

Increasing Access to Healthy Beverages in Public Buildings and Worksites

A Report by the New York State Association of County Health Officials

July 2012



**People Want Unsweetened Ice Tea in Vending
Machines... Vending Machine Contracts
Are Complex... Seltzer Sells...
The Purchasing Department is Key...**

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Major Findings

Seltzer sells- From Rockland County's employee survey, seltzer was identified as one of the beverage selections that the employees wanted added to their vending machines. It turned out to be one of the fastest selling beverages in their machines.

People want unsweetened iced tea in vending machines- This was also identified as a popular choice of beverages to be added to vending machines.

Vending machine contracts are complex- All of the projects found this to be true. It is important to understand your contract at the beginning.

Not all vending machines are alike- Vending machines vary in the size and type of beverage containers that they can hold.

The purchasing department is key- Start with your purchasing department and have them involved at the beginning. Competitive bids are usually used to determine which company(s) will receive the contract to place and maintain vending machines in a building. These are usually originated in the purchasing department. The contracts can be so specific that they can include the type and placement of beverages in the machine.

Convince vending machine companies to COMPETE on healthy beverage access- Conduct an employee survey and/or taste test and share the results with the vending companies to demonstrate the demand for healthy beverages.

Use your existing partner network to get the word out- All of the four projects used their community partners to expand the work of the project and start their own healthy beverage program with their employees and visitors.

Use in-person meetings to educate key stakeholders- All of the projects found that using evidence based information was key for recruitment and increasing awareness. Your major stakeholders have to be supportive in order to effectively make changes.

Adapt existing materials and models to educate- Three of the projects utilized materials from the New York City Department of Health and Mental Hygiene's (NYCDHMH) "Pouring on the pounds" campaign. This was done by first obtaining permission from NYCDHMH. It saved both time and money.

Put water cups near vending machines as an alternative- Several counties did this where water was not a choice in the vending machine. They also used 16 oz. cups to encourage people to drink water.

Background:

Sugar-sweetened beverages are defined as beverages with more than 25 calories per 8-ounce serving. The New York State Department of Health (NYSDOH) data show that adult overweight and obesity has increased in the past decade in the state from 42% to 60%.ⁱ In the past three decades, overweight and obesity among children has more than tripled in the state. The health implications of obesity are diabetes, heart disease, stroke, arthritis and cancer among other chronic comorbidities. Rising obesity rates in the nation have followed the rising trend in sugar sweetened beverages (SSBs) consumption. Research shows that caloric intake from soft drinks has increased by 228% between 1977 and 2002, and that portion sizes have increased from 6.5 fluid ounces in the 1950s to more than 20 fluid ounces today.ⁱⁱ The direct and indirect health care costs of overweight and obesity to society are immense and have a burdensome economic impact on the health care system.ⁱⁱⁱ Direct costs include preventive, diagnostic, and treatment services rendered to illnesses stemming from overweight and obesity, and indirect costs related to morbidity (income lost from decreased productivity, restricted activity, and absenteeism) and mortality (value of future income lost by premature death) costs.^{iv,v} Costs related to illnesses resulting from overweight and obesity in the U.S. are an estimated \$150 billion a year and approximately \$9.1 billion a year in NY state.

Extensive research has been conducted on the effect of SSBs on the obesity epidemic.^{vi,vii,viii} SSBs include but are not limited to, soda, non-100% fruit drinks, sports drinks, flavored water, energy drinks, and pre-sweetened tea. SSBs are high in calories, have no nutritional value and are any beverage with an added sugar-based caloric sweetener, including sucrose, fructose, glucose, and other sugars, such as high fructose corn syrup. Names of some added sugars presented by the Centers of Disease Control and Prevention are shown below.

Added Sugars:

❖ Brown sugar ❖ Corn sweetener ❖ Corn syrup ❖ Dextrose ❖ Fruit juice concentrates ❖ Glucose ❖ High-fructose corn syrup ❖ Honey ❖ Invert Sugar ❖ Lactose ❖ Maltose ❖ Malt syrup ❖ Molasses ❖ Raw sugar ❖ Sucrose ❖ Sugar ❖ Syrup

In April 2011, The New York State Association of County Health Officials (NYSACHO) requested proposals for funding of single county health departments or regional groups comprised of county health department(s) and community stakeholders in the area of public health to:

- a) develop and establish practices that increase non-sugary beverages availability in public buildings, and
- b) educate and engage community-based organizations in activities about the link between sugar-sweetened beverages and obesity.

The source of funding for the project was a grant that NYSACHO received from the NYSDOH Bureau of Community Chronic Disease Prevention.

About the New York State Association of County Health Officials (NYSACHO)

The New York state Association of county Health Officials is a not-for-profit organization with 501(c) (3) tax-exempt status, representing all 58 local health departments in New York State.

MISSION STATEMENT:

NYSACHO supports and empowers local health departments in their work to promote health and wellness and prevent disease, disability and injury throughout New York State.

VISION STATEMENT:

Strong, vibrant local health departments creating healthy, safe communities in New York State.

Four projects were funded under this grant. During the duration of the grant, all projects engaged key stakeholders in laying a strong foundation for the introduction, development and implementation of procedural changes to affect the availability of healthy beverages in public buildings and worksites. NYSACHO's role in this effort, in addition to oversight and coordination, was to provide grantees with technical assistance. To that end, NYSACHO developed a members-only website (cutyoursugar.org) consisting of toolkits, case studies and resources from around the nation. Current happenings and reports from the field of obesity prevention were added to the website on a bi-weekly basis.

The purpose of this document is to succinctly describe those processes, successes, lessons learned and best practices so that other entities, both governmental and non-governmental can effectively make changes in the workplace to increase consumption of healthier beverages among their employees and constituents.

THE ROCKLAND COUNTY HEALTH DEPARTMENT EXPERIENCE

Contact: Melanie Shefchik, Rockland County Department of Health, Division of Health Promotion, 50 Sanatorium Rd., Building J, Pomona, NY 10970. Phone: 845-364-3786. Email: shefchim@co.rockland.ny.us

Rockland County Health Department focused mainly on working with their vending contractor to provide healthier beverage choices in vending machines in all county buildings. In addition, they also developed and implemented an educational print and media campaign. To accomplish these tasks, meetings were held with the vending contractor and purchasing department to understand how the current beverage vending structure was set up within the county, including length of contract, location of machines, sales data, types of machines and products available. In addition, the Health Department contracted with a media company for implementation of a campaign using print, audio, and TV.

Significant Process Elements

- Educational presentations were made to the county executive, purchasing department and other staff.
- Collaborative efforts were made with their worksite wellness committee (representing 45 employers).
- NYC's 'Pouring on the Pounds' campaign materials were adapted for use by contracting with a media company.
- An employee survey (Appendix A) was administered via survey monkey (<https://www.surveymonkey.com/s/RCVending>) to gain input on vending machine product mix. Over 300 employee responses were received.
- The county collaborated with their vending company and held taste tests for employees.
- Pre and post observational assessments of vending machines were conducted to document changes made to the placement and availability of non-SSBs.

Outcomes and Successes

- Results of the employee surveys showed that people overwhelmingly wanted healthy products. These results were used as evidence to request the vending company to place healthy product mixes in vending machines.
- Educational materials were made available at vending machines (at point-of-purchase).
- Seltzer (as requested by employees) sold well in the health department building.
- Print and media campaigns were implemented in the mall (print) and public transport (scrolling text ads/posters), and audio and TV advertisements ran county-wide.
- Educational materials (over 3,000 SSB campaign items such as posters, brochures, and handouts) were disseminated to residents, employees and students county-wide at various presentations.

Valuable Partnerships

- Community Coalitions, NYC Department of Health & Mental Hygiene, Media Company, Transportation of Rockland, Worksite Wellness Committee, County of Rockland Purchasing Department, Vending Company

THE ROCKLAND COUNTY HEALTH DEPARTMENT EXPERIENCE

Testimonial

“One of the nutrition-related goals for one of the clients I work with has been to decrease/stop consuming soda and increase water consumption. During our last visit he began to talk about the posters regarding sugar-sweetened beverages he has been seeing while riding the bus. These posters have not only **reinforced** what we had been discussing but also **reinforced it at the point of consumption since many people drink these beverages while riding the bus.** They also contributed to moving him from the **contemplation stage to motivation and action.** It is great to have a moment at work when one can remember that no matter what department we work for, **all our work supports each other and contributes to bringing us one step closer** to a healthier Rockland County.”

*Sarah Maillet -Moyna MS, RD,
Public Health Nutritionist*

Best Practices and Lessons

- Rely on existing evidence on SSBs to educate decision-makers and the public.
- Replicate and adapt an existing successful model (i.e. NYC’s ‘Pouring on the Pounds’).
- Involve the purchasing department early in the process to understand vending contracts and facilitate communication and relationship with vending company.
- Use existing partner network to promote messages to other employers in the county.

Reach

- Vending machine changes affected approximately 3,000 people/day.
- SSB campaign items such as posters, brochures, and handouts were disseminated to residents, employees and students county-wide. The print and media campaign affected all county residents.

On-going commitment

- A policy to revise the vending climate of county buildings was adopted. Policy language around provision of healthy beverages has been incorporated into the current vending bid and "provision of healthy foods and beverages" has been included as a part of the vendor evaluation component of the application.
- The county will continue to disseminate educational materials and make educational presentations to organizations and worksites.

Challenges

- Initial gaps in communication existed between the health department, purchasing department and vending company with regards to vending machine change requirements. This was remedied by involving the purchasing department in all future steps and processes.
- Local cinemas dropped advertisements created to be shown in theatres because of ‘concern over damaging relationships with the beverage industry’. In this context, proposed ads may need to focus on the benefits of purchasing healthy beverages, not the risks of sugar sweetened beverages.

THE ORANGE COUNTY HEALTH DEPARTMENT EXPERIENCE

Contact: Meg Oakes, Healthy Orange, Orange County Department of Health, 130 Broadway, Newburgh, NY 12550
Phone: 845-568-5247. Email: moakes@co.orange.ny.us

Orange County Health Department's work focused on multiple comprehensive meetings with county staff to promote healthy meeting guidelines and implement practice changes. The county additionally conducted promotional and outreach work by providing partners with educational materials, posters and signage on the health benefits of water. They influenced changes in water placement and availability in vending machines and provided community organizations with hygienic wall-mounted 'water stations'. The county also implemented a 'Water Campaign' in their local mall.

Significant Process Elements

- An announcement letter describing the SSBs grant and a written handout describing sample policies was mailed to town supervisors and mayors.
- Newly developed educational print materials were displayed at various locations (for example, libraries, worksites).
- The county provided on-going technical assistance to partners in making policy changes and in negotiating with beverage vendors to change product mixes.
- Pre and post assessments of county vending machines were conducted to document changes in the placement and availability of non-SSBs (sample observational tool depicted in Appendix B).

Outcomes and Successes

- A proclamation on healthy beverages was developed by the city of Newburgh.
- Policies and meeting guidelines were developed and adopted by city buildings, libraries, an academic institution, and county government and other departments.
- An educational 'Water Campaign' using informational table top posters was implemented at the food court of the local mall. A vendor survey (Appendix C) on the availability of water, placement of water, and water sales was also conducted at the mall. After taking the survey, several vendors considered moving water up to the front for greater visibility.
- Changes were made to the availability and placement of healthy beverages in vending machines and educational materials were made available at vending machines (at point-of-purchase).
- Britta-filtered water stations were provided to partner organizations (Department of Social Services, Public Library).
- The county provided refillable water bottles to Little League teams to promote water as the beverage of choice.

Valuable Partnerships

- City and Town Offices, Purchasing Division, City Libraries, County Park and Recreation Departments, Community Coalitions, Senior Centers, Academic Institution, Social Service Department

THE ORANGE COUNTY HEALTH DEPARTMENT EXPERIENCE

Testimonial

“The information enabled us **to learn about how our vending machine contracts work**, how we can work with our contractor toward replacing some of the contents to include more water, more low calorie beverages as well as healthier snack choices. In addition, we focused more attention on the water fountains in each building and were able to step up their usage by improving visibility and cleanliness....**raised our awareness** of the potential for our Wellness Center to influence our students and employees to **change some old habits and opt for healthier food and beverage choices.**”

Elaine McClung, Coordinator of Health Services, SUNY Orange

Best Practices and Lessons

- Rely on existing evidence on SSBs (quick facts, research, and toolkits) to educate decision-makers and determine next steps.
- Provide samples of existing policies to partners and assist them with customizing the policies.
- Involve the purchasing department early-on in the process to help facilitate communications with the vending company.
- Learn the vending machine contract structure and processes as soon as possible, including length of contract, location of machines, sales data, types of machines and products available.
- Use your partner network to get the word out and promote messages.
- Start small and focus on small wins (for example, place large cups at water coolers to increase water consumption, provide water or non-SSBs instead of SSBs at meetings, establish ‘agreements’ to place water and non-SSBs placement in vending machines if product mix contract itself cannot be changed immediately).

Reach

- Vending machine changes and point-of-purchase materials affected approximately 4,460 employees.
- Water campaign at the mall affected all county mall-goers during the holiday season.

On-going commitment

- With the help of their community coalition, the county will continue to disseminate materials and promote policies to support healthy beverages.

Challenges

- Vending contracts are complex. It takes time to understand them. Start early!
- Some municipalities’ hesitated to make environmental changes stating that it was ‘not the role of government’ to make environmental changes. The county attempted to educate them by using evidence on SSBs and overall health.

THE CLINTON COUNTY HEALTH DEPARTMENT EXPERIENCE

Contact: Jerie Reid, Director of Public Health, Clinton County Health Department, 133 Margaret St. Plattsburgh, NY. 12901. Phone: 518-565 4840 Email: JReidDPH@co.clinton.ny.us

Clinton County Health Department's work focused on the development of healthy beverage policies which were the result of many foundational meetings and educational sessions with business executives, Board of Health and Legislative committees, and worksites. Other work involved developing newspaper articles, dissemination of a print and radio campaign, dissemination of educational materials and making educational presentations.

Significant Process Elements

- The county promoted educational events at worksites through mass emails and informational flyers.
- Educational materials and non-SSB giveaways were provided at these events.
- The county educated the legislature, Board of Health and County Deputy Administrator via educational presentations at meetings.
- The county used an independent contractor and an AmeriCorps volunteer to assist with project work.
- The county used the NYSACHO cutyoursugar website extensively in their work – specifically the resources and toolkits posted on the site.
- Pre and post assessments of county vending machines were conducted to document changes in the placement and availability of non-SSBs.

Outcomes and Successes

- Healthy beverage policies were adopted by the local TV station, the city recreational department, wellness center, worksites and the county government center.
- The county ran a successful media campaign with both print and radio messages.
- Promotional events at worksites were very successful - elements included presentations, dissemination of informational packets and beverage taste tests.
- A print outreach and promotional campaign was conducted (including articles that were published in the local newspaper).
- Worksite wellness trainings were conducted in collaboration with partner organizations.

Valuable Partnerships

- County Government Center, Local TV station, Parks and Recreation Department, Wellness Centers, County Board of Health, community organizations, NYC Department of Health and Mental Hygiene

THE CLINTON COUNTY HEALTH DEPARTMENT EXPERIENCE

Testimonial

“This project increased awareness about the changes that our department is trying to make. It **allowed our partners to see the benefits of making small and simple changes to help support employee health and wellness.** An ad campaign based on the New York City Department of Health “Pouring on the Pounds” campaign led to several surprised responses about the information provided, with a few people noting the changes they made in their personal diets. **By working with local businesses, our department was able to promote public health initiatives in the community.”**

Clinton County Department of Health

Best Practices and Lessons

- At initial meetings with partners, provide samples of existing practices.
- When worksites are not amenable to establishing ‘policies’, propose simple procedural changes that can be made instead (for example, healthy meeting guidelines, changing the contents of vending machines).
- Educate vending companies about SSBs by providing facts, data and trends of SSB consumption and obesity, and also provide information on benefits of providing healthy beverages from a business financial standpoint, (e.g. **Water and seltzer sell.**)
- Use your partner network to get the word out and promote messages.
- Provide information and toolkits to worksites to help with sustainability of the project.
- Replicate and adapt an existing successful model (NYC’s ‘Pouring on the Pounds’ campaign).

Reach

- Vending machine changes affected approximately 4,937 employees and visitors.
- Media and outreach campaign implemented during the holiday season affected all county residents.

On-going commitment

- The county will continue to hold promotional events with interested businesses.
- The county will continue to make educational presentations to maintain worksites’ interest in making healthy beverages available.

Challenges

- There is only one vending company in the county. In the beginning, the company was not amenable to changes proposed for the most part. One business canceled its contract and installed its own vending machines. Another business dropped out of the project. Although the project was ultimately successful with most of the businesses, it would have proceeded more smoothly if the vending company, which had a monopoly, had been on board with the changes. To overcome this barrier, the county suggests educating vending companies on the financial benefits of increasing availability of non-SSBs in vending machines.

THE S2AY RURAL HEALTH NETWORK EXPERIENCE

Contact: Andrea Haradon, S2AY Network Coordinator, PO Box 97, Corning, NY 14830
Phone: 607-962-8459. Email: grantstogo@stny.rr.com

S2AY's work focused on setting up meetings and conducting presentations with county legislators of the four involved counties (Yates, Schuyler, Steuben and Wayne). This helped S2AY determine the best strategies to use and the best approaches most likely to be implemented at each county, municipality and worksite, based on their stage of "readiness" and perceived likelihood of success in policy development and implementation. S2AY also worked towards providing promotional materials to entities for distribution and conducted promotional activities.

Significant Process Elements

- S2AY educated health and human service legislative committees of all four county governments via in-person educational presentations.
- Educational presentations were also made to more than 50 municipalities and about 50 worksites in the four county areas.
- Announcement letters introducing the project were mailed to city, town and village mayors and supervisors, and were followed up with in-person visits.
- Consistent promotion of educational materials took place at worksite 'Lunch and Learn' sessions.
- S2AY educated worksites who were hesitant to make healthy beverages available because of fear of impacting their revenues.
- S2AY used the NYSACHO cutyoursugar website extensively in their work.
- Pre and post assessments of county vending machines were conducted to document changes in the placement and availability of non-SSBs.

Outcomes and Successes

- Policies were developed and adopted by county governments and multiple worksites.
- Vending machine changes took place (for example, changes were made to increase healthy beverage availability. In some cases complete removal of vending machines from sites took place).

Valuable Partnerships

- County Health Departments, Cities, Towns, Municipalities, Hospitals, Department of Child and Family Resources, Non-profit and for profit organizations, Catholic Charities, Child Care Centers, Parks and Recreation Department

THE S2AY RURAL HEALTH NETWORK EXPERIENCE

Best Practices and Lessons

- Collaborate with vending companies early on in the project.
- Bring employee unions on board.
- Involve the county purchasing departments in all decision-making processes.
- Meet with vending company representatives and worksites at the same time so everyone is on the same page.
- Require worksites to conduct on-going monitoring of vending machines to evaluate and monitor non-SSBs availability and placement in the machines.
- Focus on making small positive environmental changes when worksites do not want to develop formal written policies (for example, develop healthy meeting guidelines, change the contents of vending machines).
- Replicate and adapt an existing successful model (NYC's 'Pouring on the Pounds' campaign).
- Educate worksites on the financial benefits of making healthy beverages available to employees.

Reach

- Vending machine changes affected approximately 1,105 employees and visitors.

On-going commitment

- S2AY will work on getting other counties in their network to develop and adopt policies to increase availability of healthy beverages.

Challenges

- In some instances, worksites felt 'burdened' by the additional workload of changing the existing beverage climate.
- Some worksites were resistant to changing the beverage climate because of perceptions of possible revenue loss. S2AY remedied this by educating the worksites on the financial benefits of making healthy beverages available to their employees.

APPENDIX A: ROCKLAND COUNTY EMPLOYEE SURVEY (administered via Survey Monkey)

Introduction

Many employees have expressed interest in having healthier choices at the County vending machines. You are invited to complete this survey because we want to hear what you think about potential vending machine changes and improvements. This survey focuses on beverages. The products mentioned are those that are available through our vending machine company. We will be using this valuable information as we explore ways to make healthier choices available. The responses you provide will be anonymous and will assist in our ability to respond to your needs. As you take the survey, please use the "next" button located at the bottom of each page to move forward. Do not use the forward or back buttons on your browser. The survey should take 3-5 minutes of your time.

1. How many times per week do you buy beverages from the vending machines at work?

- Less than once per week
- 1-2 times per week
- 3-4 times per week
- 5-6 times per week
- 7 or more times per week

2. On average, how much do you spend per week on beverages at the vending machine?

- \$0-\$2.00
- \$2.00-\$4.00
- \$4.00-\$6.00
- More than \$6.00 per week

3. The following items are currently NOT available in most County vending machines. Would you purchase any of the following beverages if they were available?

	Yes	Not Sure	Maybe	Would Not Purchase
Seltzer/Club Soda	Yes	Not Sure	Maybe	Would Not Purchase
Vitamin Water Zero-Blueberry Acai	Yes	Not Sure	Maybe	Would Not Purchase
Diet Dr. Pepper	Yes	Not Sure	Maybe	Would Not Purchase
Diet Sprite	Yes	Not Sure	Maybe	Would Not Purchase
V8 Berry Blend	Yes	Not Sure	Maybe	Would Not Purchase
Diet Snapple Lemon	Yes	Not Sure	Maybe	Would Not Purchase
Diet Snapple Peach	Yes	Not Sure	Maybe	Would Not Purchase
Flavored Water Strawberry	Yes	Not Sure	Maybe	Would Not Purchase

	Yes	Not Sure	Maybe	Would Not Purchase
Flavored Water Lemon Lime	Yes	Not Sure	Maybe	Would Not Purchase
G2(Low calorie Gatorade) Lemon Lime	Yes	Not Sure	Maybe	Would Not Purchase
Unsweetened Iced Tea	Yes	Not Sure	Maybe	Would Not Purchase

4. If you had a choice, which item would you prefer?

- Diet Coke Coke Zero

5. If you had a choice, which item would you prefer?

- V8 Berry Blend 100% Apple/Cranberry/Grape Juice Blend

6. If you had a choice, which item would you prefer?

- Dasani Lemon Lime Water Seltzer/Club Soda

7. If you had a choice, which item would you prefer?

- Honest Organic Tea-Unsweetened Diet Snapple Peach

8. If healthier choices were identified with a sticker, how likely are you to purchase those items?

- Extremely likely
 Very likely
 Moderately likely
 Slightly likely
 Not at all likely

9. If there were healthier choices at the vending machines, I would purchase more than I currently do.

- Strongly Agree
 Agree
 Neither Agree or Disagree
 Disagree
 Strongly Disagree

APPENDIX B: SAMPLE BEVERAGE VENDING MACHINE OBSERVATIONAL ASSESSMENT

Instructions

1. Take a few moments to read over the assessment tool before beginning.
2. Schedule a tour of the building to observe all of the beverage vending machines on site and to complete the assessment.
3. For each building, make a copy of this page and fill out section A and B below. Make copies of the table on the next page (section C) to record the characteristics of each beverage vending machine in the building.
4. When the assessment is completed, read through the results and determine the appropriate strategies for decreasing consumption of sugar- sweetened beverages.

Completed by: _____ Date: _____

Section A: Building Characteristics

This section assesses the general characteristics of the building.

1. Name of the building:

2. Address of the building:

3. Contact person and title:

4. What type of building is this? Government building, Other: _____

5. Number of employees in the building: _____

6. Number of visitors in the building (per month): _____

Section B: Beverage Vending Machine Access

This section assesses access to beverage vending machines in the facility.

1. Number of beverage vending machines in the building: _____

2. How many of these machines are in locations for employees only? _____

Section C: Beverage Vending Machine Characteristics

Vending Machine # _____ Location: _____			
Type of machine (Glass-front or Solid-front): _____			
Beverages	# of buttons or slots (circle one) in the machine	Position(s) in Vending Machine	Sizes available
Regular Soda		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Sports Drinks		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Energy Drinks		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Iced Teas (sweetened)		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Fruit Drinks (other than 100% fruit juice)		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Other:		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
TOTAL # of Sugar Sweetened Beverages:			
Diet Soda		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Diet Sports Drinks		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Diet Energy Drinks		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Iced Teas (unsweetened)		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
100% Fruit Juice		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Plain Water (unsweetened)		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
Other:		<input type="checkbox"/> Top 2 rows <input type="checkbox"/> Middle <input type="checkbox"/> Bottom 2 rows	<input type="checkbox"/> 12 oz or less <input type="checkbox"/> 12-19.9 oz <input type="checkbox"/> 20 oz or more
TOTAL # of NON- Sugar Sweetened Beverages:			

APPENDIX C: Orange County Survey of Vendors at Crystal Run Galleria Mall – Evaluation of Water Campaign for Beverage Options for a Healthy Orange 2011-2012

1. Do you sell water at your store?
Yes _____ No _____

2. What is the average amount of sales per week for water? _____

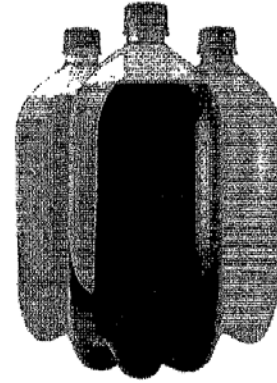
3. Where is water placed for sale? _____

4. Would you be willing to place water at the register to increase its visibility?
Yes _____ No _____ Comments _____

Appendix D

Sugar-Sweetened Beverages:

Extra Sugar, Extra Calories, and Extra Weight



NOVEMBER, 2009

Scientific evidence consistently supports the conclusion that drinking soda and other sugar-sweetened beverages increases a person's risk of being overweight or obese. As a result, reducing the amount of sugar-sweetened beverages people drink is an important strategy to reverse the obesity epidemic in California and across the country.

- Containing almost 17 teaspoons of sugar in every 20-ounce serving, sweetened beverages are the largest single source of added sugar in the American diet.¹ Each day Americans consume 22 teaspoons of sugar — far surpassing the recommended 5 to 9 teaspoons per day.²
- 41% of children (ages 2–11 years) and 62% of adolescents (ages 12–17 years) in California drink at least one soda or other sugar-sweetened beverage every day.³
- California adults who drink a soda or more per day are 27% more likely to be overweight or obese, regardless of income or ethnicity.⁴
- The average American consumes 50 gallons of soda and other sweetened beverages each year.⁵
- Americans consume about 250–300 more daily calories today than they did several decades ago, and nearly half of this increase reflects greater consumption of sugar-sweetened beverages.⁶
- A child's risk for obesity increases an average of 60 percent with every additional daily serving of soda.⁷
- The average soda sold in the United States has more than doubled in size since the 1950s, from 6.5 oz to 16.2 oz.⁸
- Marketers spend close to \$500 million dollars a year to reach children and adolescents with messages about sugar-sweetened drinks, more than they spend on any other category.⁹
- Liquid calories are not well compensated for by reductions in the intake of other sources of energy; therefore, calories from sweetened beverages tend to be "extra" calories that lead to higher total energy intake.¹⁰

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A PowerPoint presentation about this project and educational materials are available at www.cutyour sugar.org.
