

Sugar Sweetened Beverages

Tips & Information

Real-life challenges...

- Kids and staff bring sugary drinks from home and nearby stores.
- People believe “fruit drinks” are healthy.
- Our site has vending machines that the kids and staff purchase drinks from.
- It seems like “fruit drinks” are cheaper than 100% fruit juice.
- Everybody has soda at parties.

...and how to overcome them

- ⇒ Implement policies that restrict bringing in foods and drinks from outside or sharing them.
- ⇒ Teach staff, kids & families about the amount of sugar in fruit drinks.
- ⇒ Have the vending machines turned off during program hours, or have the machines loaded with healthier choices.
- ⇒ Tap water is free! You can use a splash of 100% fruit juice to create your own flavored waters.
- ⇒ Let kids make their own sodas using seltzer water and splashes of juice, twists of lime, etc.

Did you know?

- ♦ The largest source of added sugar in kids’ diets isn’t cake, cookies or candy — it’s drinks! (F&F)
- ♦ In the U.S., 8 out of 10 children and 6 out of 10 adults consume at least one sugar-sweetened beverage on an average day. (<http://www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus/index.html#3>)
- ♦ Teen boys average more than a quart of sugary drinks a day. (<http://www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus/index.html#3>)

Drink me!

- ☑ WATER—as much as you want!
- ☑ Sodium-free seltzer—as much as you want!
- ☑ Juice spritzers- Mix a splash of 100% juice with sodium-free seltzer
- ☑ Skim and low-fat milk
- ☑ Diluted 100% juice- 4 ounces of water mixed with 4 ounces of juice for a refreshing and flavorful treat.
- ☑ 100% juice—limit to 4 oz. per day (juice box size)

STEER CLEAR

- Drinks with added sugar, like soda (pop) & fruit punches
- Drinks with artificial sweeteners, like diet soda

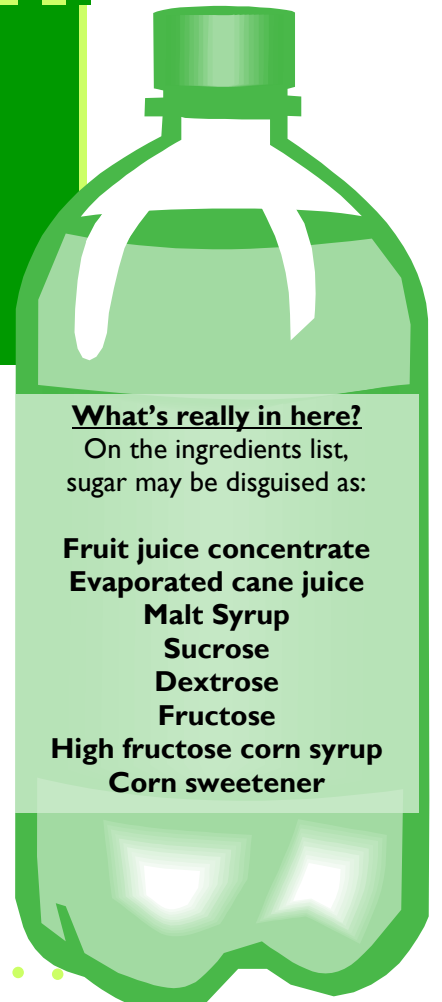
Examples of products to avoid:

- ☒ Fruitades (lemonade, etc.)
- ☒ Juice drinks/ juice cocktails
- ☒ Fruit punches
- ☒ Sweetened iced teas
- ☒ Sports drinks
- ☒ Vitamin waters
- ☒ Energy drinks

What’s really in here?

On the ingredients list, sugar may be disguised as:

Fruit juice concentrate
Evaporated cane juice
Malt Syrup
Sucrose
Dextrose
Fructose
High fructose corn syrup
Corn sweetener



Did you know?

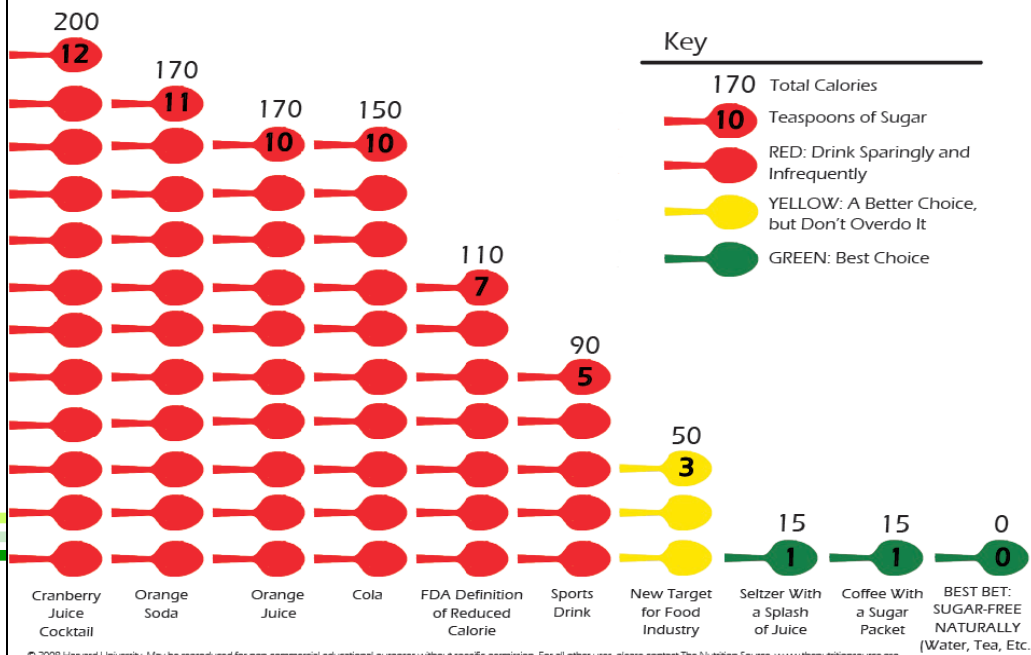
Go easy on the juice!

Even though 100% fruit juice has more nutrients than other sugary drinks, ounce for ounce it contains as much sugar and calories as soda.

(<http://www.hsph.harvard.edu/nutritionsource/healthy-drinks/focus/index.html#3>)

How Sweet Is It?

Calories and Teaspoons of Sugar in 12 Ounces of Each Beverage
For more information, see The Nutrition Source, www.hsph.harvard.edu/nutritionsource/healthy-drinks/



Why not juice, soda or sports drinks?

- ★ They all contain **sugar**! Sugar-sweetened drinks are the top source of added sugar in kid's diets. Drinking too many high sugar drinks increases the risk for overweight in kids and adults. These drinks add extra calories that don't make us feel full.
- ★ Soda, juice, and sports drinks can also cause dental cavities.
- ★ There is often **caffeine** in soda and energy drinks. When kids drink caffeine, they may get headaches, upset stomach, and disturbed sleep.
- ★ Diet sodas contain **artificial sweeteners**. They train kids to crave "sweetness" in drinks and foods. Their long-term safety is not fully understood, so it is best to avoid them.
- ★ Sports drinks are only helpful for highly intense activities that last longer than 1 hour. For example, a day at basketball camp or a hike in the mountains would be a time that kids might have a sports drink.

Want to know more? Check out these other resources.

The Center for Science in the Public Interest offers tips and policy resources for reducing soda and other nutrient-poor foods in schools.

<http://www.csipnet.org>

The Center for Weight & Health at U.C. Berkeley provides answers to frequently asked questions about sports drinks.

http://cnr.berkeley.edu/cwh/PDFs/CWH_Sports_Drinks_FAQ_Sheet_7.07.pdf

The Department of Nutrition at the Harvard School of Public Health provides tips and information on making healthy beverage choices.

<http://www.hsph.harvard.edu/nutritionsource/healthy-drinks>

BANPAC offers curriculum materials and campaign tools in English and Spanish for a "Soda-Free Summer."

Contact us: Harvard Prevention Research Center, 401 Park Drive, 4th Floor West Boston, MA 02215, (617) 384-8916