



HEALTHY

A STRATEGY TO ADDRESS THE OBESITY CRISIS

BEVERAGES

THE CHALLENGE

- Extra calories from sugary drinks, such as sodas, sports, energy and fruit-flavored drinks, and sweet teas are the single largest source of added sugar in the diet.¹
- All of these extra calories contribute to obesity and related chronic diseases, including type 2 diabetes, heart disease and some cancers.²
- Reducing consumption of sodas and other sugary drinks can potentially improve the health of hundreds of thousands of Bay Area residents.

SMART SOLUTIONS

- Join Bay Area organizations leading the nation in promoting healthy choices healthy beverages in vending machines, at meetings, and at organizational events.
- Work with the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) to adopt policies that offer only healthy beverages.

ADVANTAGES OF ADOPTING 100% HEALTHY BEVERAGE POLICIES:

- Protects the health of members and staff
- A healthier staff means improved productivity, reduced absenteeism and potentially lower health care costs
- Tested and proven by dozens of Bay Area organizations
- Easier for vendors to implement and monitor
- Generous financial incentives to help in implementation
- Increased vending machine sales opportunities

SUPPORT FOR MAKING THE CHANGE:

- Free technical support for developing and implementing healthy policies
- Sample policies available
- Financial incentives to make organizational changes
- Wide variety of healthy vending items available

REALITIES OF MAKING THE CHANGE

Recognize that sales may drop at first and then rebound. Or they may actually rise with healthier items.

- When unhealthy “competitive” foods were dropped, participation in the healthier school breakfast and school lunch programs increased in a study of middle and high schools in California.³
- Alameda County conducted a two-year pilot test with a healthy vending machine next to a “typical” vending machine and found, to their surprise, items in the healthy machine actually sold better.
- A Los Angeles high school eliminated the sale of unhealthy snack and beverage on campus. Their vending machines now offer waters, 100 percent juices and soy milk, as well as a variety of healthy snacks. One year later, snack sales were up by over \$1,000 per month. Two years after the changes, snack sales had roughly doubled.

TIPS FOR BUILDING SUPPORT FOR YOUR HEALTHY BEVERAGE POLICY:

- Obtain input from staff on healthy vending options—consider giving everyone a “token” to try a new option.
- Make sure that fresh, chilled water is always available.
- Prepare and serve spa waters flavored with fresh fruits and vegetables—again, let people vote on their favorite.
- Use BANPAC’s Rethink Your Drink campaign materials to educate your organization on how much sugar is in sweetened drinks.
- Post a display of popular drinks with the amount of sugar in each shown as sugar cubes or packets.
- Find out how many in your organization are concerned with diabetes because of their own health or the health of a family member. Provide brief education on the link between sugary beverages and diabetes.

“Our partners warned us that students would never drink water with cucumber or orange slices. We arrived with our clear containers of water with fruit slices, and the children were lining up and going back for seconds and thirds.”

Richard Waxman, CEO, Lift for Teens—Levántate, San Rafael

WE CAN HELP!

AVAILABLE AT www.BANPAC.org

- An easy-to-use **Healthy Beverage Policy Toolkit** for organizations
- **Rethink Your Drink** educational materials in English, Spanish, Vietnamese and Chinese

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¹ Guthrie JF, Morton JF. Food sources of added sweeteners in the diets of Americans. J Am Diet Assoc. Vol 100; 2000:43-51.

² Malik VS, Popkin BM, Bray GA, Despres JP, Willett WC, Hu FB. Sugar-sweetened beverages and risk of metabolic syndrome and type 2 diabetes: a meta-analysis. Diabetes Care. Nov;33(11):2477-2483

³ Dollars and Sense: The Financial Impact of Selling Healthier School Foods, Center for Weight and Health, UC Berkeley