

# Healthy Eating Workshop: Sugary Drinks and Healthy Alternatives

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## Workshop outline (60 minutes)

1. Welcome (10 minutes)
2. Sugary drinks, why should you care? (15 minutes)
3. Strategies (30 minutes)
4. Closing (5 minutes)

## Suggested handouts:

- [Sugary Drinks Are Making New Yorkers Sick](#)
- [Sugary Drink Health Bulletin](#)
- [Make Flavor-Infused Water: Quick and Easy Steps](#)
- [NYC Tap Water: Get Your Fill](#)

## 1. Welcome (10 minutes)

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### Slide 1:



### A. Introduction

Welcome to today's workshop. My name is <insert facilitator name>. The topic of today's workshop is healthy drinks.

*(Ask participants to fill out a name tag and discuss any housekeeping such as bathrooms, breaks, etc.)*

### Slide 2:



### B. Agenda

This is our agenda for today:

- First we will talk about what sugary drinks are and how they impact your health.
- We will discuss how advertising influences sugary drink consumption.
- We will explore strategies you can use to choose healthy drinks.
- And finally, we will discuss additional resources you can use to continue learning and answer any questions you have.

**🕒 If short on time, ask participants to hold their questions until the end of the presentation.**

### Slide 3:

Objectives

After today's workshop, you will:

1. Understand the health impacts of and factors that increase sugary drink consumption
2. Know how to calculate how much sugar is in sugary drinks
3. Know at least two strategies that will help you make healthier drink choices

### C. Objectives

Here are our objectives for today's presentation. After this workshop you will:

- Understand the health impacts of and factors that may increase sugary drink consumption
- Know how to calculate how much sugar is in sugary drinks
- Know at least two strategies that will help you choose healthier drinks

### Slide 4:

What is your favorite way to quench your thirst and why?

### D. Activity

🕒 *If short on time, do this activity as a group brainstorm instead of in pairs.*

Let's start by hearing from you about your favorite way to quench your thirst and why. Turn to a person next to you and discuss this question.

*(Let pairs discuss for a few minutes. Then, invite several people to share what they told their partner.)*

Thanks for sharing your favorite ways to quench your thirst. Throughout today's workshop, we will be exploring ways you can choose healthy drinks and why it is so important to drink them.

## 2. Sugary drinks, why should you care? (15 minutes)

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### Slide 5:

What Is the Big Deal?

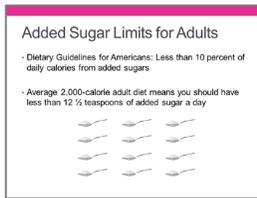
- Sugary drinks:
  - Include soda, sweetened iced tea, and energy, sports and juice drinks
  - Are the largest source of added sugar in our diets
  - Can lead to type 2 diabetes, cavities, heart disease and weight gain
  - Are making New Yorkers sick

### A. Health Impacts

First let's talk about the impact of sugary drinks on health and why we should be concerned.

- Sugary drinks include soda, sweetened iced tea, sports and energy drinks, and juice drinks.
- They are the single largest source of added sugars in our diets and account for almost half of all added sugars consumed in the U.S.
- Sugary drinks can lead to type 2 diabetes, heart disease, cavities and weight gain.
- Weight gain can lead to obesity, which is linked to many chronic conditions, such as high blood pressure and cancer.
- Heart disease is the leading cause of death in the U.S. and in New York City (NYC).
- Sugary drinks are making New Yorkers sick.

## Slide 6:

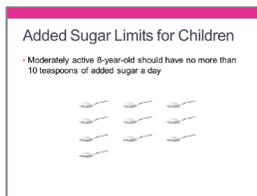


## B. Added Sugar Limits

The Dietary Guidelines for Americans recommends:

- Less than 10 percent of total daily calories should come from added sugars, or sugars not naturally occurring in a food. This recommendation applies to all age groups and sexes.
- For an average adult diet of 2,000 calories per day, this amounts to about 12.5 teaspoons of added sugars daily.

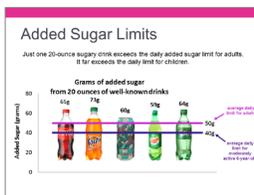
## Slide 7:



For a moderately active 8-year-old, this amounts to about 10 teaspoons of added sugars daily.

Most people (in all age groups) in the U.S. consume more than the recommended amount of added sugars every day. You'll see how easy that is to do in the next slide.

## Slide 8:



Here is a visual depiction of 20 ounces of five well-known drinks. Drinking any one of these drinks puts you over the daily added sugar limit for adults and puts you way over the daily limit for children. For example, a moderately active eight-year-old's daily limit for added sugar is 40 grams or 10 teaspoons and an average adult's daily limit is 50 grams or 12.5 teaspoons. Drinking just one of these drinks will give you a lot more sugar than the daily limit. For some people, the limit may be even lower.

We've explored how bad sugary drinks are for your health and how easy it can be to get too much sugar by drinking them. So why do people drink them? Let's explore some of what is behind this behavior.

## Slide 9:



## C. Sugary Drinks and Marketing

Advertising works, and food and drink companies know this. That's why drinks companies spend hundreds of millions of dollars a year promoting sugary drinks. Where have you seen sugary drinks advertised? *Validate and accept all responses.* Companies advertise their drinks in lots of different ways including on TV, both in commercials and in product placements, on social media, in online games and apps, and in print ads in public places like subway stations and on buses.

Sugary drinks are heavily marketed to youth, communities of color and in low-income neighborhoods. Drink companies routinely use famous singers, sports stars, models and cartoon characters in their ads to appeal to children and youth. This type of targeted advertising is particularly effective. Studies have shown that children prefer foods that have characters on the wrappers and children as young as age two recognize brand logos. And youth of color are particularly targeted by food and drink companies, in part, because they consider this group to be cultural leaders and trendsetters.

### Slide 10:

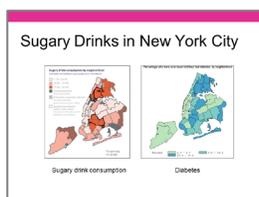


In many neighborhoods in NYC, sugary drinks are heavily advertised. A 2012 study in the Crotona-Tremont neighborhoods of the South Bronx showed that 86 percent of the food and non-alcoholic drink ads in supermarkets and bodegas were for sugary drinks. That is a huge proportion of advertising in these retail venues.

This advertising often spreads confusing messages about balance, portions and choice. Can anyone describe sugary drink advertising they have seen that targets Supplemental Nutrition Assistance Program (SNAP) participants? *Validate and accept all responses.* This type of advertising may highlight low cost of the drink but doesn't highlight the high cost in health outcomes from consuming it.

This targeted advertising may especially harm children and teens who are more susceptible to the influences of marketing. It may also harm low-income communities and communities of color, who already suffer disproportionately from diet-related diseases like obesity and diabetes. This is simply unfair.

### Slide 11:

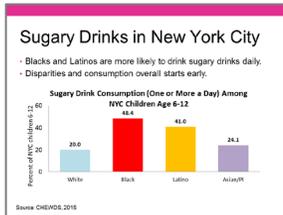


We know there is an association with advertising and sugary drink consumption. A 2011 NYC study demonstrated a higher prevalence of sugary drink advertisements in neighborhoods with high sugary drink consumption than in neighborhoods with low consumption.

Let's look a little closer at consumption rates in New York City. Almost a quarter of people have one or more sugary drinks per day, but consumption is not distributed evenly across the city. The map on the left shows us the rates of sugary drink consumption by New York City neighborhood. Consumption is higher in the darker shaded areas, sometimes as much as four times greater.

Remember, these products are linked to serious chronic diseases. In neighborhoods with the highest rates of sugary drink consumption, we also see higher rates of chronic conditions like diabetes and obesity. Diabetes rates in New York City neighborhoods are shown in the map on the right. The darker shaded areas have higher rates of diabetes.

## Slide 12:



Looking at consumption by race and ethnicity we see that consumption is higher in Black and Latino adults than in White adults. These same disparities in consumption exist at a very early age. As you can see, while the percent of all New York City children consuming one or more sugary drinks per day is too high, more than twice as many Black and Latino children consume sugary drinks daily compared to their White peers.

Thinking back to advertising, and reflecting on consumption rates of sugary drinks in NYC, how do you feel about the tactics used by drink companies to get people to buy their drinks? *Allow participants to discuss how they feel about this for a few minutes.*

There is a growing movement across the country to counteract beverage industry tactics. Locally, a lot is happening in New York City. The New York City Health Department works to change the environment to make the healthy choice the easy choice through policies and regulations. For example, they restrict sugary drinks in City agencies, day camps, after schools and group child care centers. The CUNY Urban Food Policy Institute, also here in New York City, trains young people to create counter advertising messages about unhealthy food and drinks and spread the word throughout their communities. Some places across the country have passed a sugary drinks tax to increase the cost of these unhealthy drinks.

These efforts are extremely important but they take time. What we can control today are our own actions. During today's workshop, we will look at some ways that you, personally, can take some steps to avoid the health impacts of sugary drinks and to choose healthier drinks for you and your family.

### 3. Strategies (30 minutes)

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#### Slide 13:

**Strategies**

- 1. Be a healthy role model.**
  - Have healthy drinks with meals and snacks.
  - Keep healthy drinks within easy reach.
  - Do not keep sugary drinks in your home.
- 2. Understand the label.**
  - Read the Nutrition Facts label.
  - Read the ingredients list.
- 3. Be savvy about marketing.**
  - Be aware of advertising tricks and hidden messages.
  - Turn off screens during mealtime.
- 4. Drink NYC tap water!**
  - Keep a pitcher of cold water in the fridge.
  - Carry a water bottle with you.
  - Make water more flavorful.

#### A. Strategies

Now that we've explored the health impacts of sugary drinks and how marketing may increase sugary drink consumption, we're going to discuss some strategies you can use to help you choose healthier drinks. Some of these ideas will work for you, and some may not. The goal is for you to learn at least two new strategies you can use when you finish this workshop.

First we'll talk about the ways you can be a healthy role model for your friends, coworkers and family.

Then we'll look at the information provided on drinks labels and how you can use that to make healthier choices.

Next, we will talk about ways to be aware of and avoid the influence of marketing on our behaviors.

And finally, we'll talk about some ways you can drink more NYC tap water, which is delicious and free! These are all of the specific strategies we are going to talk about.

#### Slide 14:

**1. Be a Healthy Role Model**

- Be a healthy role model for family, friends and coworkers.
- Have healthy drinks during meals and snacks.

**Make the healthy choice the easy choice:**

- Keep healthy drinks within easy reach.
- Don't keep sugary drinks in your home.

#### B. Role Modeling

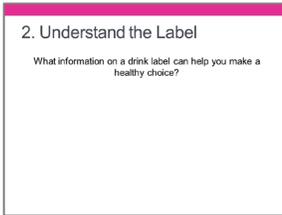
Let's explore our first strategy of being a healthy role model. Who here has children in their lives? Whether they are sons, daughters, nieces, nephews or the children of our friends, kids look up to the adults in their lives and model their own behavior on yours. They are always watching, and whether you realize it or not, they do as you do. Therefore it's very important to be a role model of healthy behaviors for the young people in your life. You can also be a healthy role model for your coworkers, adult friends and family members. And you'll be doing something good for yourself in the meantime.

You can easily do this by having healthy drinks at mealtimes and with snacks. What are some healthy drinks you could include with meals and snacks? *Wait five seconds for responses. Validate all responses and share.* Water, seltzer, unsweetened teas and coffees, and low-fat milk, can all be good choices. Drinking water and seltzer is the best way to hydrate your body and these, along with unsweetened coffee and tea don't add empty calories to your meals. Low-fat milk provides important nutrients such as calcium, protein and vitamin A without adding unhealthy fat to your diet. If you can't tolerate dairy,

look for unsweetened nondairy alternatives. Be mindful that some bubbly waters contain sodium. Look for one that doesn't because a little bit of sodium in your drink can add up over time.

Keep these healthy drinks within easy reach to make the healthy choice the easy choice. And don't keep sugary drinks in your home. If you don't stock the fridge or cabinets with sugary drinks, they won't be around to tempt you and your family.

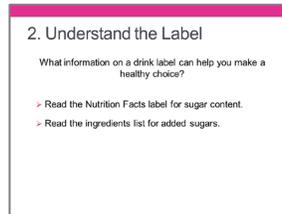
### Slide 15:



### C. Label Reading

Our second strategy is to read and understand the label on sugary drinks. What information is available to you on a drink label that can help you make a healthy choice? *Wait five seconds for responses.*

### Slide 16:



Information about the sugar content of the drink is available on the Nutrition Facts label and added sugar information is available in the ingredients list. You can use this information to find out how much sugar is in a drink so you can avoid drinking too much sugar.

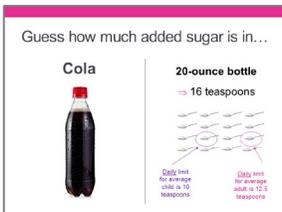
### Slide 17:



Before we dive into this strategy, let's do a pop quiz to see if you can guess how much sugar is in some common sugary drinks.

Guess how many teaspoons of added sugars are in this bottle of cola? *Wait five seconds for responses, then go to the next slide.*

### Slide 18:



A 20-ounce bottle of cola has around 16 teaspoons of sugar.

**Slide 19:**



Let's do another one. Can you guess how many teaspoons of sugar are in this bottle of sweetened tea? *Wait five seconds for responses, then reveal next slide.*

**Slide 20:**



A 20-ounce bottle of sweetened tea has 14 teaspoons of sugar. That's almost the same amount that's in the bottle of soda!

**Slide 21:**



Let's do one more. Can you guess how many teaspoons of sugar are in this sports drink? *Wait five seconds for responses, then reveal next slide.*

**Slide 22:**



A 20-ounce bottle of sports drink has about 9 teaspoons of sugar. Keep in mind that these added sugars are empty calories that contribute no vitamins or minerals to our diets.

The point of this guessing game is sugary drinks have a lot of added sugars, a lot more than you might guess just by looking at them, and there really isn't a good option when choosing them. Most exceed the daily limits of added sugars for children and adults.

*Note to facilitator: If asked about diet drinks, you can mention:*

*While diet soda has fewer calories and added sugars compared to their full calorie beverage counterpart, your best option is water or seltzer, which you can infuse with lemon, lime or other fruits to add flavor. City regulations do not allow the Department of Education or group child care centers to serve artificially sweetened beverages to children. Thus the City does not recommend giving them to children. The City also does not affirmatively recommend diet soda as more research on long term effects is needed.*

**Slide 23:**



If you were choosing a drink at the store, how would you know how much sugar it contains? *Wait five seconds for responses, then share.*

By reading the Nutrition Facts label. Our second strategy to help you make better beverage choices is to understand the label so you know how much sugar you're getting.

This is the Nutrition Facts label of an energy drink. What is the first thing you should look at when reading a Nutrition Facts label? *Wait five seconds for responses, then move to the next slide.*

**Slide 24:**

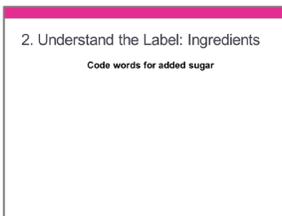


Always check the serving size first. There are two servings in this container. So, if you drink the entire can, you have to multiply the numbers on the label by two to find out how much of each nutrient you are getting.

Let's focus on the sugar in this drink. The label tells us that there are 30 grams of sugar in one serving. If you drink the entire can, you will need to multiply 30 grams by two to find out that you're actually drinking 60 grams of sugar. There are 4 grams of sugar in one teaspoon. Sixty divided by four equals 15 teaspoons of sugar. So, if you drink this entire can of energy drink, you are drinking 15 teaspoons of added sugars.

Remember that an average adult diet of 2,000 calories per day should have less than 12.5 teaspoons of added sugars daily. For an active 8-year-old, the daily limit is 10 teaspoons of added sugars per day. One can of this drink will put you well beyond both of those limits.

**Slide 25:**



You can also get information about added sugars by reading the ingredients list. What words in an ingredients list will tell you that added sugars are in that food or drink? *Wait five seconds for responses, then reveal the next slide.*

**Slide 26:**



*Read the list of words.* These words all indicate that sugar has been added to the food or drink. All of these types of sugars, regardless of the color, shape or name, contain the same amount of calories. If you want to choose a product that has little or no sugar added, watch out for these ingredients.

Also, ingredients are listed in order by weight, so the first few ingredients listed make up most of the weight of the product. If one of these added sugars

is listed near the beginning of the list, this tells you that there is a lot of added sugars in that food or drink.

### Slide 27:



### D. Be Savvy About Marketing

Our next strategy is to be savvy about marketing. We already talked about all the ways sugary drink companies spend hundreds of millions of dollars each year to bombard us with advertising.

But what can we do? How can we counteract the effects of this kind of marketing? *Accept and acknowledge all responses.*

Being aware of these advertising strategies is the first step to counteracting them. Let's look at an example.

A common strategy used by drink companies is to say that individuals should take personal responsibility for leading a healthy lifestyle. Specifically, they say that people should balance what they eat, drink and do. In other words, they say you should balance the calories you get from food and drinks with the calories you burn off through exercise.

### Slide 28:



Let's take a closer look at this message about balance. How much exercise would it actually take to burn off the calories in one 20-ounce soda?

One 20-ounce bottle of cola has about 240 calories. How far would you need to walk to burn off that amount of calories? *Allow participants to contribute a few guesses, then reveal answer on next slide.*

### Slide 29:



You would have to walk from Union Square to Brooklyn to burn off 240 calories. That's about 3 miles. Does that feel like balance to you? *Accept and acknowledge all responses.*

These types of messages ignore the huge influence that unfair, targeted marketing practices have on individuals' choices. Drink companies spend millions of dollars on marketing every year, and they wouldn't do that if it didn't work.

### Slide 30:

3. Be Savvy About Marketing

- Ask questions to reveal advertising tricks:
  1. Why do companies use characters and famous people that appeal to some groups more than others?
  2. Where do I see ads for sugary drinks?
  3. What messages do ads send about specific body types, different races or genders?
- Discuss hidden messages with family and friends.
- Turn off screens during mealtimes.



To recap, just thinking about and talking about the messages around you may influence your own and your family’s sugary drink consumption. Ask yourself these questions and talk about it with your family and friends:

- Why do drink companies use characters and famous people that appeal to some groups of people more than others?
- Where am I seeing ads for sugary drinks?
- What messages are ads sending about specific body types and activity levels?
- What messages are ads sending about different races or genders?

And finally, when possible, limit your exposure to advertising by taking a break from media sources. Turn off all screens during mealtimes. This will limit your exposure to sugary drink advertisements and will also help make family meal time a time to share and bond with one another.

### Slide 31:

4. Drink NYC Tap Water!



### E. Drink NYC Tap Water

Our final strategy is to drink NYC tap water! Water is the healthiest drink of all and is what your body needs to stay hydrated. New York City tap water has zero calories, is clean, safe, delicious and free.

*Note for facilitator: refer to the NYC Tap Water: Get Your Fill handout in the suggested handouts list for information about NYC water safety.*

What tips can you all share for drinking more tap water? *Validate all responses, then reveal and read bulleted list on slide.*

### Slide 32:

4. Drink NYC Tap Water!

- Keep a pitcher of cold water in the fridge at all times.
- Carry a bottle and fill with water during the day.
- Make water more flavorful by infusing with fruits and herbs.



Keep a pitcher of water in your fridge at all times so it’s cold and ready to enjoy. To make sure you stay hydrated all day, carry a bottle with you and fill it at water fountains when you’re out and about. Water fountains are free! This water fountain prompt sign can be downloaded from the NYC Health Department and is available in a variety of languages. Ask your worksite to post it near water fountains in the office. Water is the perfect canvas for adding your favorite flavors and for trying out new flavors. Just add your favorite fresh fruits, vegetables and herbs to water. Mix and match until you find what you love. Flavoring water in this way is a common practice in some cultures.

## 4. Closing (5 minutes)

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### Slide 33:



### A. Resources

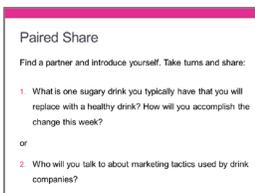
To support you in making changes to your sugary drink intake and your diet overall, here are some resources that are available to you.

You can visit the New York City Health Department's website at [nyc.gov/health](https://nyc.gov/health) to get more materials and information. If you search for **sugary drinks**, you will find information about NYC tap water including recipes for flavor-infused water. You'll also find the **Healthy Eating and Active Living Guide** and a variety of recipes and handouts.

If you search for **farmers markets**, you will find information about how and where to access local produce, which is a healthy and delicious way to eat more whole fruits and vegetables. Farmers market maps available on the website will also show you the locations of onsite nutrition education workshops and cooking demonstrations that take place at select markets from July through November.

The USDA also has a variety of healthy eating resources available at [ChooseMyPlate.gov](https://ChooseMyPlate.gov) including a sign up for daily tips, handouts and recipes.

### Slide 34:



### B. Paired Share Activity

I would like you to take a few minutes to make a plan for the future. Talk with your neighbor about an action you will take. Choose between these two options: name one sugary drink you will replace with a healthy drink and how you will make that change happen, or share who you will talk to about the marketing tactics used by drink companies. Or, talk about some other action you can take to help make the environment around you healthier.

*Allow two minutes for participants to discuss among themselves.*

## Slide 35:



## C. Questions

Thank you so much for attending. I hope this workshop has addressed some of the questions you have about healthy drinks and given you some strategies and resources to help you make healthier drink choices. Before we wrap up, what are your questions?

### Notes for facilitator:

Directions to calculate daily sugar limits:

- There are **4 calories** in one gram of sugar.
- There are **4 grams of sugar** in one teaspoon.
- The Dietary Guidelines for Americans recommends that no more than **10% of daily calories** should come from added sugars.
- Use this example to calculate your daily limit for added sugar intake.
  - 2000 calories per day x **10% daily added sugar limit** = 200 calories from added sugars
    - ⇒  $200 \div 4 \text{ calories per gram of sugar} = 50$  grams of added sugar
    - ⇒  $50 \div 4 \text{ grams of sugar per teaspoon} = 12.5$  teaspoons of added sugar per day

### Sources:

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- Nutrition information can be found at:
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  - Coca-Cola: <https://www.coca-colaproductfacts.com/en/products/coca-cola/original/20-oz/>
  - Ginger Ale: [http://www.dpsgproductfacts.com/en/product/CANADA\\_DRY\\_GINGER\\_ALE\\_20](http://www.dpsgproductfacts.com/en/product/CANADA_DRY_GINGER_ALE_20)
  - Sprite: <http://www.coca-colaproductfacts.com/en/coca-cola-products/sprite/>
  - Arizona Iced Tea: <https://www.drinkarizona.com/product/sweet-tea>

- Gatorade Lemon-Lime:  
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