Sugar Sweetened Beverages - Berkeley Community Trainings

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CANFIT

Funded by City of Berkeley’s SSBCRHP Program and LifeLong Medical Care
Opinion Line
Berkeley’s SSB Tax

- Passed in 2014
- 1 cent/oz tax on sugar sweetened beverages (ex 12 oz soda - $0.12 of tax)
- Taxes collected go towards Nutrition, Food, and Garden education – BUSD and community organizations
- $3 million collected (March 2015 – Feb 2017)
- One year post SSB Tax: SSB sales down 10% and Water up 16%
The Low Down on Sugar

Excess Sugar Consumption has been associated with:

- Diabetes
- Tooth decay
- Being Jittery (from caffeine and sugar content)
- Weight Gain
- Breast Cancer
- Heart Disease
- Being broke (e.g., you spend too much money on SSBs)
- Being manipulated (by Sugar Industry (“Big Soda”) – to do something that is not good for your health)
Sugar’s Effect on Health

Excess Sugar Consumption has been associated with:

- Diabetes
- Tooth decay
- Insomnia
- Weight Gain
- Increased Inflammation (e.g., arthritis, muscle and joint pain, stiffness)
- Breast Cancer
- Heart disease
Bubble or Milk Teas
SSB Consumption Facts

- Research indicates that 55-70% of sugar-sweetened beverage consumption by U.S. children and adolescents takes place at home.
- 7 to 15 percent of SSBs are consumed in school settings, and 1 - 5 percent are consumed from vending machines or in schools cafeterias.
- 41% of 2-11 yr olds and 62% of 12-17 yr olds drink 1 or more SSB/day.
- Adults drink 50 gallons of SSBs per year (39 lb of sugar).
- The American Heart Association recommends limiting the amount of added sugars we consume each day:
  - For men, this means no more than 9 teaspoons of added sugar/day.
  - For women, this means no more than 6 teaspoons of added sugar/day.
  - For children, this means 3-4 teaspoons of added sugar/day.
- Just one 20oz soda contains nearly 17 teaspoons! That's double the recommended amount in just one beverage.
Label Reading

- Identify:
  - Beverage type
  - Serving Size
  - Servings per container
  - Grams of sugar
  - Total teaspoon of sugar
  - Different types of sugar names (e.g., cane sugar, sucrose, -ose, agave)
Sugar Calculations

- Read the nutrition facts label. The number of teaspoons of sugar is equal to the grams of sugar divided by 4 then multiplied by the servings per container.

- Sugar Calculation Example:

  Grams of Sugar $\div 4 = $ Teaspoons of Sugar

  $68g \div 4 = 17$ Teaspoons

  TIP: Divide grams by 4
Decreasing SSBs Activity

- Brainstorm ideas – How to decrease SSBs for:
  - Yourself
  - Your family
  - Berkeley Community
Ways to Decrease SSBs

• Read the label! Watch out for drinks with added sugar

• Drink water…flavor it with lemon, orange, herbs, fruit

• Make your own SSBs…use less sugar, fruit juice, fresh stevia

• If you choose to drink sugary drinks, consider cutting back, choosing a smaller portion or container size, drinking less often
SSB Messaging Activity

- Working in groups of three: Brainstorm a Tweet or Facebook post about SSBs that you would send to a friend or family member. Ex:

- Select 1 to share with the larger group
  - What you learned?
  - Why they should decrease SSBs
  - How SSBs affect health
  - How to decrease SSBs
  - ???
Three Things

- Something you learned today
- Something that you’ll do differently as a result of today’s workshop
- Something you will share with others
QUESTIONS?
To work with communities & policymakers to develop culturally resonant policies & practices that improve food & fitness environments for adolescents in low income communities & communities of color.