Strategies to Reduce Sugar-Sweetened Beverage Consumption
Hi!

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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

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 synthesized 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
- Media Gallery
- Newsletter Sign Up
- Podcasts
- Food Marketing FACTS Reports
- WICSTAT
- Rudd Roots' Parents

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

**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! Sodas, sweetened fruit drinks, sports drinks, and energy drinks account for nearly half of all added sugar consumption in the average American diet.

(If provided at all). However, other options, including low-calorie beverages, can help meet calorie 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

You're drinking 16 packs of sugar in that cola.
Healthy Drinks
Launch Public Awareness Campaign

- Community education is a critical foundation
- Does not require a policy
Public Awareness Campaign

How much sugar is in a can of Coke?

39 g ~ 10 teaspoons

Photo: HEAC Photos
Launch Public Awareness Campaign

Los Angeles

New York City
Launch Public Awareness Campaign

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

FITP4X
Healthy Arizona Worksites Program 101 Training (Phoenix)
May 12, 2015 08:30 AM - Noon
Click here to register

FITP4X
Healthy Arizona Worksites Program 101 Training (Phoenix)
September 16, 2015 08:30 AM - Noon
Click here to register
Restrict Sales of SSBs on & near School Grounds
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
Prohibit SSBs in Childcare & Afterschool Programs
Restrict SSB Marketing in Schools
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
Eliminate SSBs From Kids’ Meals
Andrew M Brown

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

By Andrew M Brown  Health and lifestyle  Last updated

California county bans toys in Happy Meals

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

Business Day

Citing Obesity of Children, County Bans Fast-Food Toys

By JESSE MCKINLEY
License SSB Retailers
CHECK OUT HEALTHY RETAIL!

- Limit the amount of all storefront advertising
- Maintain clean, attractive premises
- Stock staple foods, such as whole grains, fresh produce, lean meat, and low-fat dairy
- Prohibit tobacco product discounts and coupons
- Encourage a reduction in the number of unhealthy snacks and sugary beverages
- Require tobacco retailers to get a local license and pay a fee
- Require tobacco to be kept behind the counter and away from candy and toys
- Encourage healthy products at the checkout counter
- Display fresh produce at the front of the store
- Post signs or shelf labels promoting healthy products in the store
- Restrict sales of tobacco products targeted to teens
- Encourage WIC and SNAP (food stamps)
- Seasonal Salads Daily
- Fabulous Fiber
- Make Salsa
- Eat the Rainbow
- Quit Smoking Now!

www.changelabsolutions.org/childhood-obesity/healthy-food-retail
Tax SSBs
Limit SSB Portion Sizes
10 Ways to Limit SSBs in Your Community

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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
STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay.
✔️ 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

Better Bites
Eat Well. Be Well.

Better Gulps
Drink Well. Be Well.
Marketing Flyer

Better Bites
Eat Well. Be Well.

Better Gulps
Drink Well. Be Well.

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:

So Many Delicious Choices...
- Energy bars
- Fruit cups
- Baked Chips
- Nutri/Seeds
- Whole grain crackers
- Pretzels

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

Improving Vending Choices One Bite at a Time!

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 nutritional 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 Behavioral Risk Factor Surveillance System showed 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.

Improving 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 (including nuts and seeds)
- 10% or less total calories from saturated fat
- 0 added trans fat
- 25% or less by weight from sugar or sweetness
- Reduced or no-sodium per serving

Beverages
- Water
- 100% Fruit or vegetable juice
- Non-fat or low-fat milk, including no sugar added flavored milk
- Reduced calorie sports drinks
- Non-caloric beverages (diet soda, diet tea)

These beverages will not exceed 20 calories per container.

*Based on national and state nutrition guidelines
Promotion
Post Implementation Evaluation

I believe that Maricopa County feels my health is important

<table>
<thead>
<tr>
<th>Aware of Better Bites Better Gulps</th>
<th>Not aware of Better Bites Better Gulps</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 76% Agree</td>
<td>• 70% Agree</td>
</tr>
<tr>
<td>• 53% Strongly Agree</td>
<td>• 42% Strongly Agree</td>
</tr>
<tr>
<td>• 14% No Opinion</td>
<td>• 21% No Opinion</td>
</tr>
<tr>
<td>• 10% Disagree</td>
<td>• 11% Disagree</td>
</tr>
</tbody>
</table>
## 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**
Next Steps

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

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Percentage distribution:

- Strongly disagree: 10%
- Disagree: 5%
- Neither agree nor disagree: 15%
- Agree: 30%
- Strongly agree: 30%
Questions?
More details on the strategies discussed today!
10 WAYS TO LIMIT SSBs IN YOUR COMMUNITY

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

1. You're drinking 16 packs of sugar in that cola.
2. Launch the school's nutrition policy.
3. Limit SSBs in non-school locations.
4. Increase the price of SSBs.
5. Increase the price of SSBs.
6. Increase the price of SSBs.
7. Increase the price of SSBs.
8. Increase the price of SSBs.
9. Increase the price of SSBs.
10. Increase the price of SSBs.

Roadmap to Reducing SSB Consumption
ChangeLab Solutions

MODEL LEGISLATION

Model Legislation Requiring a Safety Warning for Sugar-Sweetened Beverages

Model Sugar-Sweetened Beverage Tax Legislation
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.
Thank you!

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