INTRODUCTIONS

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Re-Think Your Drink (RYD) Campaign

• Campaign Goals:
  – Increase awareness of added sweeteners in drinks
  – Decrease consumption of sweetened drinks
  – Increase consumption of healthy drink options:
    • Water
    • Non-fat and low-fat milk
    • 100% Fruit Juice, in limited amounts
Rethink your drink.

Are you pouring on the pounds?

Don’t drink yourself fat.
Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

Healthy drinks win!

Choose water first to quench your thirst.

Piense en lo que bebe.

Keep your kids naturally sweet and healthy!

Join us in the 2009 free summer campaign!
Obesity Trends* Among U.S. Adults

(*BMI ≥30, or about 30 lbs. overweight for 5’4” person)
CDC: Diabetes to afflict 1 in 3 born in 2000

Scientist says kids must eat healthier, exercise more

By JANET McCONNALUGHEY
Associated Press

New Orleans — One in three U.S. children born in 2000 will become diabetic unless many more people start eating less and exercising more, a scientist with the Centers for Disease Control and Prevention warned Saturday.

The odds are worse for African-American and Latino children: Nearly half of them are likely to develop the disease, said Dr. K.M. Venkat Narayan, a diabetes epidemiologist at the CDC.

"I think the fact that the diabetes epidemic has been raging has been well-known to us for several years. But looking at the risk in these terms was very shocking to us," Narayan said.

The 33 percent lifetime risk is about triple the American Diabetes Association's current estimate.

by 2050, to 29 million, an earlier CDC study by Narayan and others found.

"These estimates I am giving you now are probably quite conservative," Narayan said in an interview before the diabetes association's annual scientific meeting here.

Narayan said it would be difficult to say whether undiagnosed cases would rise at the same rate.

If they did, that could push the 2050 figure to 40 million or more.

Doctors had known for some time that Type 2 diabetes — what used to be called adult-onset diabetes because it typically showed up in middle-aged people — is on the rise, and that patients are getting younger.

Nobody else had crunched the numbers to look at current odds of getting the disease, Narayan said.

Overall, he said, 39 percent of the girls who now are healthy 2½- to 3-year-olds and 33 percent of the boys are likely to develop diabetes, he said.

For Latino children, the odds are closer to one in two: 53 percent of the girls and 45 percent of the boys. The numbers are about 49 percent and 40 percent for African-American girls.
DRAMATIC INCREASE IN CONSUMPTION

In California:
- 41% of children ages 2-11 and 62% of adolescents ages 12-17 drink at least one soda or other sugar-sweetened beverage every day.

In LA County:
- 38.8% of adults and 43.3% of children consume one or more sodas or sugar-sweetened beverages EACH DAY.
- Between 1977 & 2002 Americans increased their calorie intake from soft drinks by 228%

WHAT IS SUGAR SWEETENED BEVERAGES (SSB)?

- **Definition:**
  Sugar-sweetened beverages (SSB’s) include all beverages that contain added caloric sweeteners.

- **Examples:**
  - sodas
  - fruit drinks and “juices”
  - sport drinks
  - flavored milk
  - low-calorie drinks
  - sweetened tea and coffee
  - rice drinks
  - bean beverages
  - sugar cane beverages
  - Horchata
  - nonalcoholic wines/malt beverages
For a better start in life
start COLA earlier!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during this early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of soda and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1915 W. Fair Ave., Chicago, Ill.
Trend: Sweetened Drink Consumption

ml/day

National Soft Drink Association; Beverage World

(Jacobson, 2001)
Trend: Changes in Child Overweight
2000 Soda is the largest source of added sugar in the diet

[Image of a pie chart showing the distribution of added sugar consumption.]

Other (includes most table sugar) 25%
Soft Drinks 33%
Tea 3%
Breakfast Cereals 4%
Candy 5%
Dairy Desserts 6%
Fruit Drinks 10%
Baked Goods 14%
WHAT IS SO BAD ABOUT SUGAR IN DRINKS?

- Empty Calories
- Tooth Decay
- Obesity
# WHERE IS THE SUGAR

## Comes in many forms

<table>
<thead>
<tr>
<th>Sugar Form</th>
<th>Alternative Form</th>
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<tbody>
<tr>
<td>Barley malt</td>
<td>High fructose corn syrup</td>
</tr>
<tr>
<td>Brown sugar</td>
<td>Honey</td>
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<tr>
<td>Cane juice</td>
<td>Maltodextrin</td>
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<tr>
<td>Corn syrup</td>
<td>Maple syrup</td>
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<tr>
<td>Dextrose</td>
<td>Molasses</td>
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<tr>
<td>Fructose</td>
<td>Powdered sugar</td>
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<tr>
<td>Glucose</td>
<td>Raw sugar</td>
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<tr>
<td>Sucrose</td>
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</tbody>
</table>
Show Me the Sugar

INGREDIENTS: Oat bran, rice, corn syrup, sugar, fructose, whole grain rolled oats, dextrose, oat and fruit clusters (toasted oats [rolled oats, sugar, soybean oil, honey, [molasses] sugar, rolled oats, strawberry flavored apples, corn syrup, brown sugar, natural and artificial flavors), high fructose corn syrup, vegetable oil, contains 2% or less of potassium chloride, brown sugar, sorbitol, glycerin, malt flavoring, naturLLand artificial flavor, salt, soy, lecithin, niacinamide, nonfat dry milk, whole wheat flour, BHT, vitamin A, B6, rivin, thiamin mononitrate, folic acid, vitamin B12.
RECOMMENDATIONS

- Average person eats more than a quarter pound of sugar a day! Approx 26 teaspoons.
- American Heart Association recommends no more than 6 tsp. for women and 9 for men per day.
HOW MUCH SUGAR IS IN MY DRINK?

- 4 grams of sugar equals one teaspoon

Grams of Sugar ÷ 4 = Teaspoon of sugar
- 43.64 grams of sugar
- Around number to 44
- 44 divide by 4 = 11

**Nutrition Facts**

<table>
<thead>
<tr>
<th>Serving Size: 1 medium cup 21 fl oz size cup</th>
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<tbody>
<tr>
<td><strong>Amount Per Serving</strong></td>
</tr>
<tr>
<td>Calories</td>
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<tr>
<td>Calories from Fat</td>
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<tr>
<td>% Daily Value*</td>
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<td>Calcium</td>
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GOT SUGAR?

- Soda
- Juice
- Frapuccino
- Gatorade
- Big Glup
WHY IS WATER IMPORTANT?

Water is essential to life.

- Brain 75%
- Heart 75%
- Lungs 86%
- Kidneys 83%
- Blood 83%
- Muscles 75%
WATER REQUIREMENTS FOR A HEALTHY YOU

- Body size
- Level and Frequency of Physical Activity
- Weather
- Caffeine Consumption
Before you begin a new dietary regimen, contact your doctor and dietitian.
DEHYDRATION

- Fatigue
- Headache
- Dry mouth
- Muscle weakness
- Dizziness
- Lightheadedness
BENEFITS OF DAILY WATER INTAKE

- Increased absorption and utilization of nutrients
- Increased oxygen availability to the cells
- Increased detoxification of the body as a whole
- More perfect cell replication
What beverage do people stranded in the desert request?

- Coke
- Diet Pepsi
- Coffee
- Water
WATER RECIPE

- Fragrant Orange slices
- Fresh Cut Cucumbers
- Refreshing Mint and Strawberries
WHAT TO DO?

- Next time you choose your drink, STOP and “Rethink” . . . Am I making the best drink choice?
THINGS TO REMEMBER

- To quench your thirst – choose water
- To build strong teeth – choose milk or fluoridated water
- To fuel your body – choose milk or 100% juice
JUICE OR FRUIT DRINKS?

- Choose 100% juice
- No juice before 6 months
- Offer juice in a cup, not a bottle
- Children ages 1-6: Limit juice to 4 to 6 ounces per day
- Children ages 7-18: Limit juice to 8 to 12 ounces per day
- Adults: Select whole fruits rather than juice for fiber
MAN EATING SUGAR

http://youtu.be/62JMfv0tf3Q
Questions from the Field
THANK YOU