HIDDEN SUGAR

Sugary Drink Public Information Campaign
2017
Partner Toolkit

Healthy Beverage
PARTNERSHIP

Healthy Beverage
PARTNERSHIP

BUILDING HEALTHY COMMUNITIES TOGETHER

Dear Colleague,

We are excited to share communications and marketing materials from our 2017 "Hidden Sugar" public information campaign for use in your community health promotion and prevention efforts. Sugary drinks are the number one source of added calories in our diet and a leading cause of childhood obesity.

The Hidden Sugar campaign focuses on educating parents and caregivers of young children ages 0-6 about how much sugar is in different types of drinks they give their kids, the risks of sugary drink consumption and alternatives to drinking sugary drinks.

This toolkit includes:

- Talking points for the campaign
- Facts and stats related to sugary drinks consumption
- Tools and resources to create change

You can request materials and graphics by emailing denverpublichealth@dhha.org.

The Healthy Beverage Partnership (HBP) is a regional effort to reduce obesity and chronic diseases in seven counties in the Denver metropolitan area. HBP is made up of six lead agencies, Boulder County Public Health, Broomfield Public Health and Environment, Denver Environmental Health, Denver Public Health, Jefferson County Public Health and Tri-County Health Department. HBP is sponsored by the Colorado Department of Public Health and Environment through the Cancer, Cardiovascular and Pulmonary Disease (CCPD) Grants Program.

We understand there are many ways to encourage healthy options when it comes to choosing water over sugary drinks. Our intent in sharing these materials is to make it easy for you to join us in empowering parents and caregivers to keep their kids at a healthy weight by decreasing the amount of sugary drinks they give their kids.

We look forward to working with you to create healthier communities in the Denver Metro area. If you are interested in supporting HBP by adopting a healthy meeting policy or healthier vending policy, please contact Maria.Smith@dhha.org.

Sincerely,

The Healthy Beverage Partnership

QUICK FACTS:
TALKING POINTS

WHO ARE WE?

- The Healthy Beverage Partnership is a regional effort to reduce obesity and related chronic diseases in seven Denver Metro counties.
- The "Hidden Sugar" campaign was developed to educate parents and caregivers about how much hidden sugar is in the different types of drinks often consumed by children, the harms of sugary drink consumption and healthier alternatives.

WHY SUGARY BEVERAGES?

- Consumption of sugary beverages is the single largest contributor of calories and added sugars to our diet. These calories contribute to weight gain and provide little to no nutritional value.
- One 10 oz. bottle of Fruit Punch has 38g of sugar, equivalent to about 10 chocolate chip cookies.
- In Colorado, approximately 1 in 3 adults and 1 in 5 children consume at least one sugary drink per day.
- By drinking one sugary drink a day, a child has 25% increased risk of developing type 2 diabetes, 55% greater risk of being overweight or obese, and 150% greater risk of developing fat deposits in their liver, contributing to diabetes and heart disease.
- Sugary drinks are associated with nearly twice the risk of dental cavities in children.
- In Colorado, sugary drink consumption is disproportionately high among Hispanic youth. Health outcomes such as being overweight and developing diabetes are also higher among Hispanic youth compared to non-Hispanic white youth.

TOOLS:

SUGAR COMPARISON CHART:

FOOD vs. SUGARY DRINKS

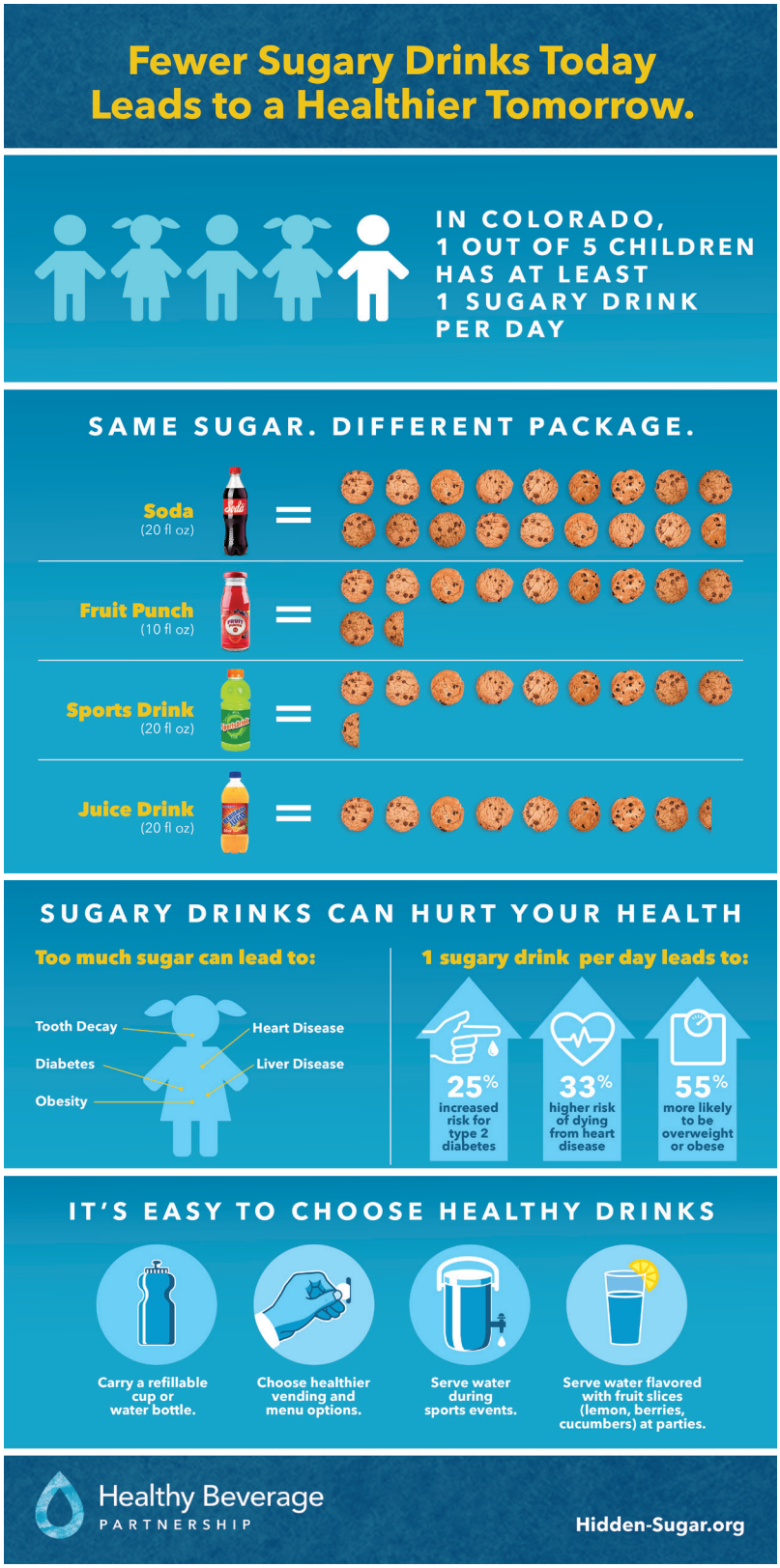
Same Sugar. Different Package.

SODA 20 FL. OZ BOTTLE	=	17.7	10.8	6.5	5.4
FRUIT PUNCH 10 FL. OZ BOTTLE	=	10.4	6.3	3.8	3.2
SWEETENED TEA 23 FL. OZ BOTTLE	=	9.8	6.0	3.6	3.0
SPORTS DRINK 20 FL. OZ BOTTLE	=	9.5	5.8	3.5	2.9
VITAMIN-ADDED WATER 20 FL. OZ BOTTLE	=	8.7	5.3	3.2	2.7
JUICE DRINK 20 FL. OZ BOTTLE	=	8.2	5.0	3.0	2.5
ENERGY DRINK 8 FL. OZ CAN	=	7.4	4.5	2.7	2.3
CHOCOLATE MILK 8 FL. OZ CARTON	=	7.1	4.3	2.6	2.2

Healthy Beverage PARTNERSHIP

Hidden-Sugar.org

TOOLS:
INFOGRAPHIC



TOOLS:

SAMPLE NEWSLETTER COPY

You can add the copy below to any of your newsletter or email communications you send out.

DO YOU KNOW WHERE SUGAR HIDES?

We all know eating too much sugar is bad for our health, but do you know just how much sugar is in many of the drinks we give our kids?

Sugar hides in many drinks, including juice drinks, soda, energy drinks, sports drinks and even chocolate milk. In fact, there's 7.6 teaspoons of sugar in one 10 oz bottle of fruit punch, the same as 10 chocolate chip cookies!

To keep kids healthy, skip drinks with sugar in them and give kids water instead. Reducing the amount of sugar kids get from drinks is easy.
Just follow these tips:

- Carry a refillable cup or water bottle.
- Choose healthier vending and menu options.
- Serve water during sports events and parties.
- Serve water flavored with fruit slices (lemon, berries, cucumbers) at parties.

Find more information at Hidden-Sugar.org

SAMPLE NEWSLETTER COPY (SPANISH)

¿SABES DONDE SE ESCONDE EL AZÚCAR?

Todos sabemos que comer demasiada azúcar es malo para la salud, ¿pero sabías cuanta azúcar contienen las bebidas que les damos a nuestros hijos?

El azúcar se esconde en muchas bebidas, incluidos los jugos, los refrescos, las bebidas energizantes, las bebidas deportivas y hasta en la leche de chocolate. De hecho, en una botella de 10 onzas de ponche de frutas, se encuentran 7.6 cucharaditas de azúcar, ¡igual que 10 galletas con chispas de chocolate!

Para mantener sanos a los niños, evita las bebidas con azúcar y mejor dales agua. Reducir la cantidad de azúcar que los niños consumen en las bebidas es fácil.

Solo sigue los siguientes consejos:

- Lleva un vaso o botella de agua que puedas volver a llenar.
- Elige opciones más sanas en máquinas expendedoras y menús.
- Sirve agua en los eventos deportivos y en las fiestas.
- En las fiestas, sirve agua saborizada con rodajas de frutas (limones, fresas, pepinos).

Encuentra más información en AzucarOculta.org

TOOLS:
SAMPLE PRESS RELEASE

ORGANIZATION LOGO
ORGANIZATION ADDRESS

PRESS RELEASE

CONTACT:
Jane Doe (employee name)
(Organization Name)
Phone number
Email address

[ORGANIZATION NAME] IS PARTNERING WITH THE HEALTHY BEVERAGE PARTNERSHIP TO LAUNCH A CAMPAIGN EDUCATING PARENTS AND CAREGIVERS ABOUT HIDDEN SUGAR

[CITY], CO – Many parents and caregivers are not aware of the hidden sugar in many of the beverages that they give to their children. That's why the Healthy Beverage Partnership in conjunction with [ORGANIZATION NAME] is promoting a new campaign aimed at educating parents and caregivers about the harmful effects of sugar and informing them of the high sugar content in many of the beverages they may be giving to their kids.

Sugary beverages are the single largest contributor of calories to our diet. By drinking just one sugary drink a day, a child has 25% increased risk of developing type 2 diabetes, 55% greater risk of being overweight or obese, and 150% greater risk of developing fat deposits in their liver, contributing to diabetes and heart disease.

"The 'Hidden Sugar' campaign was designed to bring to light the many surprising places where sugar can hide," said [ORGANIZATION EMPLOYEE] "You would never give your child 10 cookies for breakfast, but that's exactly what you're doing when you give them a 10 oz bottle of fruit punch. And most parents don't realize that."

Through simple graphics, the Hidden Sugar campaign compares the sugar levels of sugary drinks like juice drinks, sports drinks, and soda to the sugar levels found in sugary foods and desserts, such as cookies, donuts, popsicles, and more. The campaign also promotes healthier options including tap or fruit infused water.

Details on the Hidden Sugar campaign can be found at Hidden-Sugar.org

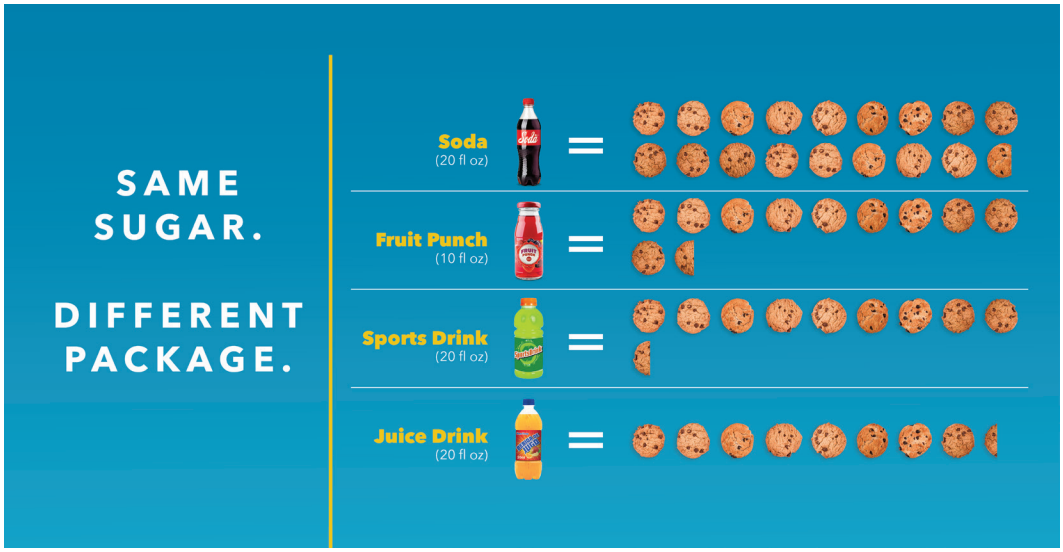
ABOUT THE HEALTHY BEVERAGE PARTNERSHIP

The Healthy Beverage Partnership is made up of six lead agencies, Boulder County Public Health, Broomfield Public Health and Environment, Denver Environmental Health, Denver Public Health, Jefferson County Public Health and Tri-County Health Department. Each county is facilitating local coalitions to engage everyone in this effort to improve dietary habits, shift norms and build healthier communities together.

TOOLS:
SAMPLE FACEBOOK POSTS AND TWEETS

Consider using the following Facebook posts and tweets on your social network.

SAMPLE COPY: One a day is one too many. Replace sugary drinks with water. Learn more at Hidden-Sugar.org. #HiddenSugar



SAMPLE COPY: Keep our kids healthy. Replace sugary drinks with water. Learn more at Hidden-Sugar.org. #HiddenSugar

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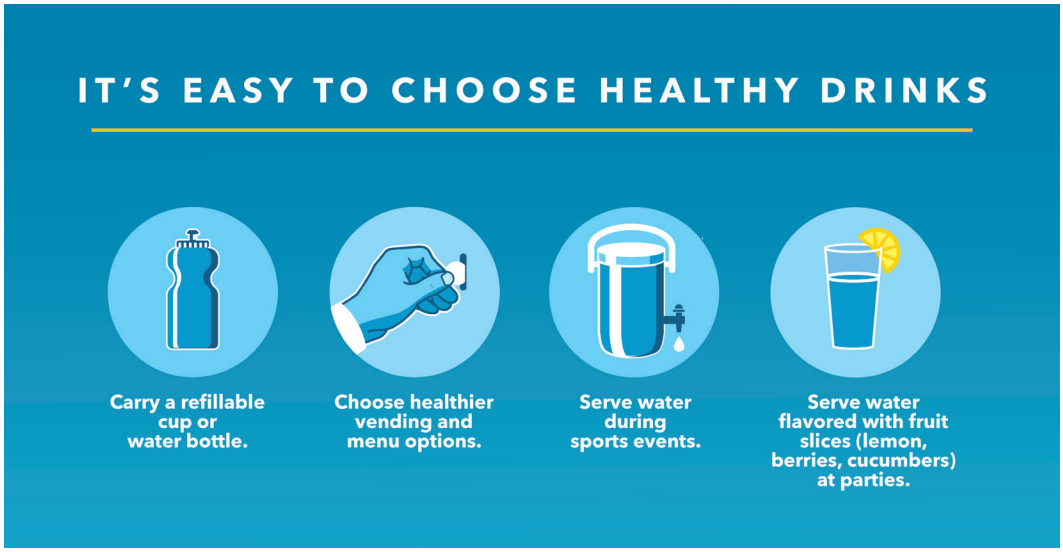
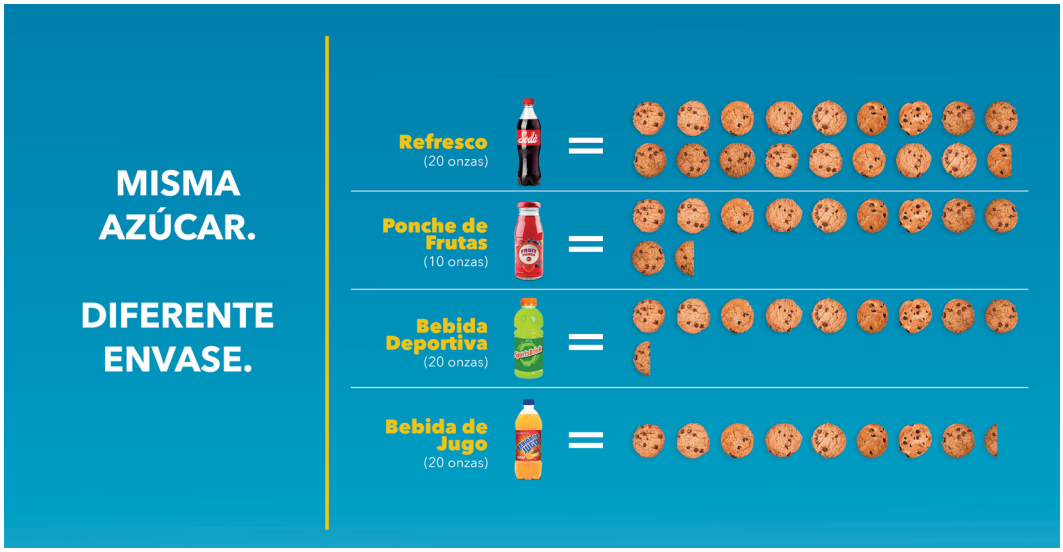


SAMPLE COPY: Fewer sugary drinks lead to a healthier tomorrow. The choice is easy with these tips. Learn more at Hidden-Sugar.org. #HiddenSugar

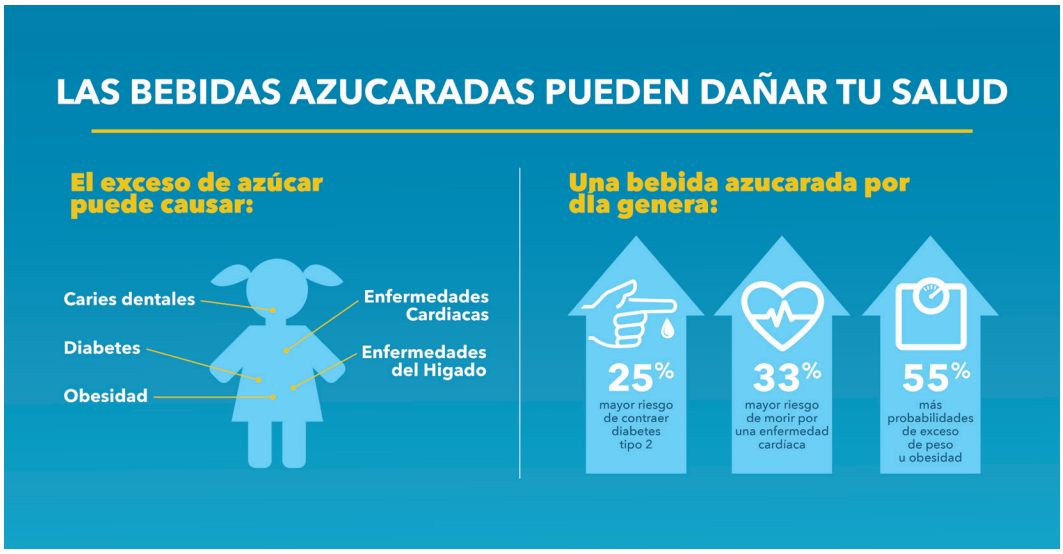
TOOLS:
SAMPLE FACEBOOK POSTS AND TWEETS (SPANISH)

Consider using the following Facebook posts and tweets on your social network.

SAMPLE COPY: Incluso una al día es demasiado. Reemplaza las bebidas azucaradas con agua. Encuentra más información en AzucarOculta.org. #AzucarOculta



SAMPLE COPY: Mantén sanos a nuestros niños. Reemplaza las bebidas azucaradas con agua. Encuentra más información en AzucarOculta.org. #AzucarOculta

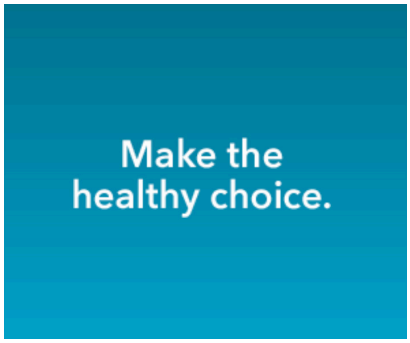


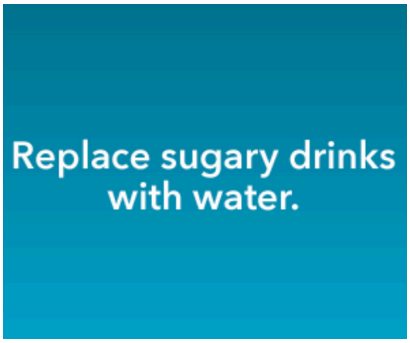
SAMPLE COPY: Mantén sanos a nuestros niños. Reemplaza las bebidas azucaradas con agua. Encuentra más información en AzucarOculta.org. #AzucarOculta

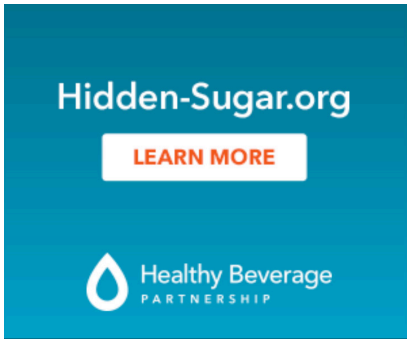
SAMPLE COPY: Menos bebidas azucaradas hoy llevan a un mañana más saludable. La decisión es fácil con estos consejos. Encuentra más información en AzucarOculta.org. #AzucarOculta

TOOLS:

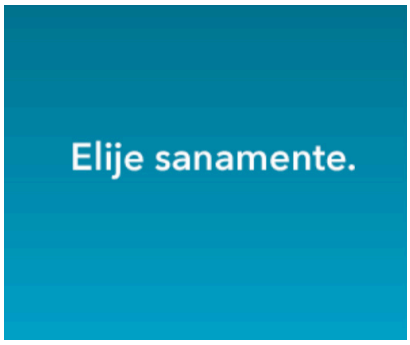
BANNER ADS

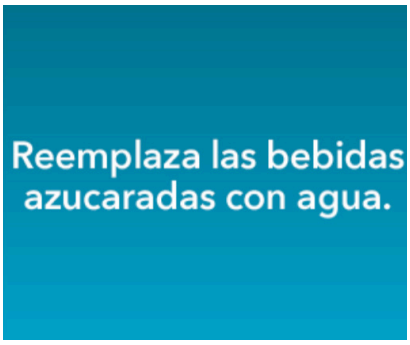


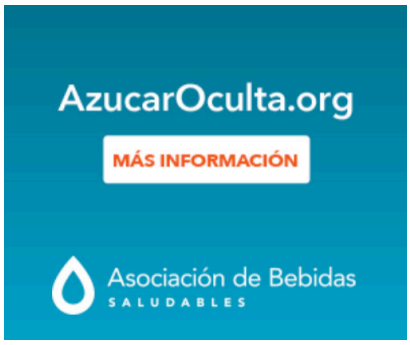




BANNER ADS (SPANISH)







TOOLS:
TV SPOT

ANNOUNCER:
Cuando le sirves a tu hijo
solo una bebida de jugo,

le estás dando la misma cantidad de
azúcar que se encuentra en 8 galletas

La próxima vez, mejor sírveles agua
y mantén a tus hijos sanos.

Visita AzucarOculta.org para descubrir
donde más se esconde el azúcar.

ADDITIONAL RESOURCES

Check out any of the following sites for more information about the harmful affects of sugary drinks.

- The Center for Science in the Public Interest – Sugary Drinks
- Sugar Science
- Kick The Can
- Cavities Get Around
- ChooseHealthyDrinks.org