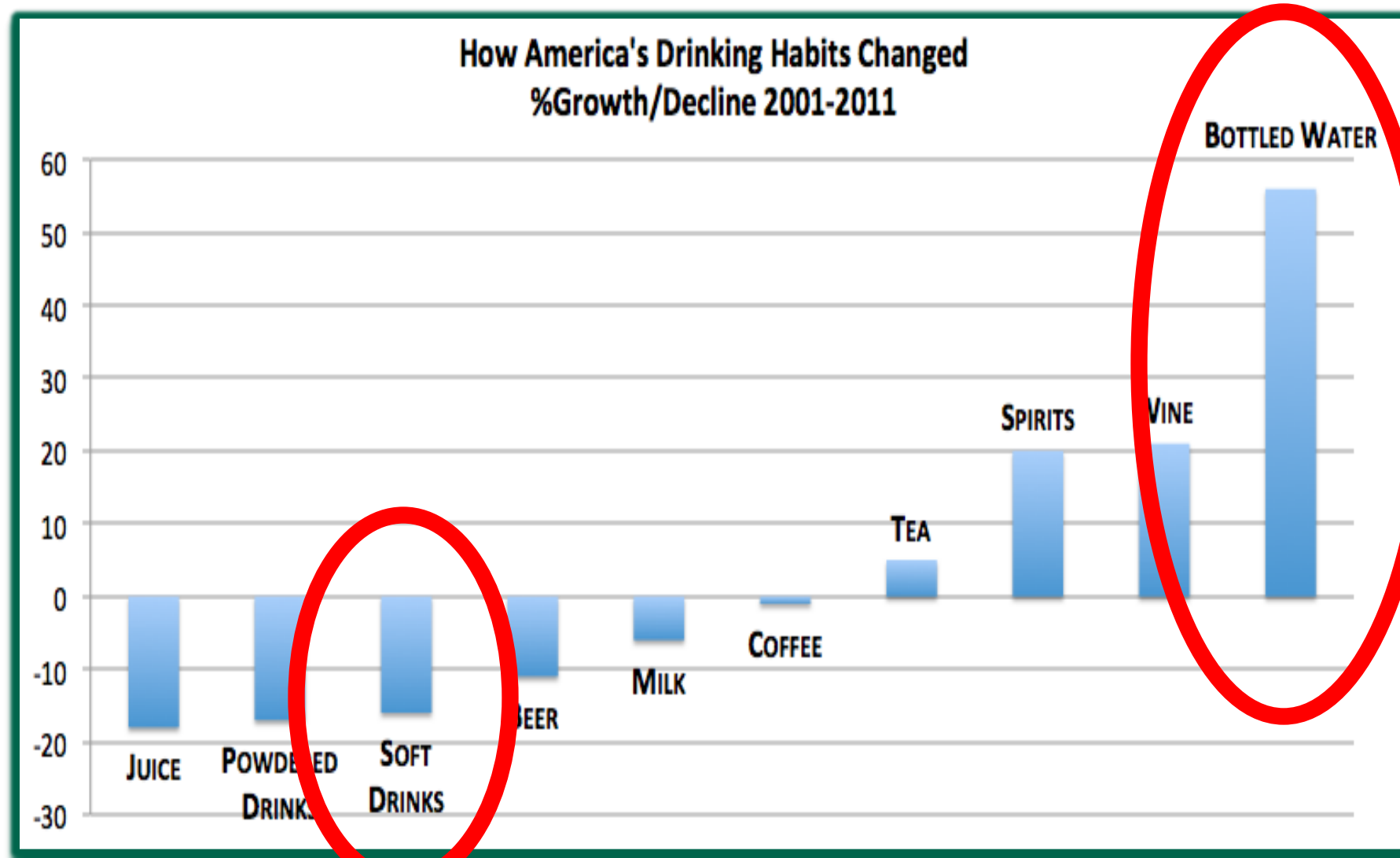
The 2010 Dietary Guidelines for Americans

HEALTHY BEVERAGES: STRATEGIES THAT WORK

“The only way on a societal basis to reduce the prevalence of obesity is through community action. We got to this stage in the [obesity] epidemic because of a change in our environment. Only a change in our environment again will allow us to get back to a healthier place.”

**---Thomas R. Frieden, MD, MPH, Director,
CDC**

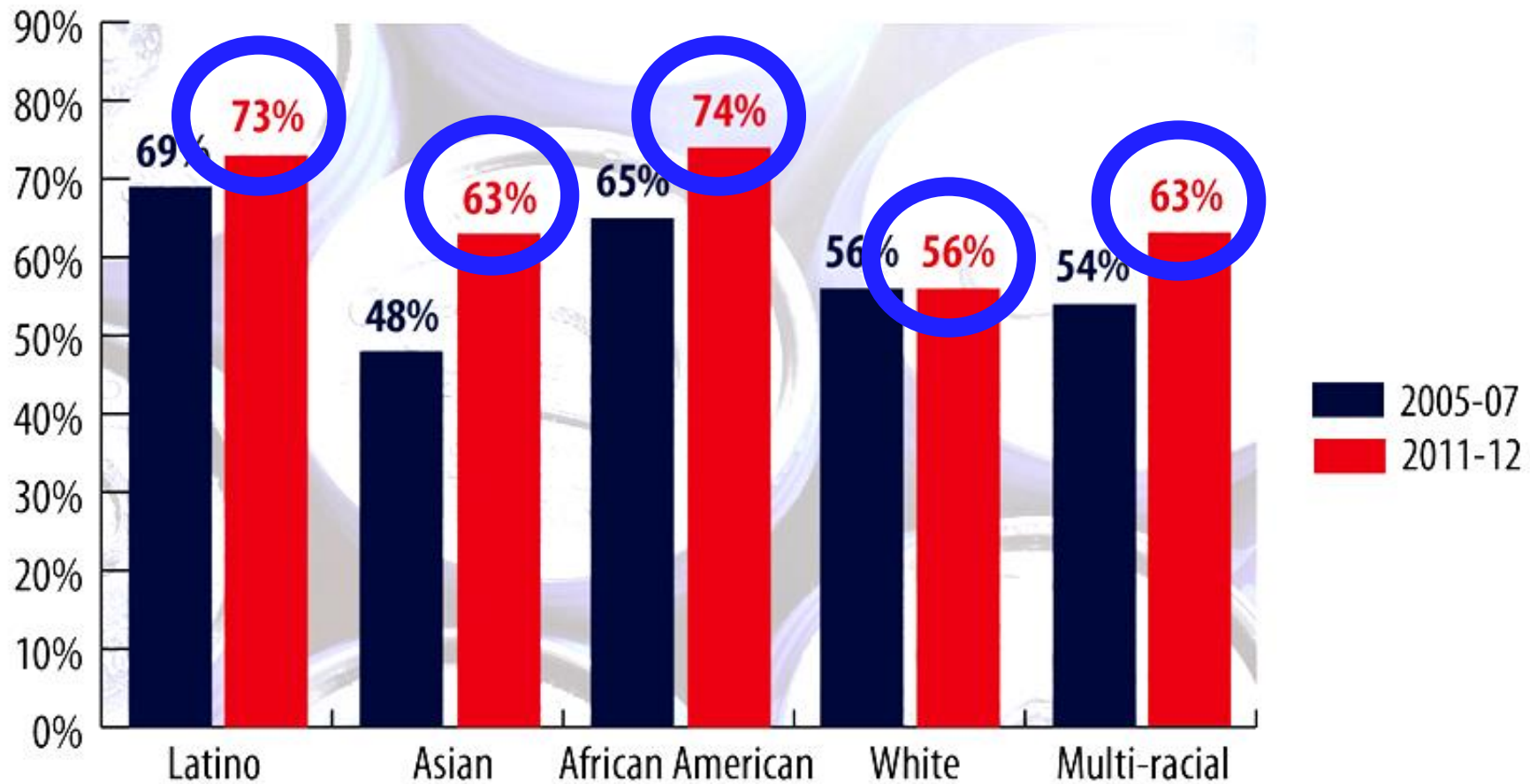
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<http://www.theatlantic.com/business/archive/2013/01/how-america-drinks-water-and-wine-surge-cheap-beer-and-soda-crash/267153/>



Percent of Adolescents (Ages 12-17) Drinking One or More Sugar-Sweetened Beverage per Day



HEALTHY BEVERAGES: STRATEGIES THAT WORK

1. Sugary drinks are

- The largest source of SUGAR
- The largest source of new calories
- Associated with increased chronic disease risk

2. People are catching on

- Beverage norms slowly changing
- Policy movement catching fire!

Taxes & Warning Labels

The Natural Alternative – in schools



... and in communities





- ✧ **Public education**
- ✧ **Grassroots organizing**
- ✧ **Organizational Policies**
- ✧ **Local and State Policies**



KICK THE CAN

GIVING THE BOOT
TO SUGARY DRINKS



Harold Goldstein, Marjorie Freedman and 236 others like this.

SEARCH



HOME

THE FACTS

ADVOCACY TOOLS

WHAT'S HAPPENING WHERE

MULTIMEDIA

TAKE ACTION

BLOG

SODA, SODA EVERYWHERE!

Americans are drinking **more than twice as much soda** as they did 30 years ago.

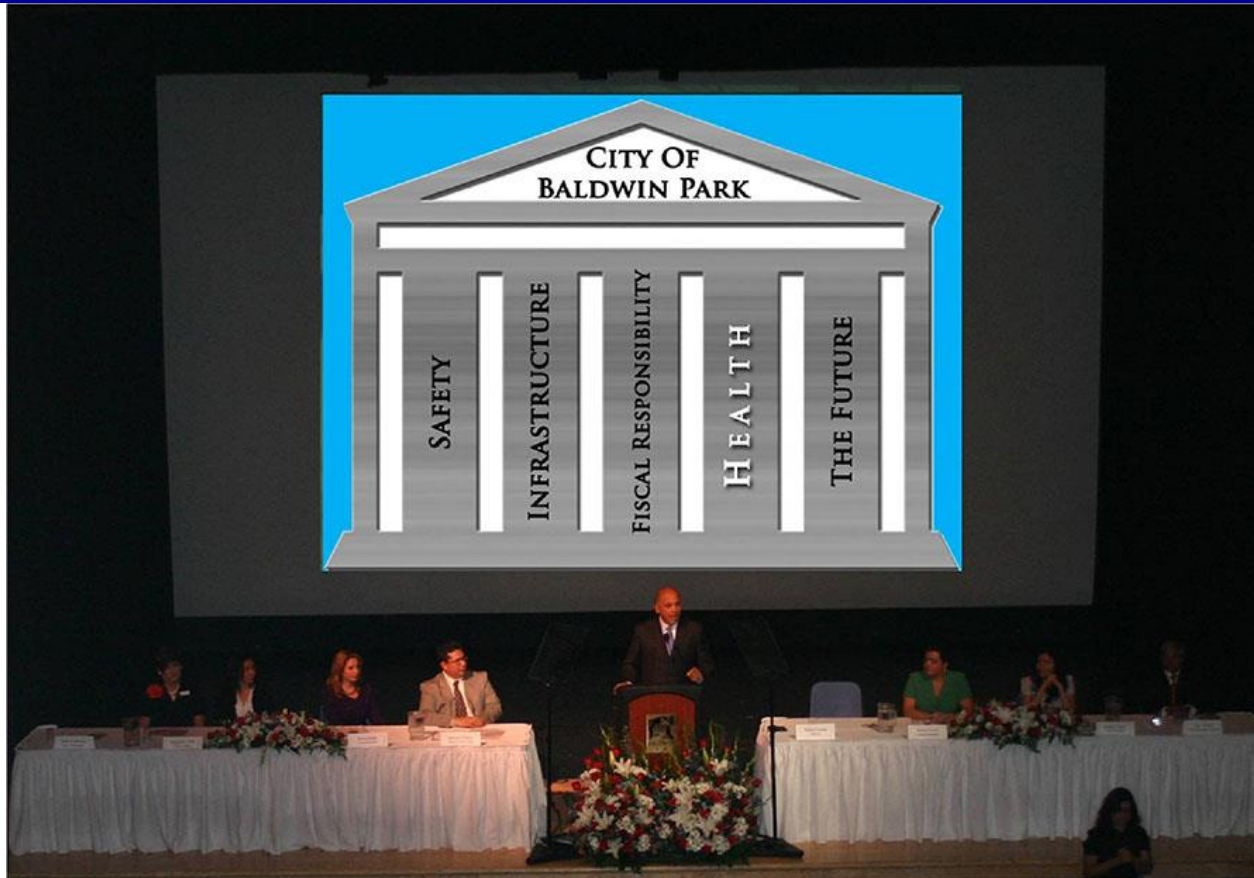
That didn't happen by chance. Beverage companies and retailers use every trick in the book to get us to buy more. They recruit the biggest names in sports and entertainment to entice us and our kids. They increase standard portion sizes. They sell at rock-bottom prices, with super specials that can make soda even cheaper than bottled water. And they make **an ever-growing selection of sugary drinks available everywhere we turn.**

Why does this matter? Because overwhelming scientific evidence links these sugary drinks to both obesity and

→ → KickTheCan.Info ← ←

RESOURCES

HEALTHY BEVERAGES: STRATEGIES THAT WORK



Southern California Place-Based Health Initiatives

Nutrition Standards Policies (NSP): NSPs include food and beverages served or sold in public spaces, including vending machines and snack bars.

Healthy Selection - Corner Store Program: A Healthy Selection-Corner Store promotes the sales of healthier foods and beverages such as fresh produce and low-fat, low-calorie, high-fiber foods. Low-income communities with limited access to public and private transportation often rely on corner stores as their main grocer.

“Change Starts with Me”: This 6-part training will provide residents with the information and skills they need to advocate for a healthier community through policy and planning. Content emphasis varies based on the policy residents will address, i.e. corner store, complete streets, health element to the general plan.



HEALTHY BEVERAGES: STRATEGIES THAT WORK

Nutrition Standards: Healthy Public Places

- Nutrition standards for all city meetings
- Nutrition standards for advertising and sponsorship at city events and all city-owned property
- Nutrition standards for vending machines on all city-owned property
- Breastfeeding accommodation



HEALTHY BEVERAGES: STRATEGIES THAT WORK



HEALTHY BEVERAGES ARE POSSIBLE!

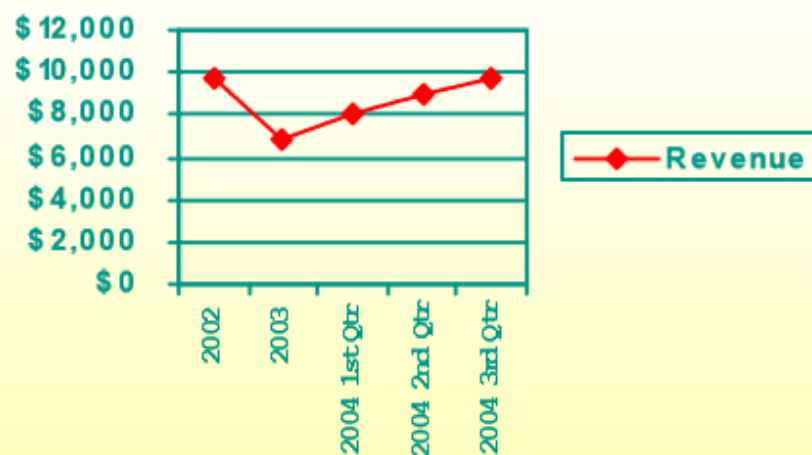


How Much Did It Cost?

- We typically generate around \$9,700 between snacks and drinks per year.
- No costs by the vendor to transition the drink and snack machine.
- We encountered more resistance from the snack vendor than the beverage company.

Any Lost Revenues?

- 30% decrease during the first 6 months.
- Revenues eventually returned to normal levels after 6 months.



State & Local Policies

Public Property (vending, sales)

Schools (sports drinks)

Youth Venues (Parks, Museums, Zoos)

Childcare / Afterschool

Marketing / Sponsorships

Breastfeeding (Work / Public Places)

Purchasing

Check-Out Lanes

Signage Limits

Taxes

PUBLIC PLACES: LESSONS LEARNED

- Engage Key Stakeholders
 - Health champions
 - Appropriate commissions, committees, boards, etc.
 - Implementers of policy
 - Park patrons and program participants
 - Vending Machine Operators



HEALTHY SELECTION: AT-A-GLANCE

- **PHASE 1:** Increase healthy marketing, product placement and resources for healthy retail to stores
- **PHASE 2:** “Healthy Selection” City Recognition Campaign
- **PHASE 3:** Partial to complete corner store conversions and policy development with support from a consultant and community members



CONVERSIONS: CORNER STORES - BIG-BOX MARKETS



Smart & Final



Questions?

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