Promoting Healthy Beverage Consumption: An Introduction to Rethink Your Drink

December 11, 2014
POLL: What is your level of experience with the Rethink Your Drink campaign?
Today’s Objectives

1. Learn about key concepts and recommended messages for promoting healthy beverage consumption.

1. Become familiar with CDPH’s Rethink Your Drink tools and resources.

1. Identify strategies to integrate Rethink Your Drink into different settings and for various audiences.
Why Focus on Sugary Drinks?

In California...

- 62% of adolescents
- 41% of children
- 24% of adults

Drink one or more sodas per day.\(^6\)

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Extra calories from added sugar—like those in sugary drinks—can and do contribute significantly to overweight and obesity.

In fact, sugary drinks are the largest source of added sugar in the American diet.¹

Each year, the average California adolescent consumes the equivalent of 39 pounds of sugar from sugary drinks.\(^6\)
Sugary Drink Consumption Disparities

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

- White: 2005-07: 56%, 2011-12: 56%
- Multi-racial: 2005-07: 54%, 2011-12: 63%

2005-07 and 2011-12 California Health Interview Surveys
Sugary drinks contribute to increased risk for certain chronic diseases such as type 2 diabetes and heart disease.\textsuperscript{2,3}


Why Rethink Your Drink?

Adults who drink one or more sugary drinks a day are 27% more likely to be overweight than adults who do not drink sugary drinks.\(^6\)

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Drinking sugary drinks nearly doubles the risk of dental cavities in children.\textsuperscript{4}

MyPlate Overview

Make Half Your Plate Fruits & Vegetables

Choose MyPlate.gov
drink water instead of sugary drinks
Cut calories by drinking water or unsweetened beverages. Soda, energy drinks, and sports drinks are a major source of added sugar, and calories, in American diets.
What is Rethink Your Drink?

- Provides nutrition education and skills, such as label reading, to help people make healthier beverage choices.
What is Rethink Your Drink?

• Encourages a shift towards healthier beverage choices:
  – Water
  – Fat free or low-fat 1% milk
  – and 100% juice in limited amounts
Key Messages

• 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
Message Guidance

Do not say:
• “Don’t Drink”
• “Eliminate”

No comparative messaging:
• “Water is better than [SSB]”

No anti-beverage messaging:
• “[SSB] is bad.”
• “[SSB] is unhealthy.”

Use positive messages:
• “Water is good for your health.”
• “Milk gives your body nutrients.”
Acceptable Messages

• If you choose to drink sugary drinks, consider:
  – cutting back
  – choosing a smaller portion or container size
  – drinking less often.

• Drinks sweetened with added sugars have extra calories and often provide few or no nutrients or fiber to support a healthful diet.

• Drinking too many sugary drinks can increase the chances of experiencing some health problems, such as weight gain, obesity, tooth decay, diabetes, and heart disease.
Rethink Your Drink Campaign Guidance

Use **non-branded** containers and images

**Cite** all statements, facts, figures

Provide **complete dietary information** in addition to healthy beverage education

**Obtain approval** for materials

**USDA must approve all consumer materials**
Webinar Objectives

1. Learn about key concepts and recommended messages for promoting healthy beverage consumption.

2. Become familiar with CDPH’s Rethink Your Drink tools and resources.

3. Identify strategies to integrate Rethink Your Drink into different settings and for various audiences.
Resources & Tools

- Resources
- Curriculum
- Summary Guidance
- Orientation Presentation

http://www.cdph.ca.gov/programs/Pages/RethinkYourDrink.aspx
Early Childhood
Early Childhood Education

Potter the Otter

- Poster
- Activity Sheets
- Tip Sheets
- Stickers

www.potterdrinkswater.com
Early Childhood Education

Potter Picnic Book is approved for NEOPB use.

*Please note: This is the only Potter the Otter book approved for SNAP-Ed use.

www.scholastic.com/first5/
Elementary School
Elementary-aged Children

The Go for H2O! Kit includes

- Teacher/CYO overview
- Promotional flyer
- Certificates and other supporting materials
Elementary-aged Children

GO FOR H₂O
¡Toma agua cada día!

Come saludable. Sé activo. ¡Diviértete!

Eat Healthy. Be Active. Have Fun!
High School
Lesson 1
What’s in Your Drink?

Overview
Students will learn about the effects of excessive sugar consumption on their health. Students will work in small groups to read Nutrition Facts labels and Ingredient Lists to compare and to evaluate types and amounts of sugar in the beverages.

Learning Objectives
Students will:
1. Learn the effects of excessive sugar consumption on overall health.
2. Identify the importance of accessing valid health information.
3. Use Nutrition Facts labels to compare and to contrast sugar content in a variety of beverages.
4. Use Ingredient Lists to identify the different types of sugar in sweetened beverages.
5. Measure the amount of sugar in beverages and discuss the results.

California Health Education Content Standards – High School
- Essential Concepts
  - 1.4.N – Describe dietary guidelines, food groups, nutrients, and serving sizes for healthy eating habits
  - 1.5.N – Describe the relationship between poor eating habits and chronic diseases, such as heart disease, obesity, cancer, diabetes, hypertension, and osteoporosis
- Accessing Valid Information
  - 3.1.N – Describe how to use nutrition information on food labels to compare products

California Nutrition Education Competencies – Grades 9-12
- Overarching Nutrition Education Competency 1: Essential Nutrition Concepts
  - All students will know the relationship between nutrition, physiology, and health
    - 1b – Know nutrition and health guidelines
    - 1f – Explain the influences of nutrition and physical activity on health
- Overarching Nutrition Education Competency 3: Accessing Valid Nutrition Information
  - All students will demonstrate the ability to access and analyze nutrition information, products, and services to analyze the accuracy and validity of nutrition claims

Note: For suggestions on linking this lesson to other content areas, please see Extensions/Links in Lessons 1A and 1B.
Adults and Families
Drink Label Cards

Uses:

• Label reading
• Ingredients lists
• Displays
Flavored Water Recipe Cards

Kiwi Berry Blend
Makes 4 servings. 1 cup per serving.
Prep time: 5 minutes

Ingredients
1-2 kiwis, sliced or cut in chunks
2 cups strawberries, cut in half

Preparation
1. Fill pitcher halfway with ice.
2. Add sliced kiwi and strawberries.
3. Fill with water before serving.
4. Store in refrigerator.

LOL Blend
1 lemon, sliced
1 orange, sliced
2 limes, sliced

Preparation
1. Fill pitcher halfway with ice.
2. Add fruit and prepared ingredients.
3. Fill with water. Chill for at least 20 minutes before serving.
4. Store in refrigerator and drink within 24 hours.

Rosemary Watermelon
3 cups cubed, seeded, watermelon
2-3 sprigs rosemary, washed

Serving Tips
- See the flavor—use a clear pitcher.
- For a stronger flavor, cut the fruit into smaller pieces.
- Drink within 24 hours.

Peachy Strawberry Medley
2 cups strawberries, cut in half
1 peach, pitted and cut in chunks

Drink your water.
Choose health. Drink water.

<table>
<thead>
<tr>
<th>Drink Type</th>
<th>Calories</th>
<th>Container Size (fl oz.)</th>
<th>Sugar (tsp)</th>
<th>Brisk Walking (min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soda</td>
<td>227</td>
<td>20 fl oz.</td>
<td>14</td>
<td>49</td>
</tr>
<tr>
<td>Sports Drink</td>
<td>126</td>
<td>20 fl oz.</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Energy Drink</td>
<td>240</td>
<td>16 fl oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juice Drink</td>
<td>305</td>
<td>20 fl oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruit-flavored Soda</td>
<td>165</td>
<td>12.1 fl oz.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vitamin-added Water</td>
<td>126</td>
<td>20 fl oz.</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>Sweetened Tea</td>
<td>213</td>
<td>20 fl oz.</td>
<td>14</td>
<td>46</td>
</tr>
<tr>
<td>Water</td>
<td>0</td>
<td>30 fl oz.</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Displays to Accompany Lessons

Focus on one topic
Possible topics:

- **Sugar** – types and names
- **Sugary Drink Labels**
- **Water Tips** (flavored water recipes, tips to make drinking water easier, etc.)
Sample Displays
RYD Lesson – Choosing Healthy Beverages

Objectives

By the end of this lesson, participants will be able to:

1. Describe how healthy beverages fit into the *MyPlate* dietary recommendations;
2. Understand the link between sugary drinks, obesity, and type 2 diabetes;
3. Identify types of sugary drinks in their diets;
4. Calculate the amount of sugar in beverages they commonly drink;
5. Identify drinks with less or no added sugar.

(60 Minutes)
What are sugary drinks?

Name some sugary drinks in your diet.

The number of types of sugary drinks is amazing!
Getting the Facts on Added Sugar

Based on the Nutrition Facts Label, how many teaspoons of sugar are in a 20 ounce bottle of soda?
Answer: 14 teaspoons of sugar – or more.
Reading a Nutrition Facts Label

What is the serving size listed in the Nutrition Facts label?
Answer: 20 fluid ounces.

How many servings per container are listed in this Nutrition Facts label?
Answer: One serving.
How much sugar is listed?

Answer: 55 grams of sugar.

How many teaspoons is that?
Calculating Teaspoons

Grams of sugar ÷ 4 = teaspoons of sugar

55 grams of sugar ÷ 4 = 14 teaspoons of sugar

**Note that this is per serving.**
How much is in the whole container?

Teaspoons of sugar per serving
\[ \times \text{Servings in container} \]
\[ = \text{Teaspoons of sugar in container} \]

*For example:*

14 teaspoons of sugar
\[ \times 2 \text{ servings in container} \]
\[ = 28 \text{ teaspoons of sugar in the container.} \]
POLL: How many added teaspoons of sugar is in this drink?
Answer:

28 g of sugar ÷ 4
= 7 tsp/serving

7 tsp x 1.5 = 10.5 tsp of sugar in bottle
Use it for all foods and drinks!

These same calculations work on food.

You can do this with any Nutrition Facts label.
Sugar comes in many forms and has many names.

Though not listed separately on the Nutrition Facts label, many drinks contain two types of sugar: naturally occurring sugar and added sugar.
Naturally occurring sugars are found naturally in fruits and milk. These sugars are part of the overall healthy package of nutrients that these foods provide.
Naturally Occurring Sugars

- Fructose
- Lactose
- Maltose
- Glucose (aka dextrose)
- Sucrose
<table>
<thead>
<tr>
<th>Added Sugar Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invert sugar</td>
</tr>
<tr>
<td>Corn syrup</td>
</tr>
<tr>
<td>High fructose corn syrup</td>
</tr>
<tr>
<td>Malt syrup</td>
</tr>
<tr>
<td>Maple syrup</td>
</tr>
<tr>
<td>Brown sugar</td>
</tr>
<tr>
<td>Raw sugar</td>
</tr>
<tr>
<td>Honey</td>
</tr>
<tr>
<td>Maltodextrin</td>
</tr>
<tr>
<td>Molasses</td>
</tr>
</tbody>
</table>

(rethink your drink logo)
Label Reading: Where’s the sugar?

• One way to know if there is sugar (added, natural, or both) is to read the Ingredients List on the label.

• Tip: If a type of sugar is in the first three ingredients, the product is likely to have a lot of added sugars.
What can I drink instead of a sugary drink?

Try these…

- Water – Plain or flavored with added fruit, vegetables and herbs,
- Unsweetened seltzer water or unflavored sparkling water
- Unsweetened tea (iced or hot)
- Unsweetened coffee (iced or hot)
- Fat-free or low-fat (1%) unflavored milk
Webinar Objectives

1. Learn to provide healthy beverage education as part of a healthy diet.

2. Become familiar with CDPH’s Rethink Your Drink tools and resources.

3. Identify strategies to integrate Rethink Your Drink into different settings and for various audiences.
Integrating RYD

POLL:
Which of the following strategies have you used to integrate Rethink Your Drink into your nutrition education work?
Audience & Settings

- *RYD* aligns easily with the following community settings and nutrition education activities:
  - Adult education
  - School/After school
  - Retail
  - Worksite
Retail Settings

Look for drinks that have 100% juice on the label.

Elija leche sin grasa o baja en grasa (1%).
Tiene mucho calcio, proteína y vitamina D, pero menos grasa.

Sea un buen ejemplo.
Tome agua en vez de bebidas azucaradas.
Retail Settings
Potter the Otter in the Community
Community Events
Poster Contests

Meet the entrants in our high school poster contest!

Rethink Your Drink Awards contest high school poster entries promoting the benefits of staying hydrated. Participants submitted creative and informative posters that encouraged healthy water habits. The posters were evaluated based on creativity, message clarity, and overall effectiveness.

The winners were awarded certificates and prizes for their outstanding work. The top 10 entries were selected based on the following criteria:

1. Clever design
2. Creative use of color
3. Impactful message

Congratulations to all the participants and their schools for their efforts in promoting water awareness!

Drink Water, Be Vibrant, Be Pure

GO FOR H2O

Rethink Your Drink

Amber Elliott
Central Valley H.S.
Grade: 12
How will you integrate one thing you learned here today into your current work?
Q & A (10 minutes)

Enter your questions into the chat pane or raise your hand and we’ll unmute your line.
Thank You!

Have more questions or feedback? Contact:

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