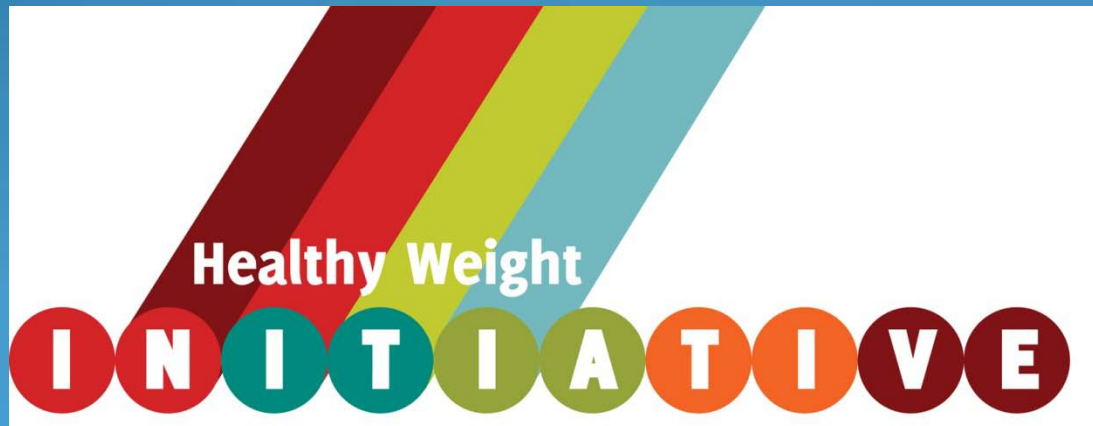


Is Liquid Candy Harming Your Health? Rethink Your Drink!

Molly Killman, MS, RD, LD
Healthy Weight Initiative

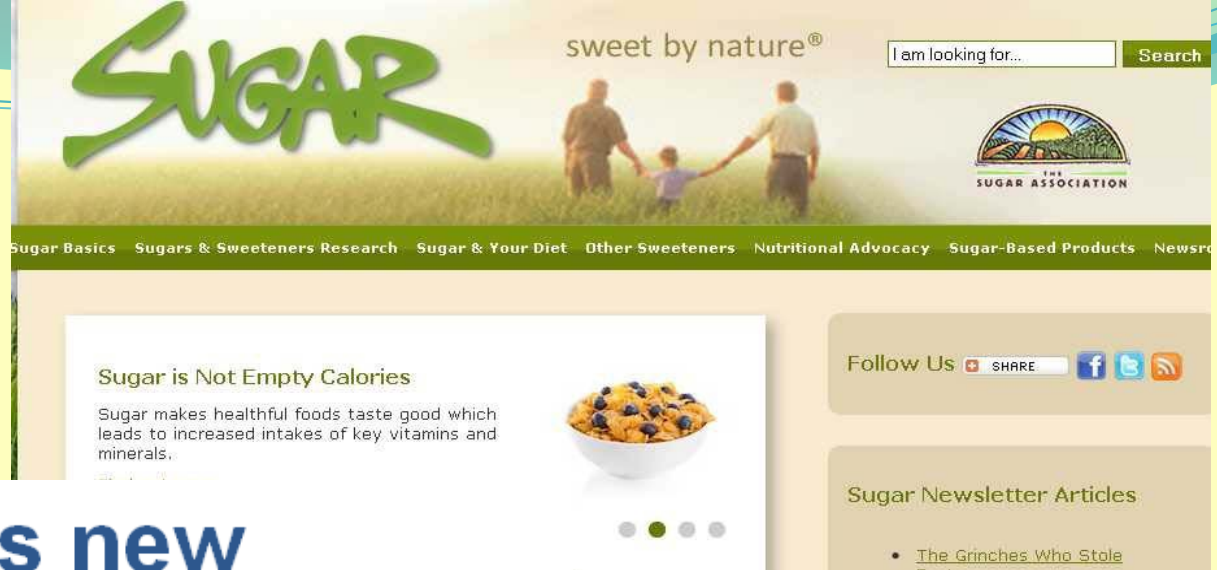


Sugar

- In the news...

Sugar

Sugar becomes new bogeyman as fats take a back seat in new consumer survey



FDA rejects new name for high fructose corn syrup

AP By CANDICE CHOI | Associated Press - 14 hrs ago

Commentary

Consumption of high-fructose corn syrup in beverages may play a role in the epidemic of obesity^{1,2}

George A Bray, Samara Joy Nielsen, and Barry M Popkin

Sugar

- A food component to reduce – 2010 US Dietary Guidelines

Dietary Guidelines for Americans, 2010

Overview

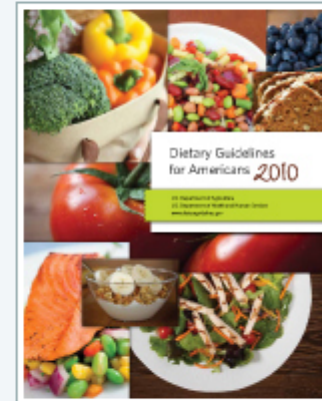
Tools

Reports & Research

Related Resources

The *Dietary Guidelines for Americans, 2010*, released on January 31, 2011, emphasize three major goals for Americans:

- Balance calories with physical activity to manage weight
- Consume more of certain foods and nutrients such as fruits, vegetables, whole grains, fat-free and low fat dairy products, and seafood
- Consume fewer foods with sodium (salt), saturated fats, *trans* fats, cholesterol, added sugars, and refined grains



The *Dietary Guidelines for Americans, 2010* include 23 key recommendations for the general population and 6 additional key recommendations for specific population groups, such as pregnant women. The recommendations are intended to help people choose an overall healthy diet.

Sugar

- Added sugars vs. naturally occurring sugars
- Natural sugars
- Supplies nutrients



Sugar

- Added sugars
- Empty calories, no nutrients
- Supply calories only



Sugar

- Added sugars contribute an average of **16%** of total calories in the American diet





Sugar

- How much is recommended?
- American Heart Association = 6-9 teaspoons/day (100-150 calories)
- Currently consuming approximately 22 teaspoons/day
- About 355 calories per day
- Teens consuming more! (NHANES data)

Sugar

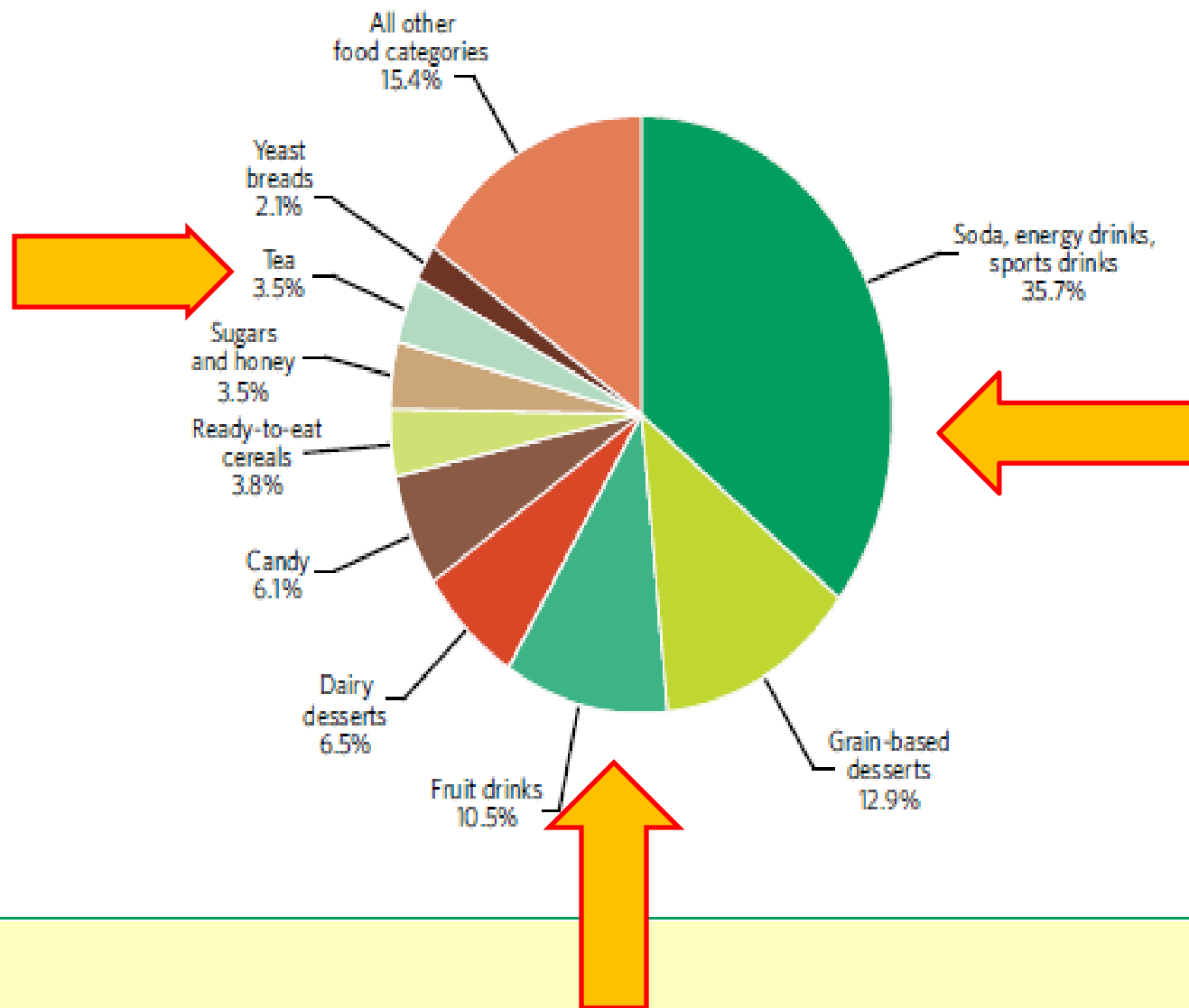
- 3-4 teaspoons/day for children recommended



Sugar

- What are the food sources?

FIGURE 3-6. Sources of Added Sugars in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2005-2006^a



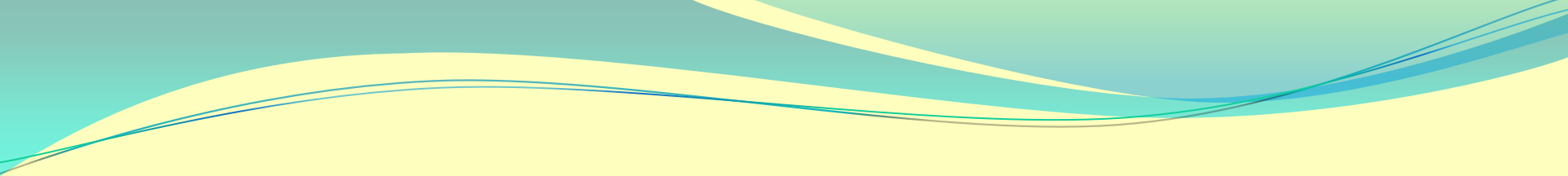
LIQUID CANDY



Soda

- 20 ounce soda = 16 teaspoons of sugar
- 65 grams of sugar





Sugar Sweetened Beverages

Sugar Sweetened Beverages

- Soda..... what else?
- Definition:
- **Yale Rudd Center**
 - Any beverage with added caloric sweetener
- **CDC**
 - Sodas, fruit drinks, sports drinks, energy drinks, tea and coffee drinks, sweetened milk or milk alternatives, and any other beverages to which sugar has been added
- **National Cancer Institute**
 - Sodas, fruit drinks, sports drinks, energy drinks, and sweetened bottled waters



Mayor Bloomberg's soda ban proposal to be submitted to NYC health board today

comments

12

Like

343

Tweet

33

+1

0

Share

5

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By [CBS News Staff](#) [Topics](#) [News](#)



A sign for a large sweetened drink is viewed on June 1, 2012 in the Brooklyn borough of New York City. In an attempt by the administration to fight obesity, New York City Mayor Michael Bloomberg announced plans yesterday to implement a ban on the sale of large sodas and other sugary drinks at restaurants, movie theaters and street carts. The ban has proved controversial with many people

(CBS/AP) Mayor Michael Bloomberg's proposal to ban sugary drinks larger than 16 ounces from New York City eateries, street carts and stadiums is moving forward.

The proposal is scheduled to be formally submitted to the city's board of health Tuesday morning. The board is expected to hold a series of public hearings during a 90-day comment period.

[Companies blast proposed NYC drinks ban](#)
[NYC mayor proposes ban on sugary drinks larger than 16 ounces](#)

[New York City's proposed ban on big sodas](#)

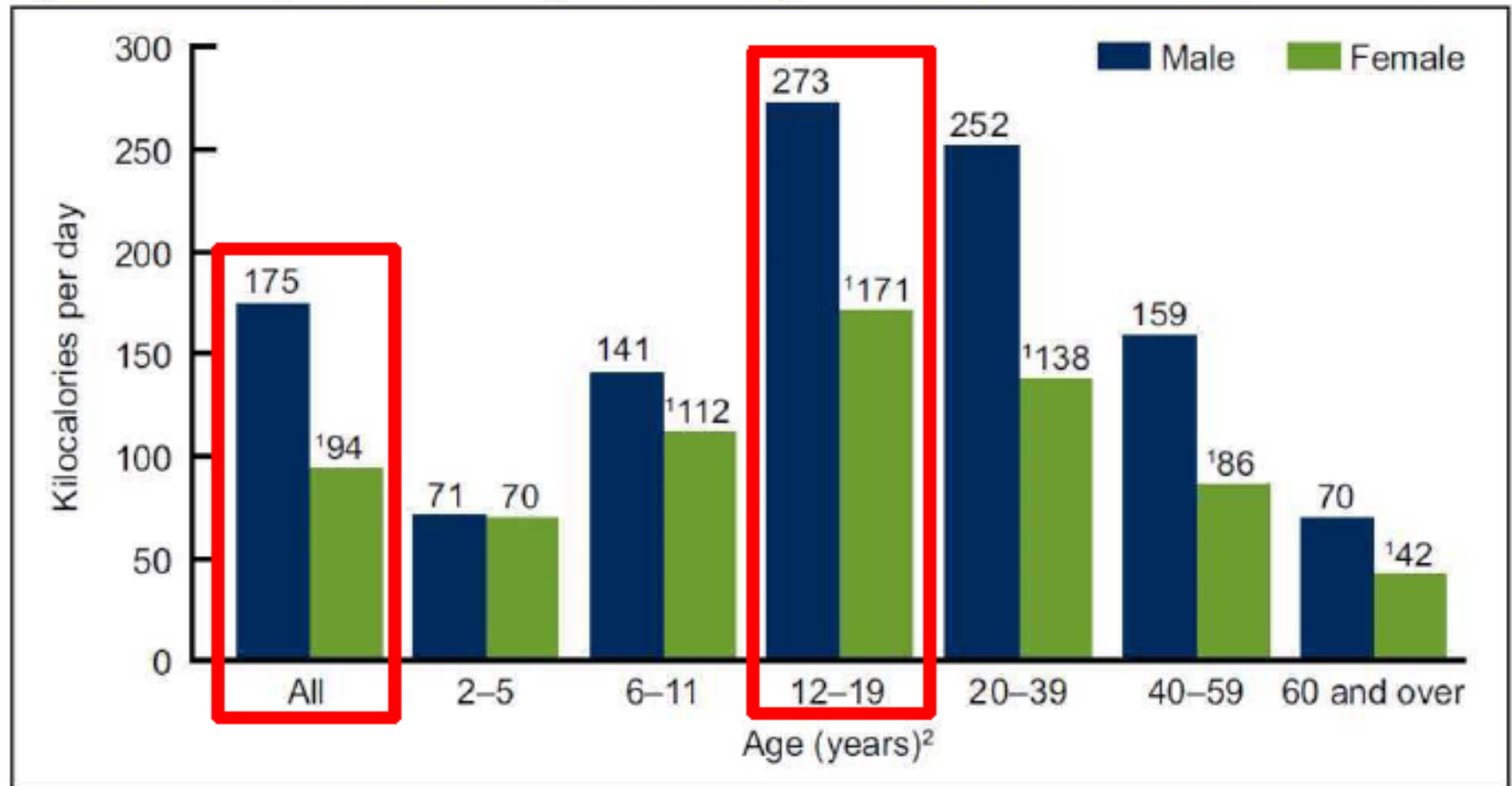
The ban on big drinks would apply only to sweetened options that contain more than 25 calories per 8 ounces. It would not apply to diet soda or any other calorie-free drink or milk-based beverages



Beverage Consumption

Sugar Drink Intake among Americans

Figure 1. Mean kilocalories from sugar drinks for ages 2 and over: United States, 2005–2008



Source: Ogden CL, Kit BK, Carroll MD, Park, S. NCHS Data Brief, 2011, Vol 71.

Beverage Consumption

- Alabama's Youth?

Beverage Consumption

- YRBS Data from CDC
- 19.5 % of AL Youth consumed soda 3 or more times per day (diet sodas are not included)
- Tied with Mississippi for first place!
- Males 24%
- Females 15%
- National Average 11.3%



Beverage Consumption

- National Average for milk consumption
- 3 or more glasses per day
- Only 15%



Obesity

- YRBS Data from CDC
- AL Youth
- **17%** are obese
- Ranked #1 in the US

- AL Adults
- **33 %** are obese
- Ranked #2 in the US



Beverage Consumption

- Limiting the intake of sugar sweetened beverages is one approach to preventing obesity and chronic disease
- Several national and state initiatives promote this as a strategy

American Academy of Pediatrics

- Sports drinks have a limited function for pediatric athletes; they should be ingested when there is a need for rapid replenishment of carbohydrates and/or electrolytes in combination with water during prolonged, vigorous physical activity.
- Routine ingestion of carbohydrate-containing sports drinks by children and adolescents should be avoided or restricted, because they can increase the risk of overweight and obesity, as well as dental erosion.

American Academy of Pediatrics

- Energy drinks pose potential health risks because of the stimulants they contain, and should never be consumed by children or adolescents.
- **Water, not sports drinks, should be the principal source of hydration for children and adolescents.**



You wouldn't let your kids eat this much sugar.

So, why let them drink it?

CUT BACK THE SUGAR. ONE DRINK AT A TIME.

More than one sugar-sweetened beverage a day can lead to childhood obesity, type 2 diabetes and tooth decay. Learn how much added sugar is in the drinks you buy now, and find healthier alternatives your kids will like at www.health.ri.gov/ssb.

Kansas

Kansas Department of Health and Environment

HOME | SUGARY DRINKS AND HEALTH RISKS | WATER AND HEALTH

REFRESH KANSAS
THINK YOUR DRINK

When it comes to what kids drink:
LESS SUGAR = BETTER HEALTH

Just one soda or juice drink can have as much sugar as two candy bars (on average, based on a 20 fl oz portion size).

www.refreshkansas.org

The President & First Lady on Child Nutrition Bill: "The Basic Nutrition They Need to Learn and Grow and to Pursue Their Dreams"



Jesse Lee
December 13, 2010
05:42 PM EDT

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THE HEALTHY, HUNGER-FREE KIDS ACT OF 2010
WASHINGTON, DC
DECEMBER 13, 2010

LET'S MOVE!
ChildCure

Alabama Department of Public Health

THINK ABOUT DRINKS

YOU CAN MAKE A DIFFERENCE!

- Serve fat-free milk at meals and water between meals.
- Reduce access to sweetened beverages.
- Make water available.
- Have sweetened beverages only as an occasional treat.
- Enjoy regular meals together as a family.

BE A ROLE MODEL

Drink less:

- Soda
- Juice Drinks (any drink that is not 100% juice)
- Sports Drinks

Instead, choose more:

- Water
- Fat-free milk
- WIC approved 100% fruit juice

LESS SODA

Calories: 150
Contains over 10 tsp. of added sugar
Not a good source of vitamins or minerals



2 cups daily

LIMIT 100% JUICE

Calories: 110
Good source of vitamin C and potassium



Only 4-6 ounces daily

1% OR FAT-FREE MILK

Calories: 90
Good source of calcium, vitamin D, and protein



2 cups daily

MORE WATER

Calories: 0
Helps keep you hydrated
IT'S FREE!



As Wanted

Choosing water, fat-free milk, and 100% juice will reduce the risk of you and your family being overweight, having tooth decay, and developing type 2 diabetes.

Alabama Department of Public Health

THINK ABOUT DRINKS

LIMIT:

- Alcoholic beverages
- Carbonated beverages
- Juice drinks
- Sport drinks
- Sweet teas

CHOOSE MORE:

- Water
- 1% or fat-free milk
- Unsweetened beverages

Choosing more water and 1% or fat-free milk will reduce your risk of being overweight and developing type 2 diabetes.

 **choices**
Wellness is a Lifestyle

LIMIT SODA

Calories: 190
Contains over 10 tsp.
of added sugar
Not a good source of
vitamins or minerals

LIMIT SERVINGS



LESS 100% JUICE

Calories: 110
Good source of
vitamin C and
potassium

ONLY 4 TO 6 OUNCES DAILY



MORE 1% OR FAT- FREE MILK

Calories: 90
Good source of
calcium, vitamin D,
and protein

3 CUPS DAILY



MORE WATER

Calories: 0
Help keeps
you hydrated

AT LEAST 8-8 OUNCES DAILY



Resources

- New CDC website – www.cdc.gov/healthyyouth/npao
- Click on Water Access in Schools
- Information on the Healthy, Hunger-Free Kids Act

Resources

- Beverage Bulletin
- CDC sends out a monthly *Beverage Bulletin*, an electronic resource for practitioners interested in public health efforts to support healthier beverage intake. To subscribe to this listserv, email [Beverly Kingsley](mailto:BeverlyKingsley@cdc.gov) at bbk9@cdc.gov.

Resources

- Drink Water First – www.drinkwaterfirst.com

The screenshot shows the homepage of the Drink Water First website. At the top, the logo features a blue water splash with the text "WATER FIRST" and the tagline "Think Your Drink". To the right of the logo are links for "MY H₂O", "LOGIN", and "SIGN UP". Below the logo is a navigation bar with five tabs: "ABOUT WATER FIRST", "THINK YOUR DRINK", "YOU CAN DO IT", "STUFF FOR PARENTS", and "STUFF FOR KIDS".

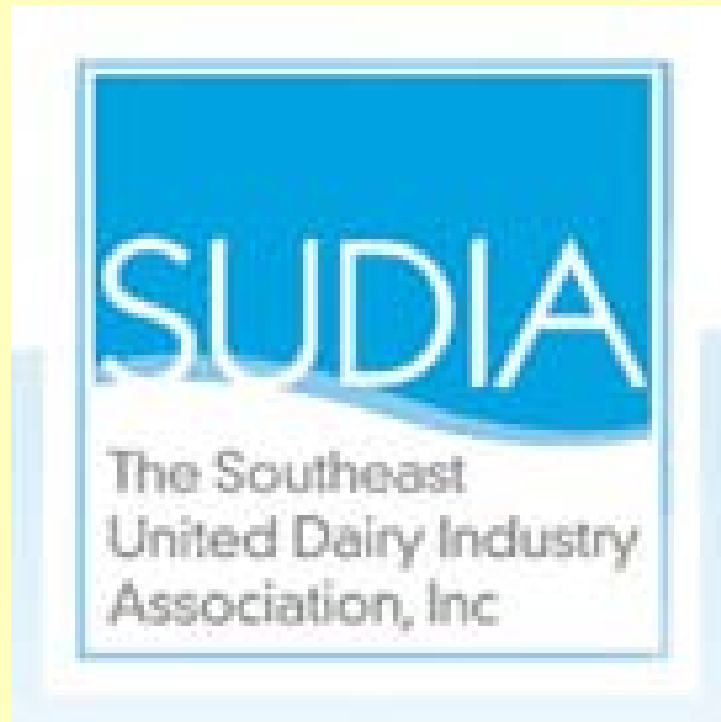
The main content area is divided into three sections:

- HYDRO Me:** A cartoon character creation tool. It features two characters, a boy and a girl, both wearing "HYDRO ME" shirts. The text says: "Create your own Hydro-Me character & keep track of your water, caffeine, and sugar intake while HAVING FUN!"
- Drink Up!:** A photo of five children drinking water. The text says: "Ride the wave that's rolling across the country to drink more water."
- Think YOUR Drink:** A calculator interface. It features a calculator icon, a lightbulb icon, and a bottle of soda. The text says: "Use the Drink Calculator to track the calories, sugar and caffeine you drink each day." Below this is a "DRINK CALCULATOR" button.

At the bottom of the page, there are social media icons for Facebook, Twitter, YouTube, and Text Reminders.

Resources

- Southeastern Dairy Association - www.southeastdairy.org





Thank you!

- Questions?
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- 334-206-5646