



OBESITY WORKGROUP

Changing *Our Culture* to Change *Our Future*

Lighten Up Calloway Challenge Series Year 1:
Rethink Your Drink January 2016 Toolkit

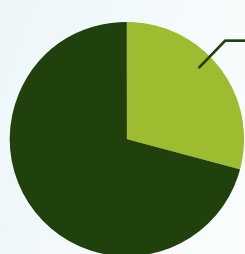


Obesity Epidemic

ADULTS

Obesity is now classified as a *nation-wide epidemic*.

Adult obesity has been on the rise. In the last 15 years, Kentucky's adult obesity rate has more than doubled. The state of Kentucky now has the ***fifth highest adult obesity rate in the nation***. What does this mean for Kentucky? As obesity percentages increase, so do the related health issues such as: ***high blood pressure, diabetes, cancer, stroke, depression, anxiety, sleep apnea, etc.***



29% of Calloway County's Adult Population is *considered obese*.

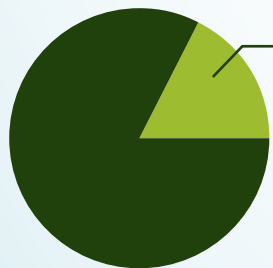
What does this mean for Calloway County? Without intervention, at least 29% of our adult population is at a much higher risk for developing obesity-related chronic diseases, experiencing a *lower health-related quality of life*, in addition to the development of psychosocial problems such as depression.

Obesity is now classified as a nation-wide epidemic. Obesity has negative implications for personal health, the economy, health care as well as business productivity. It is ***our responsibility*** to change our culture to change our future.

OUR CHILDREN

We have encountered our first generation of children whose life expectancy is *less than their parent's generation*!

Early childhood obesity has ***more than doubled in children and quadrupled in adolescents*** in the past 30 years. What does this mean? More and more of our children are now facing a future of battling ***obesity-related chronic diseases***, such as high blood pressure and diabetes that were once considered to be "adult diseases". As a result, we have encountered our first generation of children whose life expectancy is less than their parent's generation!



17.5% of Calloway County children between the ages of 2 and 4 are *considered obese*.

This is ***higher than*** both the ***state and national averages***. What does this mean for Calloway County? If we do not intervene as a community, at least 17.5% of our children are already double the risk for developing devastating, chronic diseases such as diabetes!

18% of Kentucky Adolescents are *considered obese*. What does this mean for Kentucky? New research indicates that obese kids have nearly ***twice the risk*** of having three physical, mental, or developmental problems compared to normal-weight children. Meaning 18% of our Kentucky kids are at risk for not being able to *fulfill their full potential*.

Challenge Overview



COMMUNITY-WIDE HEALTH CHALLENGE

The Murray Calloway County Wellness Consortium/Obesity Workgroup is launching a community-wide health challenge to educate the community on the harmful effects of consuming sugar-sweetened beverages and encouraging healthier beverage options.

The Obesity Workgroup is asking employers, hospitals, health care institutions, schools, churches, non-profit organizations etc. to host a Rethink Your Drink challenge and help Lighten Up Calloway.

The challenge will begin January 2016.

Challenge Objectives:

1. Increase the community's knowledge of the prevalence of sugar in many common drinks and the relatable health concerns.
2. Educate stakeholders and community partners about the different opportunities to reduce obesity, chronic disease, and health care costs through environmental changes, such as healthy vending and changes to the beverage environment in schools, public buildings, worksites and hospitals.
3. "De-Normalize" consumption of sugar-sweetened beverages.
4. Decrease an individual's consumption of 'Red' (high sugar content) drinks.

The 'Rethink Your Drink' challenge will encourage participants to challenge themselves (for at least four weeks) to cut back/eliminate the amount of sugary drinks they consume. If community participants would like to include incentives for a challenge 'winner'—we encourage that the challenge be extended to 6 weeks to provide for measurable outcomes. Measurable outcomes can include: weight/Body Mass Index, Waist Circumference Inches Lost, etc.

Challenge Plan



STEP-BY-STEP ACTION PLAN

Step 1: Get your management team to ‘okay’ the challenge.

Step 2: Establish “Champions” within your organization. A ‘champion’ should be a person(s) that will commit to implementing the challenge in your organization.

Step 3: Determine the best way to conduct the challenge intrinsically in your business, school, organization etc.

- Team vs. Team, Individual, School System vs. School System, Grade vs. Grade, Department vs. Department etc.

Step 4: Spreading the Word

- Use the emails and display the health information we’ve provided in applicable spaces: meeting rooms, public areas, rest rooms etc. to build momentum and encourage participation.

Step 5: Conduct the Challenge

- Supply participants with information needed.
 - Stoplight informative sheet with drinks divided into colored levels.
 - Rethink Your Drink Recording Tool
 - Educational handouts
 - Pledge Card

Step 6: Have fun with the challenge and join in the efforts to help Lighten up Calloway.

- The Murray Calloway County Obesity Workgroup encourages each business, church, school, organization etc. to be creative when conducting the challenge. Some worksites may want to supply incentives to encourage participation.

Questions & Answers



RETHINK YOUR DRINK

The following are common questions related to the Rethink Your Drink Campaign that you may encounter.

Why Rethink Your Drink?

The Rethink Your Drink campaign/challenge provides nutrition education and teaches skills, such as label reading to help people make healthier dietary choices.

The campaign/challenge can aid in educating the community about the large amount of added sugar and empty calories in popular sugary drinks and that sugary drinks may lead to obesity, type 2 diabetes, heart disease and some cancers.

Why focus on drinks alone?

Research shows that sugary drinks are the largest contributor to added sugar in the American diet.

46 percent of added sugar in the diets of Americans comes from sugary drinks.

Isn't juice just like soda?

100% juice provides added dietary benefits, but because both juice and sugary drinks are high in sugar, and can easily be over consumed, our campaign encourages parents to limit their children's juice consumption to small amounts up to 4 to 6 ounces.

Can't I just 'work it off'?

Consumption of excess calories requires additional physical activity for weight maintenance. For example, a 154 lb. individual would have to walk nearly an hour to burn off the calories in a 20-ounce cola.

Are diet sodas a better alternative?

Evidence is mixed. The best alternative is a glass of water.

What about flavored milk?

For less added sugar offer children unflavored low-fat 1% or non-fat milk. Adults may believe that their kids will not drink milk unless it is flavored, but we need to provide children access to the healthiest choices so they don't get used to drinking only milk with added sweeteners. Water and unflavored low-fat 1% milk are best.

My child plays sports so we give him sports drinks. What's wrong with that?

Even when children exercise vigorously for an hour, experts agree that water works best for rehydration.

A 20 oz. serving of a typical sports drink has 9 teaspoons of added sugar.

CHALLENGE MATERIALS

Challenge



HOW DOES IT WORK?

1. Track how many RED, YELLOW and GREEN drinks you consume for a week.
This will give you an idea of the average number of sugary drinks you currently consume and help you to write a goal for the next 3 weeks. See the key at the bottom on the page for drink categories and recommendations.
2. Set a goal for the program.
Aim to cut your total RED drink consumption in half over the next three weeks. Consume more YELLOW and GREEN to substitute for the RED drinks.
3. Continue tracking your intake over the next three weeks.
Focus on replacing RED drinks with healthier alternatives.

UNHEALTHY CHOICES	BETTER CHOICES	BEST CHOICES
Drink rarely, if at all Regular soda Energy Drinks Sports Drinks Sweetened Coffee/Tea Other beverages sweetened with any sugar (natural or not) or high fructose Juice Drinks	Drink occasionally Diet Soda or Iced Tea Artificially sweetened beverages with less than 25 calories per 8 ounce serving 100% Fruit Juice * - 8 ounce serving Sweetened soy milk	Drink Plenty Water Skim or 1% milk Unsweetened tea and coffee Unsweetened carbonated water Unsweetened soy milk

- Cutting back on RED drinks and substituting them with GREEN drinks can help prevent unhealthy weight gain.
- RED drinks have over 3 tsp. of sugar per 12 oz.
- YELLOW drinks have 1.5 to 3 tsp. of sugar per 12 oz. container or contain artificial sweeteners.
- GREEN drinks have 0 to 1.25 tsp. of sugar per 12 oz.

Watch out for serving sizes when you are checking grams of sugar. Most bottles have at least 2 servings! A standard serving size is 8 oz. Example: a 20 oz. soda has 2.5 servings. It's important to look at the Nutrition Facts for the package, not just a single serving, if drinking the whole bottle!

Presenting



WHAT TO SAY TO YOUR EMPLOYEES

Part 1: Obesity in Kentucky/Calloway County

Kentucky ranks as the 7th most obese state in the United States for children and the 5th highest obese state in adults.

In Calloway County 17.5% of our children between the ages of 2-4 years old are considered obese.

In Kentucky 18% of Kentucky adolescents are considered obese.

In Calloway County 29% of our adult population is considered obese.

Part 2: The problem with obesity.

Early childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.

What does this mean? More and more of our children are now facing a future of battling obesity-related chronic diseases, such as high blood pressure and diabetes that were once considered “adult diseases”.

We have encountered our first generation of children whose life expectancy is less than their parent’s generation!

Obesity is linked to many life-threatening chronic diseases like heart disease and type 2 diabetes.

Part 3: We are eating/drinking too much sugar.

What is a sugar-sweetened beverage?

Any beverage with added caloric sweetener including: soda, carbonated soft drinks, juice drinks, sports drinks, energy drinks, sweetened milk or milk alternatives and sweetened tea and coffee drinks. Caloric sweeteners include: high fructose corn syrup, cane sugar, fructose, glucose, sucrose, honey, brown sugar, dextrose and corn sweetener.

[Ask Audience] How much added sweeteners including sugar do you think the average American eats in a year?

[Answer] Almost 100 pounds a year, which is almost a quarter pound of sugar and other calorie-rich sweeteners a day!

It’s no wonder that two out of three Americans are overweight or obese—the average person eats almost a quarter pound of added sugar and other calorie-rich sweeteners a day! A quarter pound is equal to 28 teaspoons (or about 28 cubes of sugar)

Part 4: Making healthier choices

Our rethink your drink challenge is simple to follow and is set up in an easy to use stoplight format. RED is for beverages you should drink rarely or not at all. That includes regular sodas, sports drinks and fruit drinks etc.

YELLOW indicates beverages you should only drink occasionally, including diet soda, low-calorie/low-sugar drinks and 100% juice.

GREEN is for beverages you should drink ALL THE TIME! These include water or skim/1% milk.

Promotional Templates



EMAIL

Event Announcement Email:

Did you know? Sugar sweetened beverages are the #1 source of added sugar (46%) in the American diet. We didn't either and now that we do we want to raise awareness by participating in the Wellness Consortium Obesity Workgroup's county wide Rethink Your Drink Challenge in January 2016.

Reducing consumption of these drinks can improve health outcomes. Moving toward good health is about taking small steps each day to improve what we're drinking, eating and doing. We will take a small, but significant step together by participating in the community wide Rethink Your Drink challenge to help [INSERT COMPANY/ORGANIZATION NAME] become a healthier environment for everyone.

Join the Rethink Your Drink challenge in the month of January 2016 in a step to improve your personal health and to help in the community initiative to Lighten Up Calloway!

Promotional Items



PLEDGE CARD CARD: FRONT



MY PROMISE TO RETHINK MY DRINK

- ☐ I promise to be a role model by limiting my sweetened drinks.
- ☐ I promise to keep my family healthy by not buying or serving sweetened drinks.

Signature

Date



PLEDGE CARD CARD: BACK

TIPS FOR DRINKING MORE WATER

Add lemon or lime to your water

Cold water may taste better

Have a glass of water at the table for ***every meal***

Drink water when you feel like snacking

Drink water when you eat out—It's ***FREE!***

Go green and SAVE money—take a refillable
bottle of water with you.

Promotional Items



RETHINK YOUR DRINK FLYER



STOP.

rethink
your
Drink

GO ON
GREEN.

Choose healthy drink options like:

water, skim or 1% milk, unsweetened tea or coffee,
unsweetened carbonated water, or unsweetened soy milk.

Promotional Items



RETHINK YOUR DRINK POSTER



STOP.

rethink
your
Drink

**GO ON
GREEN.**

RED regular soda, energy drinks, sports drinks, sweetened coffee or tea, other beverages sweetened with any sugar (natural or not) or high fructose, juice drinks

YELLOW diet soda or iced tea, artificially sweetened beverages with less than 25 calories per 8 ounce serving, 100% fruit juice - 8 ounce serving, sweetened soy milk

GREEN water, skim or 1% milk, unsweetened tea and coffee, unsweetened carbonated water, unsweetened soy milk

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Promotional Items



RETHINK YOUR DRINK FLYER



Keep healthy
drinks in your
refrigerator.

Make the healthy choice, the easy choice.



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Promotional Items



RETHINK YOUR DRINK FLYER

Drink more water.

Little ones are watching what you choose.



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Promotional Items



RETHINK YOUR DRINK FLYER



Help me grow up
HEALTHY by showing
me what to drink

- Offer me **water** throughout the day.
- Remind me that my body needs good things to build **strong bones and teeth**.
- Know that healthy drinks include **water, 1% or non-fat milk** for children over two years of age.

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Little ones are watching
what you choose.

- Use tap water to help children stay **cool and healthy**.
- Know that adding extra water to **juice** still bathes the teeth in sugar for hours and **causes tooth decay**.
- Children who drink too many **sweet drinks** have a higher risk for:
 - Getting tooth decay
 - Gaining too much weight
 - Developing diabetes
- Limit 100% juice to one 4-6 oz. serving per day
- Choose vegetables and fruit with no added salt, sugars or oils.



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Promotional Items



RETHINK YOUR DRINK FLYER



**Check
the label.**

Look for drinks that have 100% juice.

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Promotional Items



RETHINK YOUR DRINK FLYER



Choose 1%
or non-fat milk.

Full of healthy nutrients, but less fat.



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Promotional Items



RESOURCES

Woodward-Lopez G, Kao J, Ritchie L. *To what extent have sweetened beverages contributed to the obesity epidemic?* Public Health Nutrition. Sep 23, 2010: 1-11

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United States Department of Health and Human Services, U.S. Department of Agriculture. *Dietary Guide lines for Americans*, 2010. Chapter Two: Balancing Calories to Manage Weight, page 16.

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