



## **Sugary Beverages: Why the Fuss and What You Can Do**

January 17, 2013

### **Featured Speakers**

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New York State Department of Health
- **Melanie Shefchik, MA, CHES**  
Rockland County Department of Health

### **Disclosure Statements**

The planners and presenters do not have any financial arrangements or affiliations with any commercial entities whose products, research or services may be discussed in this activity.

No commercial funding has been accepted for this activity.

### **Evaluations**

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*Thank you!*

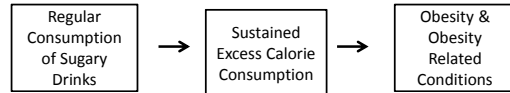
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## Communication Goals

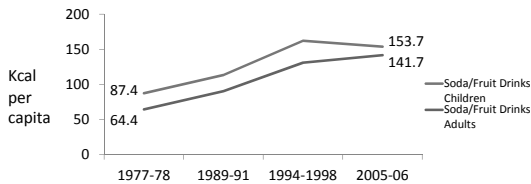
- Describe the data sources the New York State Department of Health (NYS DOH) uses for public health surveillance on sugary drinks
- Illustrate how data can be used to focus public health programs addressing sugary drink consumption
- Demonstrate how ongoing data collection is an integral part of the public health response to sugary drinks

## Health Outcomes Associated with Sugary Drink Consumption



- **Obesity and weight gain in children & adults**  
(Malik et al 2010; Olsen & Heitmann, 2009; Malik, Schulze & Hu, 2006; Schulze et al, 2004)
- **Type 2 Diabetes in adults**  
(Schulze et al, 2004; Hu & Malik, 2010 Reviewed in Malik et al 2010)
- **Cardiovascular Disease (hypertension & high cholesterol)**  
(Winkelmayr et al 2005; Dhingra et al, 2007)

## United States Trends in Beverage Consumption in Children and Adults, 1977-2006



Adapted from Popkin, Physiology and Behavior, 2010; based on NHANES

## Public Health Surveillance

**Ongoing systematic collection, analysis and interpretation and dissemination of data regarding a health-related event for use in public health action to reduce morbidity and mortality and improve health.**

Centers for Disease Control and Prevention, MMWR, 2001, 50, RR-13.

## Public Health Surveillance Needs for Sugary Drinks

- Understand the distribution of sugar drink consumption over person, place and time;
- Understand the environmental, social, and behavioral factors contributing to sugar-drink consumption;
- Plan and track the success of public health initiatives

## Data Collection on Sugary-Drink Consumption in New York State

### New York State Behavioral Risk Factor Surveillance System (BRFSS)

- Annual statewide telephone survey administered by CDC and US states and territories
- New York State's BRFSS sample represents the non-institutionalized adult household population, aged 18 years and older
- Monitors modifiable risk behaviors, chronic conditions, and other factors contributing to morbidity and mortality
- Questions on sugary-drink consumption were included starting in 2009

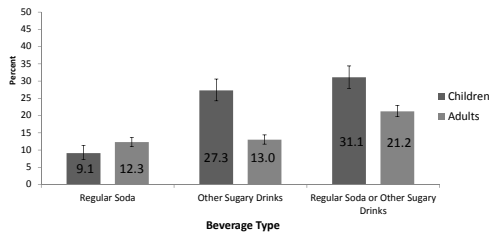


### NYS BRFSS Survey Questions on Sugary Drink Consumption (2009-2010)

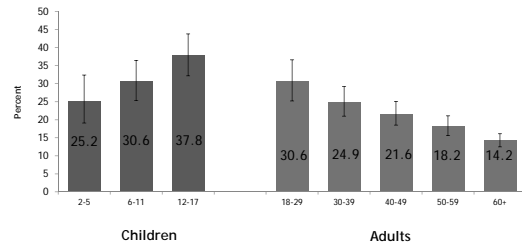
During the past 7 days, how many times did you drink a can, bottle or glass of regular soda, such as Coke, Pepsi, or Sprite? Do not include diet soda, seltzer, club soda. (*soda consumption*)

During the past 7 days, how many times did you drink a can, bottle or glass of sweetened beverage, such as Snapple, Gatorade, SunnyD, Hawaiian Punch, Hi-C, Kool-Aid, lemonade, or sugar sweetened iced tea. (*other sugary-drinks*)

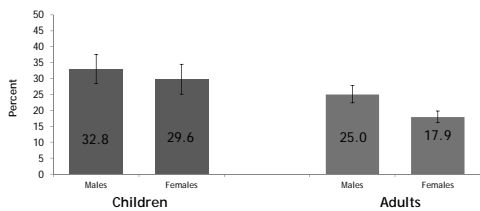
### Daily Consumption of Sugary Drinks Among Children (2 to 17 years) and Adults by Beverage Type, NYS BRFSS 2009-10



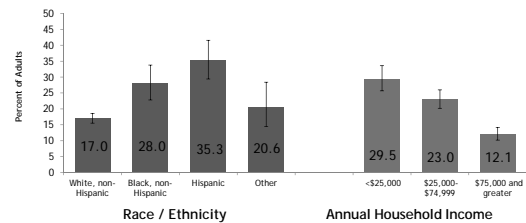
### Daily Consumption of Regular Soda and Other Sugary Drinks Among Children and Adults by Age, NYS BRFSS 2009-10



### Daily Consumption of Regular Soda and Other Sugary Drinks Among Children and Adults by Gender, NYS BRFSS 2009-2010



### Characteristics of NYS Adults Who Consume Regular Soda and Other Sugary Drinks One or More Times Per Day, NYS BRFSS 2009-2010



**Key Findings on Sugary Drink Consumption,  
NYS BRFSS 2009-2010**

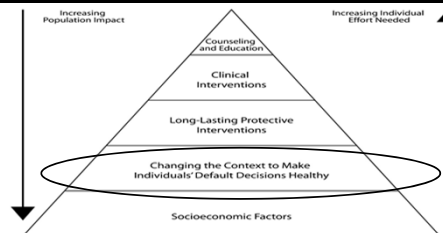
- Among children, daily consumption of other sugary drinks is 3 times more common than daily soda consumption.
- Among adults, males consume more soda and other sugary drinks than females.
- Daily sugary drink consumption is most prevalent among children between 12 and 17 years old and least common among adults 60+ years of age.
- Daily sugary drink consumption is more prevalent among younger adults, Hispanic adults and adults with lower household income.

**Data Collection Beyond Sugary Drink Consumption**

**Sugary Drink Environment: Availability and Promotion**



**Public Health Strategies to Address Sugary-Drink Consumption**



Adapted from: Frieden, T. R. Am J Public Health 2010;100:590-595

**Data Collection to Assess Public Opinion About Sugary Drinks and Strategies to Limit Availability**

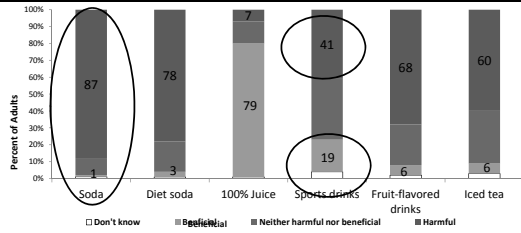
- Random Digit Dial Telephone Survey of New York Adult Residents (n = 1,253)
- Completed by Siena College Research Institute on behalf of NYSDOH, January 15<sup>th</sup>-25<sup>th</sup> 2012
- Assessed beliefs about sugary drinks and support for potential measures to reduce their availability (margin of error = +/- 2.8%)

**Assessing Public Beliefs About the Harmfulness/Benefit of Regular Consumption of Drinks in Children**

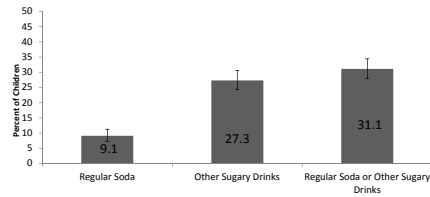
Thinking about children, between the ages of 2 and 12, drinking beverages. As I read you 6 types of drinks, tell me whether you consider drinking one 12 ounce serving per day, a typical can, of each of those drinks to be:

- *harmful to a child's health*
- *beneficial to their health or*
- *neither harmful nor beneficial?*

**Public Beliefs About the Harm/Benefit of Daily Consumption of Drinks by Children 2-12 Years, NYS 2012**



**Daily Consumption of Sugary Drinks Among Children (2 to 17 years) by Beverage Type, NYS BRFSS 2009-10**



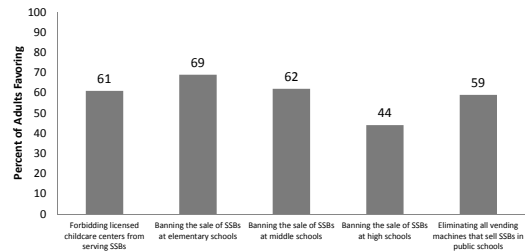
Differences in parents' beliefs about other sugary drinks, particularly sports drinks, may contribute to observed patterns of sugary drink consumption in children.

**Assessing Public Opinion About Policies Addressing Sugary Drinks in Public Schools and Childcare Centers**

Indicate whether you would be in favor or opposed to each of these potential public policies...

- Forbidding licensed childcare centers from serving sugar-sweetened beverages
- Banning the sale of sugar-sweetened beverages (SSBs) at elementary schools
- Banning the sale of SSBs at middle schools
- Banning the sale of SSBs at high schools
- Eliminating all vending machines that sell SSBs in public schools

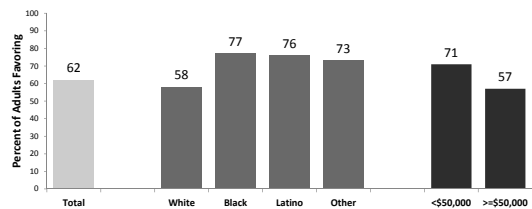
**Public Support for Policies to Address Availability of Sugary Drinks in Public Schools and Child Care Centers Among NYS Adults, 2012**



**Assessing Public Opinion About Sugary Drinks and Children's Meals**

Indicate whether you would be in favor or opposed to requiring that kid's meals in fast food restaurants include only drinks like water, milk or 100% juice.

**Public Support For Requiring Fast Food Restaurants to Include Only Drinks Such as Water, Milk or 100% Juice in Kid's Meals by Demographics, NYS 2012**



### Key Findings, 2012 NYSDOH Public Opinion Poll

- Adults' beliefs about the harm/benefits of regular consumption differ for soda versus other sugary drinks, particularly sports drinks
- Majority of adults support restricting sugary drinks in child care and public elementary and middle schools
- Majority of adults support requiring healthier beverage options in fast food kids' meals. Support is particularly high among non-whites and Hispanic adults and adults with <\$50,000 in household income.

### Additional Information on NYSDOH Data on Sugary Drinks

Additional Reports on Sugary-Drink Consumption:  
[http://www.health.ny.gov/statistics/brfss/reports/docs/1203\\_brfss\\_sugar\\_sweetened\\_beverages.pdf](http://www.health.ny.gov/statistics/brfss/reports/docs/1203_brfss_sugar_sweetened_beverages.pdf)  
[http://www.health.ny.gov/statistics/brfss/reports/docs/brfssbrief\\_sugarbev\\_112310.pdf](http://www.health.ny.gov/statistics/brfss/reports/docs/brfssbrief_sugarbev_112310.pdf)  
<http://www.health.ny.gov/statistics/brfss/reports/>

Availability of Raw Data and Questions from BRFSS on METRIX:  
<https://apps.nyhealth.gov/METRIX/main.action>

Specific Questions:  
 Ian Brissette, PhD; New York State Department of Health  
 E-mail: ifb01@health.state.ny.us

### Reducing Sugar-Sweetened Beverages in Rockland County, NY

Steps to a Healthier Rockland is an initiative of the Rockland County Department of Health, Health Promotion and Education Division to address the burden of chronic disease including lifestyle related chronic diseases such as obesity and diabetes.



### It's Not Just Soda!

- ✓ Soda
- ✓ Energy drinks
- ✓ Sports drinks
- ✓ Sweetened teas
- ✓ Lemonades
- ✓ Fruit drinks
- ✓ Coffee drinks
- ✓ Any other drink with added sugar!



### Program Goal

Reduce the availability and consumption of sugar-sweetened beverages (SSBs) by creating policies, practices, and environments that support healthier beverages

1. Implement an awareness and media campaign
2. Modify beverage options in county-owned vending machines
3. Collaborate with other sites to make similar changes

### Media & Educational Campaign

- Partnered with NYC Department of Health & Mental Hygiene: Health Media & Marketing & Publications Divisions



## Print Materials



## Bus Campaign

“During our recent visits with clients, they began to talk about the posters regarding sugar-sweetened beverages seen while riding the bus. These posters have not only reinforced what we recommend but reinforced it at the point of consumption since many people drink these beverages while riding the bus.”—Clinic Dietician



## Mall Directories & Door Clings

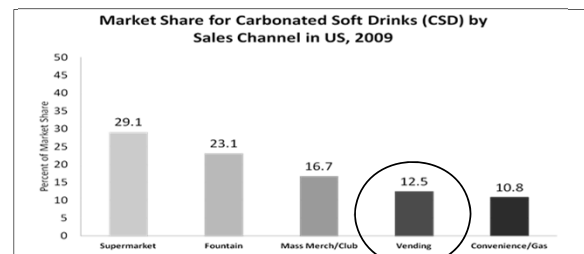
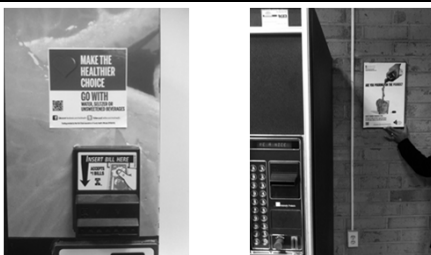


## Commercials



NYC Health Department videos are available at [www.youtube.com/user/NYHealth](http://www.youtube.com/user/NYHealth)

## Point of Purchase Messaging



Source: Beverage Digest Fact Book 2010

## Modifying Vending Machines

Obtained copy of existing vending contract  
Completed pre-assessment of each machine  
Met with purchasing department & vendor  
Received product list & surveyed employees  
Developed policy and modified contract  
Implementation of new product mix (pending)

## Vending Policy Recommendations

- Water must be minimum of 2 rows
- Water must be in most prominent location and sugary drinks in least prominent
- Water must be priced at least 25 cents less
- No more than 2 rows can be sugary drinks (defined as > than 25 calories per 8 oz)

## What can your organization do?

- Practice and promote healthy meetings
- Modify your vending machines
- Provide pricing differentials
- Provide free water to employees
- Provide taste tests for healthier beverages
- Implement point of purchase messaging
- Promote and encourage these changes to your partners



## What can your organization do?

- Distribute educational materials
- Include articles about SSBs in your newsletter
- Post messages and videos on your social media outlets or website
- Create displays that show that amount of sugar in beverages
- Offer community & worksite presentations



## Public Feedback & Testimonials

"I was recently on a plane and was planning to order a ginger ale when your ad popped into my head. I ordered a refreshing seltzer instead!"

—DOH Employee

"In the last two weeks, 3 patients of mine have mentioned the ads regarding sugary drinks. They all reported they were eliminating the soda and drinking more water."

—Clinic Nurse

## Resources

- Rockland County Department of Health: <http://www.rocklandsteps.org/beverages>
- New York State Association of County Health Officials (NYSACHO): [www.cutyoursugar.org](http://www.cutyoursugar.org)
- New York City's Sugary Drinks Page: [http://www.nyc.gov/html/doh/html/cdp/cdp\\_pan\\_pop.shtml](http://www.nyc.gov/html/doh/html/cdp/cdp_pan_pop.shtml)
- Rethink Your Drink-Centers for Disease Control & Prevention: [http://www.cdc.gov/healthyweight/healthy\\_eating/drinks.html](http://www.cdc.gov/healthyweight/healthy_eating/drinks.html)





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