The Illinois Alliance to Prevent Obesity’s Statewide Rethink Your Drink Educational Campaign

The Illinois Rethink Your Drink Campaign is the Illinois Alliance to Prevent Obesity’s (IAPO) statewide initiative to educate Illinoisans on the harmful effects of consuming sugar-sweetened beverages, and to encourage healthier beverage options and opportunities for healthy living in Illinois.

Campaign Objectives:

- Strengthen the public’s perception that sugar-sweetened beverages are hazardous to health and that efforts should be made to reduce consumption.

- Identify, develop and activate community advocates for reducing sugar-sweetened beverage consumption through community and media education, environmental strategies and a penny per ounce excise tax on sugar-sweetened beverages throughout the state.
The Illinois Alliance to Prevent Obesity’s Rethink Your Drink Campaign Overview:

It’s easy to participate using this guide, our educational resources and health information.

Step-by-Step Action Plan:

Step 1: Get your management to sign off

Secure approval to participate in the statewide Rethink Your Drink Educational Campaign

Step 2: Choose a time when you can engage the community on this event

Once you pick your week and day, make sure to mark the calendars of your target audiences right away and use one of our email templates to help build awareness.

Step 3: Choose your event and activity

We have lots of easy and informative events and activities—take a look at our Rethink your Drink Educational Activities/Event/Ideas beginning on page 10.

Step 4: Planning your event

Determine the location of your event and make sure the space can accommodate all the anticipated participants. Use the email templates provided in this guide and the ideas below to promote your event. Make sure to consult the supplies section listed in your event breakdown so you have all the necessary supplies and handouts ready.

Step 5: Spreading the word

Date set? Now start promoting your event! Use the emails and display the health information we’ve provided in the applicable spaces: meeting rooms, public areas, rest rooms, etc. to build momentum.

Step 6: Celebrate and conduct your event!

Make sure to take pictures and share on your social networking pages and IAPO’s Facebook page to maximize the impact of your event. Review the social networking handout on page 8 for everything you need to share the great work you’re doing!
The Illinois Alliance to Prevent Obesity’s
Rethink Your Drink Educational Events Overview:

Hosting an educational event is easy and fun! We’ve provided everything you need to promote, conduct and share your educational event!

What you’ll find in this guide:

Educational Messages.......................................................................................................................................Pg 4

- Sugary Beverages by the Numbers
- Educational Messages
- Social Media Messages

Events..................................................................................................................................................................Pg 12

- Rethink Your Drink Education Activities/Events Ideas Guide
- For any audience:
  - Hidden Sugars Demonstration
    - Handout: Calculating Sugar Content
    - Handout: Be a Label Reader
- For hospitals/worksites/non-profits/local government/faith-based institutions:
  - Take Your Water Bottle to Work Day
  - 30-Day Water Challenge
    - Handout: 30-Day Challenge Tracking sheet
- For schools/afterschool programs:
  - Stoplight Craft Project
    - Handout: Go on Green
  - The Happy Face Game

Forms to engage others.................................................................................................................................Pg, 30

Resources........................................................................................................................................................Pg 33

- Make Every Sip Count (Source: Champions for Change/Dairy Council of CA)
- IAPO Rethink Your Drink brochures (English & Spanish)
- Rethink Your Drink Brochure (Source: Boston Public Health Commission)

References.........................................................................................................................................................Pg 40
Rethink Your Drink Educational Messages:

Sugary beverages by the numbers

46 The number of gallons of soda and other sugary beverages the average American consumes annually.¹

60% According to one study, the increase in child’s odds of obesity with every additional daily serving of soda.²

1 Just one sugar-sweetened beverage per day increases an adult’s risk of becoming overweight by 27%.³

1/5 The amount of all weight gained by US population between 1977 and 2007 that can be attributed to sugary beverage consumption.²

17 The average number of teaspoons of sugar found in a typical 20-ounce soda, along with an upwards of 240 calories.⁴

Sugary drinks (soda, energy, sports drinks) are the top calorie source in teens’ diets (226 calories per day), beating out pizza (213 calories per day).⁵

26% The increase in likelihood in developing type 2 diabetes for people who drink 1-to-2 sugary drinks per day.⁶

Approximately 1 in 2 Hispanic children born in 2000 are predicted to develop diabetes in their lives⁷ and one study found that Latino kids are more likely to drink sugary drinks before age 2 compared to their white peers (74% vs. 45%).⁸

$6.3B The amount (in billions) that Illinois spends each year treating obesity-related diseases.⁹
The Illinois Alliance to Prevent Obesity’s
Rethink Your Drink Educational Messages:

**Rethink your drink:** Go on **GREEN.** 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 or contain artificial sweeteners; Green drinks have 0 to 1.25 tsp of sugar per 12 oz)

**Beverages:** Make every sip count. Improve your health by choosing water or low-fat milk.

**Soda consumption nearly doubles the risk of dental caries in children and increases the likelihood of cavities in adults. The acid in soda and other sugar-sweetened beverages causes erosion of tooth enamel, often after just one sip, and the sugar in these beverages provide fuel for bacteria that cause tooth decay.**

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**Are you pouring on the pounds?** Try drinking water or low-fat milk to get the most out of your drinks without the calories. Sugary beverages increase the risk of obesity, diabetes, cancer and hypertension.
The Illinois Alliance to Prevent Obesity’s
Rethink Your Drink Educational Messages:

- Consuming sugary drinks, such as fruit drinks with added sugar, sports drinks, and soda, poses a real health risk to kids.
- Sugary drinks are a major contributor to the increasing rates of diabetes and heart disease. And with our country already spending $190 billion per year treating these preventable diseases, we need to address the problem.
- Every child deserves to grow up at a healthy weight, which means promoting healthy beverage options – like water and milk.
- Healthy drink options should be easily accessible and available in places where kids and families spend their time, clean drinking water should be available in public places, and healthy drinks should be priced at an equal or lower cost than less healthy options.

Small Changes to Start a Healthier Lifestyle

- Add a splash of 100% fruit juice to sparkling water for taste.
- Try drinking water with dinner instead of other sugary options.
- Carry a refillable water bottle with you to hydrate on the go.
- Replace sugary sports drinks and energy drinks during workouts or practice with water.
- Keep a pitcher of water infused with lemons, berries, cucumbers or other fruits in your refrigerator.
- Craving a milkshake? Try a fruit smoothie instead made with fresh or frozen fruit and low-fat yogurt.

THE AVERAGE AMERICAN CONSUMES 39 POUNDS OF SUGAR PER YEAR FROM SODA AND OTHER SWEETENED DRINKS
The beverage industry would have you believe that drinking sugary beverages can be offset by exercising more, but the average person does not exercise enough to compensate for the number of calories being consumed in SSBs. For example, a 160-pound person would have to walk approximately:

- 3.3 miles to burn off a 240-calorie, 20-oz. soda
- 2.5 miles to burn off a 200-calorie, 32-oz. sports drink
- 4.6 miles to burn off a 370-calorie, 40-oz. (large) lemonade
- 4.5 miles to burn off a 360-calorie, 23-oz. sweetened tea.

In Chicago [or use similar 3.3 mile distance in your community], you’d have to walk from Soldier Field to Navy Pier just to burn off one 20-oz. soda, and you’d have to walk from Urbana to Champaign to burn off one 32-oz. sports drink! You should get started on that walk from Carbondale to Marion if you’d want to burn off the calories in 4 sweetened iced teas!

Now that you know how much difference a drink can make, here are some ways to make smart beverage choices:

- Choose water, diet, or low-calorie beverages instead of sugar-sweetened beverages.
- For a quick, easy, and inexpensive thirst-quencher, carry a water bottle and refill it throughout the day.
- Don’t "stock the fridge" with sugar-sweetened beverages. Instead, keep a jug or bottles of cold water in the fridge.
- Serve water with meals.
- Make water more exciting by adding slices of lemon, lime, cucumber, or watermelon, or drink sparkling water.
- Add a splash of 100% juice to plain sparkling water for a refreshing, low-calorie drink.
- When you do opt for a sugar-sweetened beverage, go for the small size. Some companies are now selling 8-oz. cans and bottles of soda, which contain about 100 calories.
- Be a role model for your friends and family by choosing healthy, low-calorie beverages.

Environment matters too!

There are many ways schools, employers, businesses, hospitals and lawmakers can help create a community that supports healthy choices. Ask the places where you live, play & work to do the following:

- Put healthier choices at eye level in your workplace coolers and cafeterias.
- Offer discounts on healthy beverage choices and raise the price on unhealthy choices.
- Invest in wellness & address the single largest source of calories in the American diet via a state tax on sugar-sweetened beverages.
- Post educational signs near vending machines, cafeterias, and coolers to help people identify the healthiest options.
- Provide only healthy drinks during meetings and conferences. Provide free tap water to community residents and clients.
The Illinois Alliance to Prevent Obesity’s
Rethink Your Drink Social Media Messages:

Campaign hashtags: #RethinkYourDrink #OneSmallChange

Model Tweets – SSB/HEAL Act facts & strategies:

- Sugary drinks are the #1 source of calories in teens’ diets – even over pizza! #RethinkYourDrink
- #DidYouKnow: Consumption of sugar-loaded drinks has increased 500% in the past fifty years? #RethinkYourDrink
- DRINK beverages with 0-5g of sugar per 12oz. DON’T DRINK beverages with over 12g of sugar per 12oz. # #RethinkYourDrink
- Check out this PSA from the Seattle area. What should Illinois’ PSA say? #RethinkYourDrink https://www.youtube.com/watch?v=6idXRO8Voas
- Think water is boring? Think again! Tasty water recipes: http://bit.ly/IZnilk #RethinkYourDrink
- We’re thirsty for change! Say YES to more water and NO to sugar-sweetened drinks. RT this if you agree! #RethinkYourDrink
- A 160-lb person would have to walk 3.3 miles to burn off a 240-calorie, 20-oz. soda #RethinkYourDrink
- How much sugar are you drinking? A typical 20-ounce soda contains 15 to 18 teaspoons of sugar. #RethinkYourDrink
- Need funding for physical education and nutrition in schools in IL? The Healthy Eating Active Living Proposal can help. #RethinkYourDrink http://bit.ly/Yje4Ze
- Environments matter too. Make healthy beverages the affordable & easiest option #RethinkYourDrink
- You’d have to walk from Soldier Field to Navy Pier in Chicago to burn off just one 20 ounce soda #RethinkYourDrink [or find similar 3.3 mile distance in your community to post]
- Soda consumption nearly doubles the risk of dental caries in children and increases the likelihood of cavities in adults. RethinkYourDrink
- Latino kids are more likely to drink sugary drinks before age 2 compared to their white peers (74% vs. 45%)? #RethinkYourDrink
• The Healthy Eating Active Living Proposal is estimated to raise over $600 million in the first year. #OneSmallChange

• Did you know that one 20-oz bottle of soda has the same amount of sugar as 18 cookies? ’Tis the season to make #OneSmallChange and find a sweeter, better substitute http://spr.ly/61828JlSO

• Make a New Year’s resolution to Kick the Can in 2017 #OneSmallChange Learn how here

• The average American consumes 39lbs of sugar per year from sugary beverages. That’s the same weight as a medium sized dog! #OneSmallChange

• Did you know that one 20-oz bottle of soda has the same amount of sugar as 6 donuts? #OneSmallChange

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**Model Facebook Posts – SSB/HEAL Act facts & strategies:**

• Consumption of sugar-loaded drinks has increased 500% in 50 years and is now the single largest category of caloric intake in children, surpassing milk in the late 1990s! Share what you are doing to help reverse this trend. #RethinkYourDrink

• Think water is boring? Thank again! Find Strawberry Blast, Peach Pie, Cherries Jubilee, Vanilla Latte and more recipes to add some pizazz to your water here http://bit.ly/IZnilk

• This simple PSA from the Seattle area helps us rethink our drinks. What should Illinois’ PSA say about sugar-loaded beverages? https://www.youtube.com/watch?v=6idXRO8Voas

• Every sip counts! People who consume sugary drinks regularly—1 to 2 cans a day or more—have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks.

• Does your school need more funding for physical education and nutrition programs? The Healthy Eating and Active Living Proposal could help fund programs at schools across Illinois.

• Did you know that our environments affect our health behaviors? Making healthier choices more convenient & affordable, like raising the price of unhealthy drinks through an excise tax, is effective

• We’re thirsty for change! Say YES to more water and NO to sugar-sweetened drinks. Share this if you agree! #RethinkYourDrink

• Are you pouring on the pounds? Sugary beverages increase the risk obesity and diabetes, cancer and hypertension - try drinking water or low-fat milk to get the most out of your drinks without the sugary calories.
• You’d have to walk from Soldier Field to Navy Pier in Chicago to burn off just one 20 ounce soda #RethinkYourDrink [or find similar 3.3 mile distance in your community to post]

• 2 sentence healthy beverage guide: DRINK PLENTY=Water, 1% or skim milk & seltzer water. SAY NO TO: Drinks with 12g of sugar or more per 12 ounces – that means sodas, energy/sports drinks & fruit drinks


• Environment matters when it comes to obesity prevention. Strategies such as price disincentives and product placement can encourage healthier choices. Learn more: http://1.usa.gov/1amawnW

• Did you know that approximately 1 in 2 Hispanic children born in 2000 are predicted to develop diabetes in their lives and that one study found that Latino kids are more likely to drink sugary drinks before age 2 compared to their white peers (74% vs. 45%)? #RethinkYourDrink

• Ideas to help with making healthy beverage choices: Choose and stock fridge with water, diet, or low-calorie beverages instead of sugary ones. Carry a water bottle. Snazz up your water with fruit slices. Serve water with meals.

• It is estimated that the Healthy Eating Active Living Proposal would raise over $600 million in the first year. Which health and prevention programs in your community could benefit from those funds?

• Environments matter too. Effective strategies for reducing sugary beverage consumption: Stocking drinks @ eye-level or discounting healthy options & raising prices on unhealthy ones. Find others here: http://1.usa.gov/1amawnW

• One Small Change is all it takes! Please watch and share the following video regarding the State-wide campaign: One Small Change – Anthem https://www.youtube.com/watch?v=KVtmFwbQo2w&list=PLtzTeR_CJNHnOKrMpu7zw-p3mdy_-_gh&index=1&t=33s

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**Model Tweets – Events:**

• [Insert Org/School/Department/County] is Rethinking Our Drinks # #RethinkYourDrink

• Today at [insert worksite/hospital] we’re swapping sugar-sweetened beverages for water. Join the movement #RethinkYourDrink

• Students at [insert school] are learning about healthy beverages: Skim or 1% milk, water & seltzer water #RethinkYourDrink

• [Insert school/company/health department] is standing with @Voices4HK, @American_Heart & @PreventObesityIL to promote drinking water! #RethinkYourDrink

• Employees at [insert hospital/company] are taking the 30-day challenge to drink 8 8-oz servings of water per day – join us! #RethinkYourDrink

• This is me pouring OFF the pounds by choosing water over soda. #RethinkYourDrink
• [Insert school/company/health department] is participating in Sugarless Wednesdays. Join the movement #OneSmallChange

Model Facebook Posts – Events:

• It’s Bring Your Water Bottle to Work Day at [Insert company/hospital name] Why water? Next up? A 30-day challenge to drink 8 eight-ounce servings a day!

• Go On Green! Students at [insert school] are making craft projects: Stop lights as healthy drink guides. Green is for no-sugar drinks: Water, skim/1% milk and seltzer water.

• Here are attendees at [insert name’s] Hidden Sugars demonstration learning how much sugar is in soda. That’s 17 teaspoons in a 20-ounce serving. Would you put that much in your coffee?

• I am [insert name] and I am choosing to pour OFF the pounds because [insert reason]

• [Insert park district/health department] supports healthy communities by encouraging healthy beverage choices through a 30-day Drink More Water Challenge. Join us!

• [Insert school/company/health department] is participating in Sugarless Wednesdays to educate about the healthy lifestyle benefits of less “Sugary Drinks”.
**Rethink your Drink Educational Activities/Event/Ideas Guide**

See following pages for step-by-step instructions and handouts

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**For any audience! Hidden Sugars Demonstration** (page 11) - All you need is a bag of sugar or sand and a measuring cup to raise awareness of how much sugar we consume by drinking even just one sugary beverage per day!

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**For classrooms/after school programs: A) Go on Green** (page 22) - Draw a stoplight and paste pictures of beverages by the color that corresponds with recommended consumption frequency. Red- Whoa!, Yellow- Slow, Green- Go! **B) The Happy Face Game** (page 26) – Kids learn healthy drink options by matching happy, neutral or sad faces with the corresponding beverage category.

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**Worksites:** Engage employees with events like the **30-Day Water Challenge** and **Bring Your Water Bottle to Work Day** (both on page 18). Display RTYD posters near vending machines and materials in the cafeteria/kitchen. Pledge to serve only healthy beverages at meetings. Offer free water or samples of fruit/herb-infused water. For more ideas on how to shape work environments to encourage healthier choices, see page 6.

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**Hospitals/Healthcare providers:** Consider environmental changes such as traffic light drink labeling in the cafeteria and changing the layout of beverage displays to showcase healthier drink options. For more environmental strategies, see page 6. For patient education, display RTYD materials in waiting rooms. To reach your peers, present on the subject during Grand Rounds or at a conference plenary session.

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**Faith-based institutions:** Pledge to only serve healthy beverages at events/meetings. Take a community-wide **30-Day Water Challenge** (page 18). Display educational signage near vending machines and in other communal spaces.

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**Local community coalitions:** Give presentations at community events. Put up RTYD signs (or make a short video!) in public areas/public transportation stops/parks/food pantries. Share RTYD social media messages with your networks.
Hidden Sugars Demonstration Breakdown

**Target Audience:** Any group!

**Objectives:**
- Educate participants on obesity in Illinois and harmful conditions associated with obesity, and the connection to the consumption of sugar-sweetened beverages.
- Educate participants on making healthier beverage choices.

**Description:**
Educate audience on obesity in Illinois and harmful conditions associated with obesity, prevalence of sugar in the American diet and amount consumed through sugar-sweetened beverages. Provide visual demonstration of amount of sugar in soft drinks and then provide guidance to participants on making healthier beverage choices.

**Demonstration Ingredients**

**Supplies**
1 bag of sugar cubes
1 empty soda bottle
1 scoop

**Handouts**
Hidden Sugars Presentation Guide
Sugar-Sweetened Beverage Fact Sheet
Go On Green Handout
PART 1 OBESITY IN ILLINOIS

- Illinois ranks in the top ten states for obese/overweight adolescents (ages 10-17 years).
- One in five Illinois children are obese, the fourth worst rate in the nation.
- Nearly two-thirds (64%) of all Illinoisans are overweight or obese.

PART 2 THE PROBLEM WITH OBESITY

Step Two: Provide information on negative health effects of obesity

- Only three states (Mississippi, Georgia, and Kentucky) have a higher childhood obesity rate than Illinois. These alarming statistics suggest that Illinois kids are at excessive risk for serious lifelong health problems like diabetes, heart disease, fatty liver disease, and arthritis.
- Obesity is linked to many life-threatening chronic diseases like heart disease and type 2 diabetes.
- For the first time in history, the current generation will have a shorter lifespan than their parents – due largely to obesity-related disease.

PART 3 WE ARE EATING TOO MUCH SUGAR

Step Three: Define sugar-sweetened beverages and lead discussion and demonstration on sugar consumption

What is a sugar-sweetened beverage?

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

[Ask the 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!

[Display] ¼ lb of sugar in a 2 liter cola bottle

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. Here, let me show you.

[Display] This is what a quarter pound of sugar looks like.

[Hold up 28 sugar cubes in a baggie]

- Extra calories from all this sugar and other calorie-rich sweeteners can lead to weight gain, obesity, and can contribute to serious health problems such as heart disease, type 2 diabetes, and certain cancers.
PART 4  Calculating Sugar Content

Step Four: Show audience how to calculate sugar content from beverage labels

You’re probably wondering, “is it really possible that people eat this much sugar and extra sweeteners?” And “where is all this sugar coming from?”

We’re talking about the extra sugar and sweeteners that manufacturers add to food and drinks. Most of the added sugar in our diets comes from sodas and other sweetened beverages.

So let’s begin to think about what we drink. For example, Let’s take a look at a 20-ounce cola, which has since about 17 teaspoons of sugar on average. How do we know that? By reading the label and calculating. Let’s walk through it.

[Refer to Calculating Sugary Drinks Handout]
Since most people don’t understand what grams are, let’s change the grams into teaspoons... How many teaspoons of sugar are in a 20-oz. cola bottle?

4 grams of sugar equals one teaspoon.
If you divide 65 grams by 4, you get about 17 teaspoons

PART 5  Hidden Sugars Demonstration

Step Five: As you lead this part of the discussion, have a partner scoop and count teaspoons of sugar into your empty soda bottle to give a visual demonstration of high sugar content.

How Much Sugar is in That Bottle?

• Let’s see what 17 teaspoons of sugar looks like.

[Ask For a Volunteer to Count Out 17 Sugar Cubes From the Baggie.]

• Please count out 17 teaspoons/cubes of sugar and put them in this 20 ounce cola bottle. I’ll help you count.

[Count: 1-2-3-4-5... Keep Going! ... You’re Halfway There...]

• O.K. Take a look at this bottle. This is the amount of sugar in just one cola drink. The American Heart Association recommends no more than six teaspoons of sugar per day for adult women and no more than nine teaspoons for adult men. For children the recommended amount is three teaspoons daily and for teens the amount should not exceed eight teaspoons.

Let me ask you a question... would you put this much sugar in your coffee?

Here’s something else that might surprise you: adding just one 20-ounce cola a day to your normal diet for a year, could result in gaining 25 extra pounds! — all because of the empty calories from added sugar.

[Ask the Audience]

How long do you think you would have to walk briskly to burn off the 240 excess calories from one 20-ounce cola?

So...Now...Don’t You Want to Rethink Your Drink?
PART 6 Making healthier choices

Step Six: Review Go On Green handout with healthy beverage guidelines

Picking healthy beverage choices is easy with the Go On Green handout.

RED is for beverages you should drink rarely or not at all. That includes regular sodas, sports drinks and fruit drinks.

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, seltzer water or skim/1% milk.

Also, there are things you can do to make it easier for you and your community to make healthy choices!

• Choose water, diet, or low-calorie beverages instead of sugar-sweetened beverages. Add slices of lemon, lime, cucumber or your favorite fruit to make it more fun!
• Bring a water bottle to school to drink out of throughout the day.
• Ask your parents or guardian to keep a jug of water in the fridge.

Environments influence health behaviors! Here are some things you can do or encourage in your community to help make the healthy choice the easy choice:

• Put healthier choices at eye level in coolers, vending machines and cafeterias
• Offer discounts on healthy beverage choices and raise the price on unhealthy choices
• Increase educational signage near vending machines, cafeterias, and coolers to help people identify the healthiest options
• Provide only healthy drinks during events
• Model healthy behaviors by drinking GREEN beverages in front of others
Handout: Calculating Sugar Content

How many teaspoons of sugar are in a 20 ounce cola?

**Calculation:**
Grams of sugar divided by 4 = Teaspoons of sugar

Note: If the container has more than one serving, multiply the number of grams of sugar by the number of servings to get the total teaspoons of grams of sugar in the container.

For example, from the label below, 27 grams of sugar x 2.5 serving = **65 grams of sugar in the entire bottle.**

That's 16.25 teaspoons of sugar in one 20 ounce bottle of soda!

**Stay Connected:**

- 'Like' the Illinois Alliance to Prevent Obesity on Facebook.
- Follow @PrevObesityIL on Twitter
- Learn more and sign up for email updates at [www.preventobesityil.org](http://www.preventobesityil.org)
- To order Rethink Your Drink water bottles, contact Janna.Simon@iphionline.org.
**Handout: Be a Label Reader**

Become a label reader and beware of sugar’s many names and also pay attention to portion sizes.

### Nutrition Facts

<table>
<thead>
<tr>
<th>Serving Size: 8 oz</th>
<th>ONE BOTTLE=THREE PORTIONS!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Servings Per Container</td>
<td>2.5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amt Per Serving</th>
<th>% DV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>150</td>
</tr>
<tr>
<td>Total Fat</td>
<td>2.5 g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>0 g</td>
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<tr>
<td>Trans Fat</td>
<td>0 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>85</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>mg</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>30 g</td>
</tr>
<tr>
<td>Sugars</td>
<td>13 g</td>
</tr>
<tr>
<td>Protein</td>
<td>3 g</td>
</tr>
</tbody>
</table>

**Common names for sugar:**

Sugar comes in many forms. Here are some common words for sugar in the Ingredients List:

- High fructose corn syrup
- Honey
- Cane juice
- Corn syrup
- Maple syrup
- Dextrose
- Molasses
- Fructose
- Powdered sugar
- Glucose
- Raw Sugar
- Brown sugar
- Sucrose

To find out how much sugar is in a package of food, first check the “Nutrition Facts” panel on the package.

Look for the word “Sugars” to see how much sugar is in the food per serving. To find the hidden forms of sugar, check the “Ingredients.”

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**Stay Connected:**

- Like the Illinois Alliance to Prevent Obesity on Facebook.
- Follow @PreventObesityIL on Twitter
- Learn more and sign up for email updates at [www.preventobesityil.org](http://www.preventobesityil.org)
Handout: Go On Green

Rethink your Drink

RED
Drink Rarely, If At All
- Regular sodas
- Energy or sports drinks
- Sweetened coffee/tea drinks
- Fruit drinks

YELLOW
Drink Occasionally
- Diet soda
- Low-calorie, low-sugar drinks
- 100% juice

GREEN
Drink Plenty
- Water
- Seltzer water
- Skim or 1% milk

Drinking sugary beverages can lead to diabetes, hypertension and some types of cancers. Research shows that making healthier drinks more affordable and convenient helps everyone make healthier decisions. Go on GREEN today!

Stay Connected:

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Follow @PrevObesityIL on Twitter

Learn more and sign up for email updates at www.preventobesityil.org
Bring Your Water Bottle to Work Day/30-Day Water Challenge

Event Breakdown

Target Audience: Work sites/hospitals

Objectives:
- Motivate employees to drink more water
- Educate employees on health benefits of drinking more water
- Educate employees on making healthier beverage choices
- Create a work environment that supports healthy choices

Description: On average, employees spend almost half their waking hours working, so work environments that promote employee well-being go a long way toward fostering good health! Use these fun and easy event ideas to encourage increased water consumption among your employees. At minimum, you need only promote the event using the email templates provided here. If you want to increase excitement, plan a kick-off event and offer incentives (such as a cafeteria coupon for healthy items). You can also use the handouts to provide further information on healthy beverage choices. If you’re interested in doing more to create a healthy work environment, see the Employer Resources page.

Demonstration Ingredients

Supplies
Promotional email templates
Employer Resource Page

Handouts
Go On Green Beverages: Make Every Sip Count
30-Day Water Challenge Tracking Sheet
**Illinois' Rethink Your Drink Month: 30-Day Water Challenge**

**Pledge:** I, [Name], pledge to join my fellow team members to move toward healthier beverage choices by drinking more water and fewer sugar-sweetened beverages!

**Goal:** Drink eight 8-ounce servings of beverages with no added sugars or artificial sweeteners every day for the next thirty days.

Use the chart below to keep track of your progress toward your goal.

<table>
<thead>
<tr>
<th>30-day Challenge - GO!</th>
<th>1</th>
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</tbody>
</table>

Halfway there! Great job!!!

Promotional Email Templates

Event Announcement Email

A message from the [President, CEO - fill in as appropriate]

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 Illinois' Rethink Your Drink Month.

More facts:

- One study shows the odds a child will become obese increase by 60% with each additional 12-ounce serving of soda per day.
- People who drink 1-2 servings/day are 26% more likely to develop type 2 diabetes than people who drink 0-1 serving/month.

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 kicking off Illinois' Rethink Your Drink Month on Monday, January 13th with an initiative to get everyone in the [INSERT COMPANY/ORGANIZATION NAME] family drinking more water.**

Why drink more water? Water is calorie-free, hydrating and something on which every system of the body depends.

**Stay tuned** as we provide tips, recipes and information on how [INSERT COMPANY/ORGANIZATION NAME] will celebrate Rethink Your Drink Month.

Second Announcement Email with Details

A message from the [President, CEO - fill in as appropriate]

On [insert date], we will be celebrating Illinois’ Rethink Your Drink Month. We will join Illinoisans across the state as they pledge to make healthier beverage choices.

Here’s what you can do to join in the celebration:

- **[Insert Date] is our official kickoff with Bring Your Water Bottle to Work Day;**
- Bring other healthy beverages to work including water, seltzer water and skim or 1% milk
- **Join our 30-day Water Challenge** and pledge to make healthier beverage choices (see attached Tracker Tool);
- Make healthier choices at the vending machine: Choose water instead of sodas, sports drinks, sweetened coffee drinks and other sugar-sweetened beverages

**OPTIONAL:** Don't forget to mark your calendar for [INSERT TIME] on [INSERT DATE] to join us in our celebration [INSERT LOCATION].

I look forward to drinking our way to health together!
Congratulations on fostering a work environment that encourages employees to make healthy choices! Healthy workplaces matter for employees, healthy employees matter for business.

Please find below further ideas for your Sugary Beverage Awareness Month events and a few resources with more information on other actions you can take to promote employee wellbeing.

**Ideas for Sugary Beverage Awareness Month events:**
- Consider hosting a kick-off event or offering incentives for participation. These are easy ways to boost participation, increase excitement and ensure your events are a success!
- Incentive ideas: Voucher for healthy cafeteria offerings, free healthy beverages, non-food/drink prizes such as a certificate for bowling or cool office supplies.
- Recognize a few employees who have made a commitment to participate in your events
- Ask your leadership to speak about their interest in healthy beverages/improving nutrition
- Commit to making a permanent change in your workplace, like creating a healthy beverages policy or stocking the vending machine with fewer unhealthy options.

**Use Communications Tools:**
- Send reminder emails using the templates provided
- Create a discussion on an internal board for employees to share stories and tips for staying committed to the Challenge and on drinking more water
- Post events posters and flyers by vending machines and in employee break rooms

**Other ways to promote employee wellbeing:**

Employee health is a worthwhile investment. Worksite wellness programs can help businesses improve their bottom line by reducing health care spending and creating more productive resources. Learn more with the following resources:

**Worksite Wellness Guide** ([iphionline.org/pdf/IPHI_Worksite_Wellness_Guide_FINAL_22713.pdf](http://iphionline.org/pdf/IPHI_Worksite_Wellness_Guide_FINAL_22713.pdf)): A resource guide with policy and implementation information in areas such as physical activity, alternative scheduling, healthy vending, and breastfeeding support. Additionally, it contains information about assessing current worksite wellness and forming a committee.

**Rethink You Drink: Healthy Beverage Toolkit for Healthcare** ([iphionline.org/pdf/IPHI_Healthy_Beverage_Toolkit_for_Healthcare.pdf](http://iphionline.org/pdf/IPHI_Healthy_Beverage_Toolkit_for_Healthcare.pdf)): A resource intended to assist hospitals, health centers and other organizations with similar missions to implement policies and programs that support the health of the communities they serve by improving their beverage offerings.
Rethink Your Drink

Stoplight
Craft Project

Project Breakdown

Target Audience: Schools/after school programs

Objectives:
• Educate students about sugar content in beverages and reasons to cut down on consumption of sugary beverages and drink more water.
• Educate students on healthy beverage choices through interactive craft project.

Description: Give lesson on amount of sugar consumed through sugar-sweetened beverages and contrast with information on recommended amounts of sugar consumption for kids. Guide them on healthier beverage choices and reinforce lesson through craft project.

Demonstration Ingredients

Supplies
Stoplight handout for each student
Writing utensils OR scissors and paste. Optional: Magazines (for pictures)
Bag of sugar and teaspoon
Sample drinks from each stoplight category: e.g. soda, 100% juice, water

Handouts
Stoplight Craft Project Discussion Guide
Go On Green Handout
PART 1 DISCUSSION
WHAT ARE WE DRINKING?

Step One: Ask students to name things they drink and how often they drink them.

PART 2 WE ARE EATING TOO MUCH SUGAR

Step Two: Define sugar-sweetened beverages and demonstrate sugar contents in drinks.

What is a sugar-sweetened beverage?
• Any beverage with added caloric sweetener. What is sweetener? Ask kids to name sweet tastes. A sweetener is something added to a drink or food to make it sweeter. Have them repeat some different names for sweeteners: High fructose corn syrup, cane sugar, fructose, fruit juice concentrate, glucose, sucrose, honey, brown sugar, dextrose and corn sweetener.
• Have them guess drinks that have sweeteners and go over common answers: Soda, other carbonated soft drinks, juice drinks, sports drinks, energy drinks, sweetened milk or milk alternatives and sweetened tea.

How much sugar is in soda?
Let’s take a look at a 20-ounce cola, which has since about 17 teaspoons of sugar on average.
• Let’s see what 17 teaspoons of sugar looks like.

[Scoop Out 17 Teaspoons From the Baggie and have the kids count along]
• I’m counting out 17 teaspoons and putting them in this 20 ounce cola bottle.

[Count: 1-2-3-4-5... Keep Going! ... We’re halfway there...]
O.K. Take a look at this bottle. This is the amount of sugar in just one cola drink. To be healthy, kids are supposed to eat and drink no more than three teaspoons daily.

Remember portion sizes as well
Look at the label for information on portion sizes. Once bottle of soda is usually considered 2.5 servings!
PART 3 Making healthier choices

Talk through different beverage categories and recommended consumption frequency.

For each category, hold up sample drink and have kids name other examples.

RED is for beverages you should drink rarely or not at all. That includes regular sodas, sports drinks and fruit drinks.

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

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

Handout Go on Green Craft Project. Explain instructions: Have kids cut and paste or draw lines (your choice) matching pictures and recommended drinking frequency to corresponding stoplight color.

Also, there are things you can do to make it easier for you and your family to make healthy choices!

• Choose water, diet, or low-calorie beverages instead of sugar-sweetened beverages. Add slices of lemon, lime, cucumber or your favorite fruit to make it more fun!
• Bring a water bottle to school to drink out of through the day.
• Ask your parents or guardian to keep a jug of water in the fridge.

Teachers: Environments influence health behaviors! Here are some things you can do or encourage in your schools to help make the healthy choice the easy choice:

• Put healthier choices at eye level in your coolers, vending machines and cafeterias
• Offer discounts on healthy beverage choices and raise the price on unhealthy choices
• Increase educational signage near vending machines, cafeterias, and coolers to help students identify the healthiest options
• Provide only healthy drinks during class/school events
• Model healthy behaviors by drinking GREEN beverages in front of students
GO ON GREEN!

Instructions: Cut & paste pictures (or find other drink pictures in magazines) and amounts onto the matching stop light colors or draw lines connecting them to the matching stop light color.

Drink Only Sometimes
Don’t Drink
Drink Plenty!
The Happy Face Game

**Goal:** This game uses the easily-recognized happy face to help kids identify beverages that are lower in sugar or sugar-free and therefore represent the healthier choice. The intended audience is children in kindergarten through grade three.

**Materials:** White paper plates, poster board or magnet board and magnets, photocopies of beverages, glue stick, scissors

**Instructions:** Have children draw one face per plate (happy, neutral and sad) or on a larger piece of poster board to be anchored on a wall. Prior to playing the game there should be a discussion about healthy beverages and why choosing water and low fat milk are the happy face choice, while sugar-sweetened beverages, such as soda and juice drinks, are high in sugar and are less healthy for their teeth and bodies. Have children stick different drinks to corresponding face.

- Water, Low-fat milk, Fruit-infused water
- Diet Soda, 100% Fruit Juice
- Soda, Juice Drink, Energy Drinks
The Happy Face Game
Sugar-sweetened beverages are the single biggest source of added sugar in the American diet. Each day, more research continues to prove the harmful and dangerous impacts of sugar. Sugar found in sugar-sweetened beverages raises one’s risk for chronic disease and obesity, a human and financial toll burden Illinois can no longer afford.

I support the Healthy Eating Active Living (HEAL) Act, a bill that would help fight the Illinois obesity epidemic and invest in our health through a penny-per-ounce excise tax on sugar-sweetened beverages. The HEAL Act could help reduce consumption and raise an estimated $600 million in revenues to help fund school and community health programs such as physical education, community gardens, farmers’ markets, and health care for low-income residents. Supporting the HEAL Act is important to me because:_________________________________________________________________
__________________________________________________________________________________________________
__________________________________________________________________________________________________
__________________________________________________________________________________________________
__________________________________________________________________________________________________

Get Involved!

I am interested in participating in future activities to educate my community on the health harms of sugar-sweetened beverage consumption and/or supporting funding for community wellness/prevention programs:

☐ I have a story to share!
☐ I would share educational materials with my community.
☐ I would write a letter to the editor if provided assistance.
☐ I would meet with my legislators if provided the opportunity.
☐ I would be willing to come to Springfield as part of a day at the Capitol to meet with lawmakers about combating obesity.
☐ I would like to receive updates and information about this issue.

Name:__________________________________________
Email:___________________________________________
Voting Address:___________________________________
City:_______________ State:___________ Zip:__________

The Illinois Alliance to Prevent Obesity (IAPO)

IAPO is a statewide coalition comprised of a broad range of stakeholders working for a state-level response to the obesity epidemic. IAPO works to shape and advance solutions to reverse dangerous obesity trends with the goal of reducing obesity rates in Illinois by 2018. IAPO supporters believe that Illinois must respond to the obesity epidemic by developing coordinated systems, policy improvements and investment on the scale of the problem.

IAPO is convened by the Illinois Public Health Institute
Health Care Provider

RETHINK YOUR DRINK CAMPAIGN

Get Involved!

☐ I would take a pledge to refrain from drinking sugar-sweetened beverages (SSBs) and inform my patients.

☐ I would work with others to reduce unhealthy beverage consumption and increase water consumption in a health care setting or other venue.

☐ I would involve a medical student, resident, or another health care provider in the campaign.

☐ I would attend/invite others to attend a webinar on SSBs.

☐ I would present on the Rethink Your Drink campaign at my institution/practice.

☐ I would present on SSBs in my community, if provided assistance.

☐ I would talk to the media, if provided assistance.

☐ I would meet with my legislators about combating obesity, if provided the opportunity.

☐ I would like to receive more information about how I can be involved.

☐ Other involvement: ____________________________

______________________________________________

______________________________________________

Name: ________________________________________

Email: _________________________________________

Voting Address: __________________________________

City: ___________________________ County: __________

State: ___________________________ Zip: ____________

In partnership with the Illinois Alliance to Prevent Obesity (IAPO), the Illinois Chapter, American Academy of Pediatrics (ICAAP) is one of four organizations throughout the state leading a grassroots campaign in Illinois to address sugar-sweetened beverages (SSBs). ICAAP’s goal is to engage health care providers in the campaign and to educate health care providers and the public about the impacts of SSBs and the Healthy Eating Active Living (HEAL) Act, a bill to fund obesity prevention and treatment, including state Medicaid funding, through an excise tax on SSBs.

IAPO is convened by the Illinois Public Health Institute

Please return this form to Billy Kalb, Coordinator of ICAAP Obesity Prevention Initiatives, by email at bkalb@illinoisaap.com or by fax to 312/733-1791. If you have questions, please call 312/733-1026, ext 232.
When Choosing Drinks, Ask:

How can I make every sip count? Drink natural, nutrient-packed beverages like milk and water (plain or seltzer) to boost your nutrition.

Did I drink 2-3 cups of milk today? If not, drink low-fat or fat-free milk to build strong teeth and bones.

Am I thirsty? Choose water to stay hydrated without adding extra calories. Use tap water and add ice cubes to save money. Add flavor with sliced fruit or cucumber.

What if I don’t like the taste of tap water? Leave water overnight in an open container. Chlorine evaporates so water tastes better.

What should I do with the large drink from a meal combo at fast food restaurants? Substitute low-fat or fat-free milk, water or split a drink with family.

What’s in Your Drink? Read the Label

Find the serving size. One container isn’t always one serving. This container has 3 servings. Drinking the whole container is 510 calories!

Limit added sugars.

Read ingredients. Milk or 100% juice should be listed first.

Choose Most Often | Drink Less Often
---|---
Water | Soda
Milk: Low-fat or fat-free | Sports drinks, energy drinks
Seltzer water | Fruit-drinks

I Will Drink More: | I Will Drink Less:
---|---

Nutrition Facts

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories from Fat % Daily Value*</th>
</tr>
</thead>
</table>
| Calories | 170 | Calories from Fat 20%
| %Daily Value* | Total Fat: 2.5g | 4 %
| Saturated Fat | 1.5g | 8 %
| Trans Fat | 0g | 0 %
| Cholesterol | 5mg | 2 %
| Sodium | 190mg | 8 %
| Total Carbohydrate | 29g | 10 %
| Dietary Fiber | 1g | 5 %
| Sugars | 27g | 3 %
| Protein | 8g | 1 %

Vitamin A: 10% | Vitamin C: 6%
Calcium: 30% | Iron: 4%

* Percent Daily Values are based on a 2,000 calorie diet.

Cuando elijan bebidas pregúntense:

¿Qué puedo hacer para que cada sorbo me beneficie?
Beba líquidos naturales y ricos en nutrientes como la leche que estimulan su nutrición.

¿Tomé hoy de 2 a 3 tazas de leche?
Si no, beba leche baja en grasa o sin grasa para que sus huesos y dientes se mantengan fuertes.

¿Tengo sed?
Para mantenerse hidratado sin añadir calorías, beba agua simple. Para ahorrar dinero beba agua de la llave con cubitos de hielo. Dele sabor agregándole fruta picada o pepino.

¿Qué hago si no me gusta el sabor del agua de la llave?
Deje el agua en un recipiente abierto durante toda la noche. El cloro se evapora y el agua sabe mejor.

¿Qué hago con la bebida grande que me dan en los restaurantes de comida rápida?
Substitúyala por leche baja en grasa o sin grasa, o por agua, o compártila con la familia.

¿De qué tamaño es su bebida?
Este vaso es el tamaño exacto de una taza o el equivalente a 8 onzas.
Compare su recipiente con este y luego lea la etiqueta para ver cuánto está tomando.

¿Qué contiene su bebida?
Lea la etiqueta
Encuentre la medida de la porción.
Un recipiente no equivale siempre a una porción. Este recipiente contiene tres porciones. Si lo bebe todo estará consumiendo ¡510 calorías!

Límite las azucares añadidas.
Lea las etiquetas. La leche o los jugos 100% de frutas deben ocupar el primer lugar en su selección.

<table>
<thead>
<tr>
<th>Elija con mayor frecuencia</th>
<th>Beba con menos frecuencia</th>
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</thead>
<tbody>
<tr>
<td>Agua</td>
<td>Soda</td>
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<tr>
<td>Leche: Baja en grasa o sin grasa</td>
<td>Bebidas deportivas, bebidas energizantes</td>
</tr>
<tr>
<td>Bebidas sin endulzantes</td>
<td>Bebidas de frutas</td>
</tr>
<tr>
<td></td>
<td>Bebidas con endulzantes</td>
</tr>
</tbody>
</table>

Beberé más:                          Beberé menos:

Desarrollado por el Dairy Council of California ©2010, revisar 2013, en colaboración con la Orange County Nutrition and Physical Activity Collaborative (NuPAC). Financiado por el Supplemental Nutrition Assistance Program del Departamento de Agricultura de los Estados Unidos. Departamento de Salud Pública de California.
1. Take the 30-day pledge to reduce your sugary drinks

I pledge...to RETHINK MY DRINK for 30 days by making an effort to decrease the number of sugary drinks I consume and replace them with healthier alternatives like water each day.

#RETHINKYOURDRINK
WWW.PREVENTOBESITYIL.ORG

NAME (PRINTED)

SIGNATURE

DATE

©2014, American Heart Association. Also known as the Heart Fund: IWAA

2. Learn more and sign up for IAP0’s monthly email alerts at PreventObesityIL.org

3. Stay connected:

‘LIKE’ IAP0 ON FACEBOOK
FOLLOW @PREVOBESITYIL

THE ILLINOIS ALLIANCE TO PREVENT OBESITY

The Illinois Alliance to Prevent Obesity (IAPO) is a statewide coalition comprised of a broad range of stakeholders working for a state-level response to the obesity epidemic. IAPO works to shape and advance solutions to reverse dangerous obesity trends with the goal of reducing obesity rates in Illinois by 2018. IAPO supporters believe that Illinois must respond to the obesity epidemic by developing coordinated systems, policy improvements and investment on the scale of the problem.

The Illinois Alliance to Prevent Obesity is convened by the Illinois Public Health Institute.

954 W. Washington Blvd. Suite 405, Mailbox 10
Chicago, Illinois 60607
(312) 850-4744
Fax: (312) 850-4040
www.iphionline.org

Developed with support from Voices for Healthy Kids, an initiative of the Robert Wood Johnson Foundation and American Heart Association.
HOW MUCH SUGAR ARE YOU DRINKING? 
BECOME A LABEL READER

4 grams sugar = 1 teaspoon
This drink has 44 grams of sugar.

44/4 = 11 teaspoons of sugar!

The American Heart Association recommends limiting sugar consumption to no more than 6 teaspoons per day for adult women and no more than 9 teaspoons per day for adult men.

The average 20-ounce soda has 16 teaspoons of sugar.

MAKE THE HEALTHY CHOICE 
THE EASY CHOICE!

RETHINK YOUR DRINK

DRINK RARELY, IF AT ALL
- Regular sodas
- Sports drinks
- Sweetened coffee/tea drinks
- Fruit drinks

DRINK OCCASIONALLY
- Diet sodas
- Low-calorie, low-sugar drinks
- 100% juice

DRINK PLENTY
- Water
- Seltzer water
- Skim or 1% milk
- Unsweetened coffee/tea drinks

STOP — Rethink Your Drink. Help end the suffering from diabetes, cancer and heart disease in your community.

www.preventobesityil.org. #RethinkYourDrink

This message was funded in part by a grant from Voices for Healthy Kids, an initiative of the Robert Wood Johnson Foundation and American Heart Association.

Drink rarely , if at all

- Regular sodas
- Energy or sports drinks
- Sweetened coffee/tea drinks
- Fruit drinks

Drink occasionally

- Diet sodas
- Low-calorie, low-sugar drinks
- 100% juice

Drink plenty

- Water
- Seltzer water
- Skim or 1% milk
- Unsweetened coffee/tea drinks

PLACES MATTERS TOO!

There are many ways schools, worksites, businesses, hospitals, parks, and lawmakers can help create a community that supports healthy choices.

ASK THE PLACES WHERE YOU LIVE, 
PLAY & WORK TO DO THE FOLLOWING:

- Put healthier choices at eye level in your workplace coolers and cafeterias
- Offer discounts on healthy beverage choices and raise the price on unhealthy choices
- Post educational signs near vending machines, cafeterias, and coolers to help people identify the healthiest options
- Provide only healthy drinks during meetings and conferences
- Provide free tap water to community residents and clients
- Support the Healthy Eating + Active Living Act to invest in health and wellness through funds raised from a sugary drink tax

Nutrition Facts

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<th>Servings Per Container 1</th>
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</tr>
<tr>
<td>Saturated Fat g</td>
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<tr>
<td>Cholesterol g</td>
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<tr>
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<tr>
<td>Dietary Fiber g</td>
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<td>Sugars g</td>
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<tr>
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<td>Vitamin A %</td>
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</tr>
<tr>
<td>Iron %</td>
<td>0%</td>
</tr>
</tbody>
</table>

Nutrient content based on a 12 fluid ounce serving.
AHORA QUE YA SABE, ¡ACTÚE!

1. Comprométase a reducir las bebidas azucaradas por 30 días.

**Prometo...** **RECONSIDERAR LO QUE BEBO**

por 30 días, haciendo un esfuerzo cada día para reducir la cantidad de bebidas azucaradas que consumo y reemplazarlas con bebidas más saludables como el agua.

#RETHINKYOURDRINK

WWW.PREVENTOBESITYIL.ORG

<table>
<thead>
<tr>
<th>NOMBRE (EN LETRA DE IMPRENTA)</th>
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<tbody>
<tr>
<td>FIRMA</td>
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<tr>
<td>FECHA</td>
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</tbody>
</table>

©2014, American Heart Association. También conocida como el Heart Fund. MWAA

2. Obtenga más información e inscríbase para recibir alertas mensuales por correo electrónico de IAPO en PreventObesityIL.org

3. Manténgase en contacto:

**HAGA CLIC EN “LIKE” EN IAPO EN FACEBOOK**

**SIGA @PREVOBESITYIL**

ALIANZA DE ILLINOIS PARA PREVENIR LA OBESIDAD

La Alianza de Illinois para Prevenir la Obesidad (IAPO) es una coalición estatal conformada por una amplia gama de partes interesadas que trabajan para dar una respuesta estatal a la epidemia de la obesidad. La IAPO desarrolla y promueve soluciones para revertir la peligrosa tendencia hacia la obesidad con el objetivo de reducir las tasas de obesidad en Illinois para el 2018. Quienes apoyan a la IAPO creen que Illinois debe responder a la epidemia de la obesidad mediante el desarrollo de sistemas coordinados, mejores políticas e inversión a la escala del problema.

La Alianza de Illinois para Prevenir la Obesidad es convocada por el Instituto de Salud Pública de Illinois.

**RECONSIDERAR LAS BEBIDAS AZUCARADAS**

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(312) 850-4744
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www.iphionline.org

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¿CUÁNTO AZÚCAR ESTÁ BEBIENDO?
APRENDA A LEER ETIQUETAS

4 gramos de azúcar = 1 cucharadita
Esta bebida tiene 44 gramos de azúcar.

44/4 = 11 cucharaditas de azúcar
La Asociación Estadounidense del Corazón (American Heart Association) recomienda limitar el consumo de azúcar a no más de 6 cucharaditas al día para mujeres adultas y no más de 9 cucharaditas al día para hombres adultos.

Una gaseosa de 20 onzas tiene en promedio 16 cucharaditas de azúcar.

Información Nutricional
Porción de 12 onzas líquidas (355ml)
Porciones por envase 1

<table>
<thead>
<tr>
<th>Cantidad por porción</th>
<th>% del Valor Diario*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calorías</td>
<td>180</td>
</tr>
<tr>
<td>Grasa total</td>
<td>0g</td>
</tr>
<tr>
<td>% grasas saturadas</td>
<td>0%</td>
</tr>
<tr>
<td>Colesterol</td>
<td>0mg</td>
</tr>
<tr>
<td>Sodio</td>
<td>40mg</td>
</tr>
<tr>
<td>Total de carbohidratos</td>
<td>44g</td>
</tr>
<tr>
<td>Fibra alimentaria</td>
<td>0g</td>
</tr>
<tr>
<td>Azúcares</td>
<td>44g</td>
</tr>
<tr>
<td>Proteína</td>
<td>0g</td>
</tr>
<tr>
<td>Vitamina A</td>
<td>0%</td>
</tr>
<tr>
<td>Vitamina C</td>
<td>0%</td>
</tr>
<tr>
<td>Calcio</td>
<td>0%</td>
</tr>
<tr>
<td>Hierro</td>
<td>0%</td>
</tr>
</tbody>
</table>

Tenga en el refrigerador agua fría, té sin azúcar, leche baja en grasa o sin grasa y otras bebidas saludables

Tenga una jarra con infusiones de agua con frutas, como limones, bayas y melones o pepinos en el refrigerador

Sirva agua o leche baja en grasa o sin grasa con las comidas

Como algo especial, agregue al agua un poquito de jugo de fruta 100% natural

Tenga bebidas saludables fácilmente accesibles para los niños

Elija bebidas con no más de 25 calorías por 8 onzas

HAGA QUE LA OPCIÓN SALUDABLE SEA LA OPCIÓN FÁCIL

EN LOS LUGARES DONDE VIVA, JUEGUE Y TRABAJE, PIDA QUE SE HAGA LO SIGUIENTE:

- Poner las opciones más saludables al nivel de los ojos en los refrigeradores y cafeterías de su lugar de trabajo
- Ofrecer descuentos para las bebidas saludables y elevar el precio de las poco saludables
- Poner letreros educativos cerca de las máquinas expendedoras, cafeterías y refrigeradores para ayudar a las personas a identificar las opciones más saludables
- Proporcionar sólo bebidas saludables en reuniones y conferencias
- Proporcionar agua gratis a los clientes y residentes de la comunidad
- Apoyar la ley de Alimentación Saludable + Vida Activa (Healthy Eating + Active Living Act) para invertir en salud y bienestar mediante impuestos a las bebidas azucaradas

¡LOS LUGARES TAMBIÉN SON IMPORTANTES!

Hay muchas maneras mediante las que las escuelas, lugares de trabajo, empresas, hospitales, parques y legisladores pueden ayudar a crear una comunidad que apoye las opciones saludables.
For more information go to www.bphc.org/chronicdisease

What's in a typical 20 oz bottle of soda?

1. Serving Size:
   A standard serving size is 8 oz.
   This 20 oz. soda bottle 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.

2. Calories:
   There are 100 calories in one serving and 250 in the bottle. These calories have no nutritional value.

3. Sugars:
   It's easier to figure out how much sugar on nutritional value, and 520 in the bottle. These calories have no nutritional value.
   The more soda, the more calories, the more sugar.

20 oz bottle:
- 1 Serving Size: A standard serving size is 8 oz.
- 1 Serving: 20 oz.
- 2 Calories: There are 100 calories in one serving.
- 3 Sugars: 17 teaspoons

Cutting back on RED drinks and substituting them with GREEN drinks can help prevent unhealthy weight gain.

- A 20-ounce (oz) bottle of soda contains about 17 teaspoons of sugar. Drinking one of these every day can lead to about 25 extra pounds of weight gain a year.
- To burn off the additional 250 calories in a 20 oz bottle of soda, you'd have to walk briskly for approximately 60 minutes.

Choosing healthier drinks is an essential step in maintaining a healthy weight and helping to reverse the obesity epidemic.

- Sugary drinks are a major contributor to obesity and are a leading cause of preventable death in the United States.
- Sugar-sweetened beverages are a major contributor to obesity in youth and adults, which can result in the development of chronic diseases like Type 2 diabetes, heart disease, and cancer.
- In Illinois, 1 in 3 adults are overweight or obese.
- Cardiovascular disease and cancer development are chronic diseases that hallow in the body and are often not noticed until the disease is advanced.
- The obesity epidemic is affecting our wallets, too; health costs related to obesity in the United States are estimated at $147 billion annually.
Red:  Stop and think!
Drink rarely, if at all.
Over 12g of sugar per 12 oz
Examples:
- Regular soda
- Energy drinks
- Sports drinks
- Regular coffee and tea drinks

Yellow:  A better choice.
Drink occasionally.
6 to 12g of sugar per 12 oz
Examples:
- Diet soda
- Diet iced tea
- Diet red tea

Green: The healthiest choice.
Drink plenty.
0 to 5g of sugar per 12 oz
Examples:
- Water
- Seltzer water
- 1% or skim milk (in small portions)
- Unsweetened soymilk (in small portions)
- Diet and "light" drinks that are artificially sweetened
- "Yellow" beverages contain added sugar, which can contribute to weight gain and other chronic diseases like Type 2 diabetes.

Red drinks contain "empty" calories, with little or no nutrients, and can contribute to weight gain and other chronic diseases like Type 2 diabetes and heart disease.

Whole or 2% milk - Juice drinks with added sugar - Pre-sweetened coffee and tea drinks

Many also have high sodium and/or fat content.

"Red" beverages are high in sugar.

Over 12g of sugar per 12 oz
Red:  Stop and think!
References:


