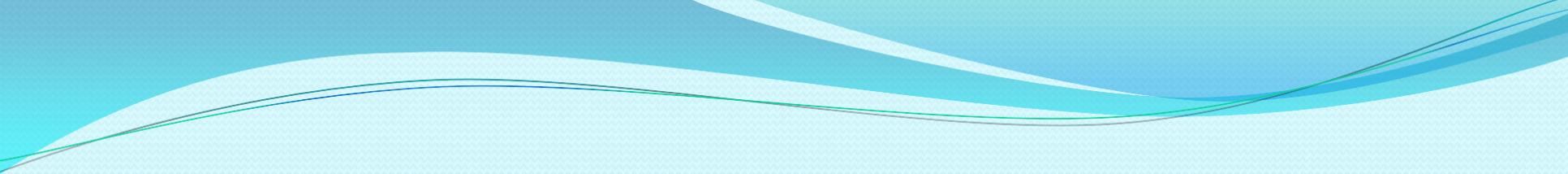


WATER TO Wine



TO
WATER



**REDUCING
THE CONSUMPTION OF SUGAR
at PEOPLES BAPTIST CHURCH
BY REPLACING
SUGAR-SWEETENED BEVERAGES
WITH WATER**

Alveta Haynes
Leaders in Health 2013
June 6, 2013

PEOPLES BAPTIST CHURCH of BOSTON

† 208 year old
religious institution

† Predominately
African American

† Active
congregation of
350+

† Located in
Boston's South End



JUST THE FACTS

Health Disparities Among African Americans

- **African American women and men 45-74 years of age in 2006 had the largest death rates from heart disease and stroke compared with the same age women and men of other racial and ethnic populations.**
- From 2005-2008, people with the **largest prevalence of hypertension were 65 years and older, African American adults, U.S.-born adults, adults with less than a college education, and those with public health insurance (64 years and younger), diabetes, obesity, or a disability compared with their counterparts.**
- Among females aged 20-39 years, the **prevalence of obesity was largest among African Americans.**
- Colorectal screening obtained in 2008 by **African Americans, Hispanics, and American Indian/Alaska Natives was lower than screening obtained by White Americans.**
- Factors contributing to poor health outcomes among African Americans include discrimination, cultural barriers, and lack of access to health care.

PEOPLES BAPTIST CHURCH of BOSTON

PBC **Fit-Fun** Programs included:

Country Mile Walking Club
up to 10 miles per
walk on Saturdays

City Mile Walking Club
2 to 3 miles per walk
on Tuesdays and
Saturdays

6 Million Steps to Good Health
A church-wide effort
to reach 6 million
steps between
September and
February

Zumba Gold
Weekly, 1 hour
instruction



Partnerships and Collaborations

- Black Ministerial Alliance
- Boston Public Health Commission
- BU Sargent College
- BU School of Public Health
- Dana Farber, CCBR and Community Benefits
- Faith-based Cancer Disparities Network
- Harvard School of Public Health
- The American Diabetes Association
- The New England Arthritis Foundation



THE OTHER SIDE...

PBC HOMEMADE CAKES SILENT AUCTION

Several of these cakes
were auctioned off at
more than \$80 each



CHURCH PUNCH



THE RECIPE

1 PART WATER

2 PARTS SUGAR

3 PARTS SODA

THE SCIENCE



Relation between consumption of sugar-sweetened drinks and childhood obesity: a perspective, observational analysis by Ludwig, Peterson and Gortmaker states:

- ✓ “Consumption of sugar-sweetened drinks is associated with obesity.”
- ✓ ...soft drink consumption has increased by almost 500% over the past 50 years
- ✓ ...soft drinks constitute the leading source of added sugars in the diet

THE CONVERSION

† Replacing sugar-sweetened beverages with water is a major change

† Securing buy-in from ministry and organization leaders is essential

† Changing church culture and attitude is a process

† This is a change that will affect the entire congregation regardless of age





THANK YOU

