Regional Alignment to Address Healthy Beverage Policy

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Learning Objectives

- Explain how sugary beverages contribute to obesity
- Describe local data on sugary beverage consumption and obesity
- Define the value that aligned local public health agency strategies bring to obesity prevention efforts
IOM’s Strategies for Accelerating Progress in Obesity Prevention

- Schools as Focal Point for Obesity Prevention
- Standardized Clinical Care
- Healthier Food Availability
- Marketing Physical Activity and Nutrition
- Physical Activity Access and Promotion
- Sugar Sweetened Beverages
The Evolution of Sugary Beverage Portion Sizes

**Today:** Recommended daily juice intake = 4-6oz

**1950’s:** Average soda = 6.5oz

**1955:** Original McDonald’s fountain drink = 7oz

**Today:** “Single serving” juice bottle = 15.2oz

**Today:** Average soda = 16.2oz

**Today:** 7-Eleven Double Gulp = 64oz

58 tsp. of sugar!
Industry Tactics

• Beverage companies:
  – Spend millions to advertise sugary beverages
  – Spend twice as much to promote full-sugar beverages vs. healthier beverages
  – Place ads for products or promotions on children’s websites, despite promises they would not advertise to children
Consumption of Sugary Beverages and Health

Increased Health Risks Associated with Sugary Beverage Consumption

- Increased in Liver Fat Deposits: 150%
- Increased Risk of Becoming Obese: 60%
- Increased Risk of Dental Decay: 50%
- Increased Risk of Developing Type 2 Diabetes: 26%
Adult Obesity in Denver by Geography
Child Obesity in Denver by Geography

Obese Children and Youth <21 (2009-2011): Denver County

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Child Obesity and Poverty

Obese Children and Youth <21 (2009-2011): C470 Corridor

Percent of Families in Poverty, 2010
Childhood Obesity Trends in Denver

Percent of Children Obese and Overweight

- **OBSESE**
- **OVERWEIGHT**

<table>
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<th>2 to 5 Years</th>
<th>6 to 11 Years</th>
<th>12 to 18 Years</th>
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<tr>
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<tr>
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<td>14.4%</td>
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Percent of Adults who Consume one or More Sugar-Sweetened Beverages per day, by County: 2013

- Adams: 36%
- Arapahoe: 30%
- Boulder: 21%
- HSR 16: Boulder and Broomfield: 21%
- Denver: 29%
- Douglas: 24%
- Jefferson: 28%
- 7 Denver-metro Counties: 29%
- Colorado: 29%
Disparities in Consumption


Source: Healthy Kids Colorado Survey

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Metro Healthy Beverage Partnership

- Boulder County Public Health
- Broomfield Public Health and Environment
- Denver Environmental Health
- Denver Public Health
- Jefferson County Public Health
- Tri-County Health Department

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Counties Participating in Funded Regional Work

Metro Denver Partnership for Healthy Beverages

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1. Form and operate a Healthy Foods & Beverage Steering Committee and local coalitions
2. Conduct an environment assessment
3. Implement and evaluate an education campaign
4. Adopt a model healthy food and beverage policy
5. Seek adoption and implementation of policy guidelines
6. Implement a communications and engagement plan
Denver Health Example

May 2014

February 2015
Informational Posters

Rethink your drink. Choose water!

Reconsidere lo que va a beber, ¡Elija el agua!

Choosing water in place of a sugar sweetened beverage is good for you and good for your children.

Elegí el agua en lugar de una bebida azucarada es bueno para usted y para sus hijos.

As a Founding Partner of the Colorado Healthy Hospital Compact, Denver Health is dedicated to offering more healthy options to patients, visitors and staff.

Como socio fundador de Colorado Healthy Hospital Compact, Denver Health se dedica a ofrecer opciones más saludables a los pacientes, a los visitantes y al personal.

Healthy Starts Here

Our food and beverage options are now healthier than ever!

- Healthy daily entrées
- Healthy side dishes
- Beverage options with less sugar and fat
- Nutrition facts available
- Menu items sync with Fitbit and MyFitness Pal

smart phone apps

Look for the green apple, which points out a healthy choice!

As a member of the Colorado Healthy Hospital Compact, Denver Health is proud to support patient, staff and visitor well-being. We’re leading the way towards a healthier community.
Current Areas of Focus

• Identification system
• Healthy advertising
• Price differentials
• Product placement
• Loyalty program
Changing Community Norms on Sugary Beverages for Children

Adoption of New Norms

- Youth Sports Leagues
- Amusement Parks
- Grocery Stores
- Sporting Venues
- Corner Stores
- Restaurants
- Quasi-Government Entities
- Museums
- Child-focused Institutions
- Hospitals
- City/Government
- Childcare Centers
- Schools
- WIC

Metro-Wide Collaboration and Partnership
Why a Regional Approach?

- Plans
- Competitive funding
- Executive leadership support
- Overwhelming research on sugary beverages and obesity
- Alignment for more than half the state’s population
- Existing successful models (tobacco)
Benefits of a Regional Approach

- Peer learning
- Momentum to support each other’s work
- Leveraged funding
- Consistent messaging
- Foundation of support for future policy work
- Greater impact together
Get Involved

• Join an existing public education campaign
  – www.RethinkYourDrinkDenver.org

• Assess your own setting

• Work to implement healthy food and beverage options in your own setting
Resources

- https://www.cspinet.org/liquidcandy/resources.html
- http://changelabsolutions.org/publications/SSB-playbook
- https://www.colorado.gov/pacific/cdphe/healthy-hospital-compact
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