



**ARE YOU POURING
ON THE POUNDS?**

DON'T DRINK YOURSELF FAT.
**How to cut back on soda,
juice and other sugary beverages.**

Are You Pouring on the Pounds? How to cut back on soda, juice and other sugary beverages. New York City Health Department, June 2010.

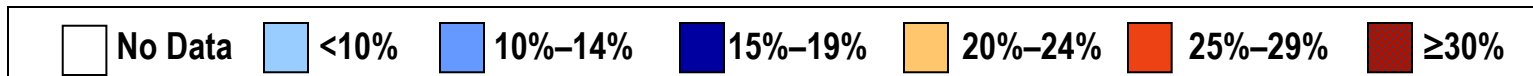
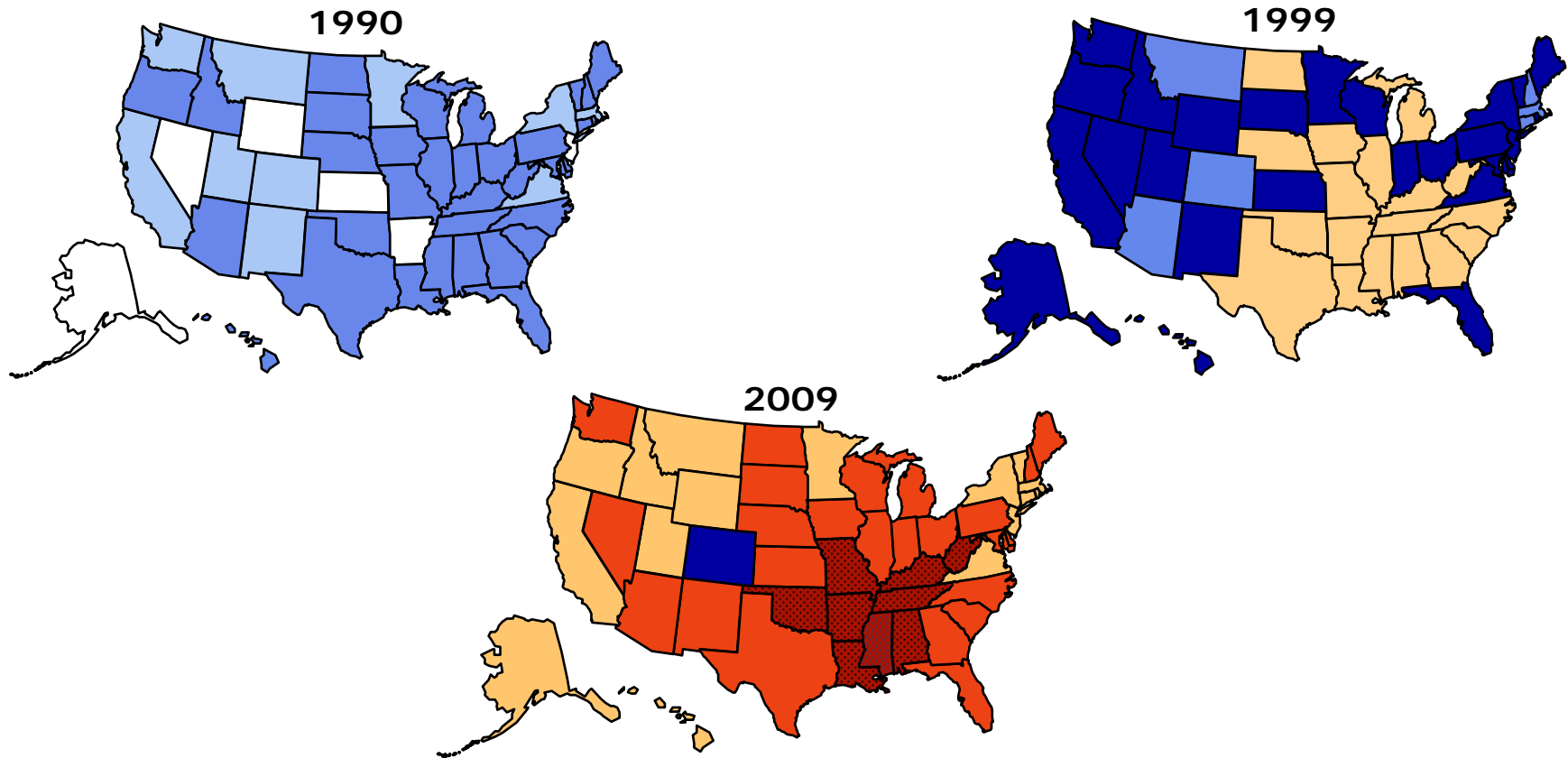
Introduction

- Mather Hospital
- NYS Healthy Heart Grant to reduce consumption of sugary beverages
- Reaching out to local organizations
 - Education
 - Policy changes

Obesity Trends* Among U.S. Adults

BRFSS, 1990, 1999, 2009

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Americans have gained **millions** of pounds in recent decades

Age Group	1960 average weight	2002 average weight	Average weight gain
Children (6-11 years old)	65 pounds	74 pounds	9 pounds
Adolescents (12-17 years old)			
<i>Males</i>	125 pounds	141 pounds	15 pounds
<i>Females</i>	118 pounds	130 pounds	12 pounds
Adults (20-74 years old)			
<i>Males</i>	166 pounds	191 pounds	25 pounds
<i>Females</i>	140 pounds	164 pounds	24 pounds

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Source: Ogden CL, Fryar CD, Carroll MD, Flegal KM. Mean body weight, height, and body mass index, United States 1960-2002. Advance data from vital and health statistics; no 347. Hyattsville, Maryland: National Center for Health Statistics. 2004.

In NYS, **the numbers** are alarming

Adults

- **6 in 10** New York State adults are either overweight or obese.

Children

- More than **3 in 10** public school children (kindergarten through 8th grade, outside NYC) are overweight or obese.

It's not just about how you look

Obesity contributes to many **serious health problems**

- Diabetes
- Heart disease
- High blood pressure
- Asthma
- Infertility
- Stroke
- Arthritis
- Liver disease
- Cancer
- Depression



Obesity is the biggest risk factor for **Diabetes**

- **1 in 12** adult New Yorkers has diabetes
- Type 2 diabetes is increasing in children
- Diabetes causes blindness, amputations and kidney failure



Unless we reverse obesity trends, today's children could have a **shorter life expectancy** than their parents.



Obesity is **expensive**

- Obesity-related illness costs New York State residents **\$7.6 billion** in medical costs each year.
- Obesity hurts economic productivity.
 - Obese workers miss more days due to illness, injury or disability.
- Employee insurance premiums are rising.
 - Obesity-related health expenses drive up insurance costs.



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Sources: Office of the NY State Comptroller: Summary Report on Obesity-Related Initiatives (November 2009).

Trogdon, JG et al. Indirect Costs of Obesity: A Review of the Current Literature. Obesity 2008; 9: 489:500.

Bhattacharya, J et al. Health Insurance, Obesity and Its Economic Costs. The Economics of Obesity 2004, ERS/USDA.

Why focus on sugary drinks?

Sugary drinks are the single **biggest contributor** to the nation's obesity epidemic.



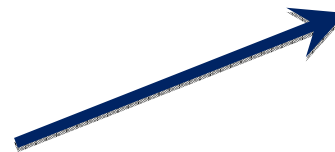
Are You Pouring on the Pounds? How to cut back on soda, juice and other sugary beverages. New York City Health Department, June 2010.

Source: Bleich, SN, Wang YC, Wang Y, Gortmaker SL: Increasing consumption of sugar-sweetened beverages among US adults: 1988-1994 to 1999-2004. Am J Clin Nutr 2009; 89: 372:381.

What is a sugary drink?

- Any drink with added **sugar**
- Sugar goes by many names: fructose, high fructose corn syrup, corn syrup, corn sweetener, sucrose, glucose, dextrose, brown sugar, honey, maple syrup, agave syrup, fruit juice concentrate, cane sugar, invert sugar, evaporated cane juice or molasses.
- Any type of sugar adds **calories**

***Be sure to check the
calorie count!***



Examples of sugary drinks



- Non-diet soda
- Energy drinks
- Sweetened iced tea
- Sweetened coffee drinks
- Fruit drinks (lemonade, fruit punch)
- Sports drinks
- Powdered drinks
- Sweetened flavored waters
- Malt drinks



How much sugar do we drink?

- Beverages account for nearly half of the added sugar in our diets.
- A typical American drinks **40 pounds of sugar** in a year – enough to fill a kitchen sink!
- Sugary drinks add calories without providing nutrients or even making you full.

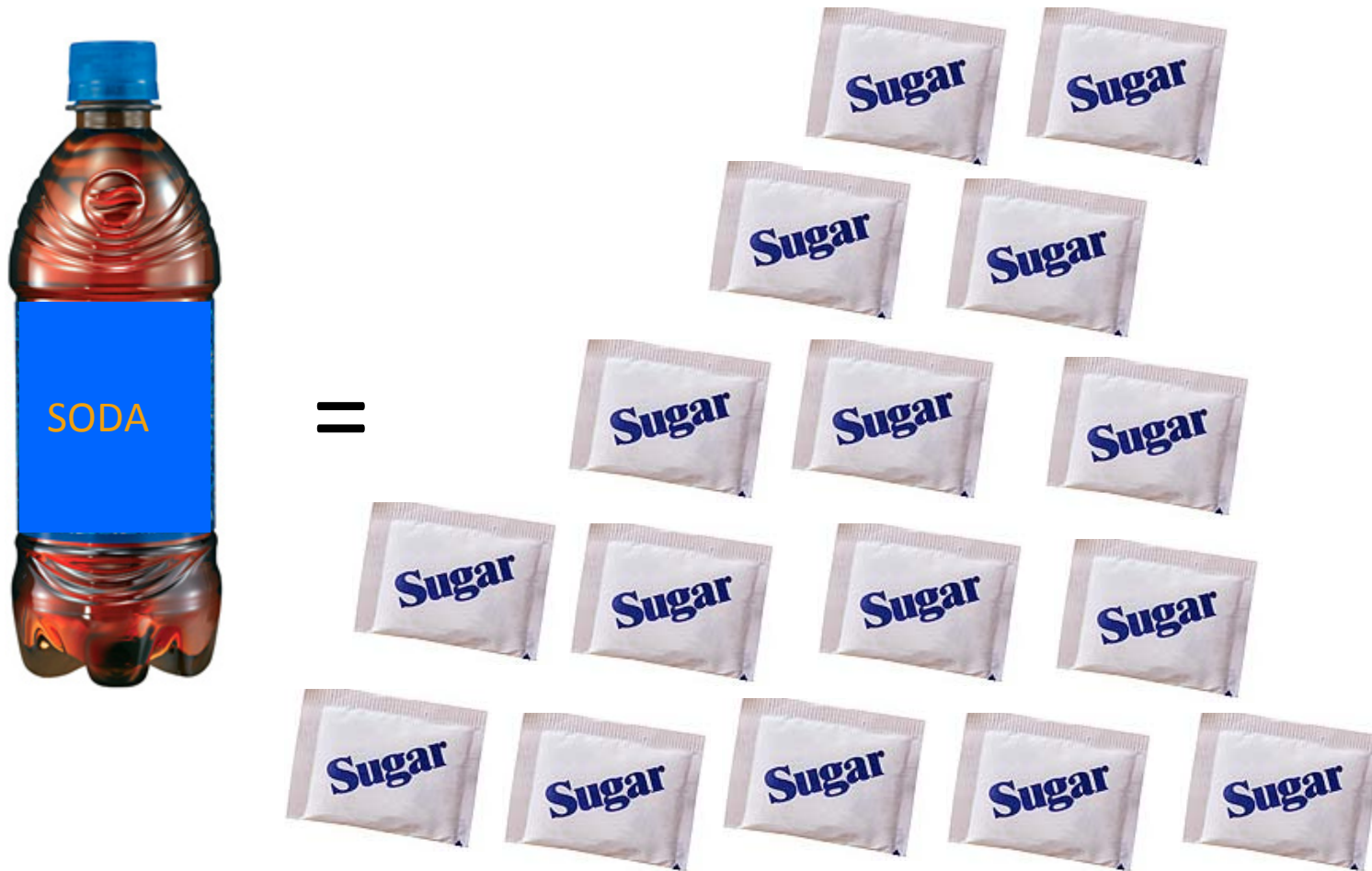


NYS children consume **a lot** of sugary drinks

- 33.9% of children between 2 and 17 consume at least one soda (not diet) or other sugary drink a day (e.g., punch, sports drinks)
- Children consume other sugary drinks more frequently than soda, with 29.3% drinking at least one other sugary drink per day
- Daily consumption of sugary drinks is more frequent among older children
 - 28% children 2-5 years
 - 32% children 6-11 years
 - 42% children 12-17 years



Did you know that a 20-ounce bottle of soda contains **16 packs** of sugar?



What it takes to **burn** those calories

- An average adult would need to walk for about **45** minutes to burn the calories in a 20 oz soda
- A 75 pound child would need to bicycle vigorously for about **30** minutes to burn off the calories in a can of soda



Why are we drinking so much sugar?

- Sugary drinks are available wherever you go.
- Marketers advertise them heavily.
- Portion sizes keep growing.



Changing the meaning of “medium”

A mid-size beverage is **three times bigger** today than it was in the 1950s.



How can I **cut back on sugar** at home?

- Stock the fridge with seltzer, unsweetened tea, low-fat milk and other low-calorie drinks.
- Serve cold tap water during meals. NYS tap water is delicious, clean and free!
- Read labels. Choose drinks with no more than 25 calories per 8 ounces.
- If you buy fruit juice, make sure it's 100% juice. Serve it in a small glass or dilute with water.



Cut back on sugary drinks and save \$\$\$\$

Starbucks Grande (16oz.) Caffe Vanilla Frappuccino® (17 tsps. sugar)	20 oz. bottle of Coke® (16 tsps. Sugar)
1= \$4.00 (approximate)	1=\$1.75 (approximate)
2x's a week = \$8.00	5x's a week= \$8.75
2x's a week for a month= \$32.00	5x's a week for a month = \$35.00
2x's a week for a year = \$416 (approx.)	5x's a week for a year = \$455 (approx.)



What can my organization do?

Adopt a **Healthy Beverage Policy**

- Make sure the beverages you serve (ex: at staff meetings) have no more than 25 calories per 8-ounce serving.
- Make cold tap water readily available.
- Educate your employees, members and others about the health impact of sugary drinks.
- Ensure that onsite vending machines sell only low-calorie beverages or allow only the bottom two slots for sugary drinks

What **else** can my organization do?

- Limit sales of sugary drinks in cafeterias and other places where food is available
- Sell low-calorie beverages at a lower price than high-calorie beverages
- Move water and other low-calorie options to eye level in areas where drinks are for sale



ARE YOU POURING ON THE POUNDS?

To learn more about cutting back on sugar-sweetened drinks in your home or organization, visit:

www.nyc.gov/health/drinkingfat.

www.matherhospital.org/restaurants

Thank You!!

Become a fan - check us out on Facebook!

www.facebook.com/drinkingfat