

The Problem with Sugar



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Soda-free Summer Challenge






Fall River Soda Free Summer

SODA-FREE SUMMER PLEDGE

I WANT TO BE HEALTHIER, SO THIS SUMMER, I PLEDGE TO CUT BACK OR CUT OUT SODA AND SUGAR-SWEETENED BEVERAGES AND ONLY DRINK WATER, SELTZER OR NON-FLAVORED MILK.

(SIGNED) _____


 I WILL TRY TO GET MY FAMILY AND FRIENDS TO TAKE THE PLEDGE TOO!
 

www.HealthyCityFallRiver.org

- Asked children and parents to pledge to cut back or cut out soda and sugar-sweetened beverages for the summer
- Provided a fact sheet to parents
- Provided information to teachers



Why a Soda-free Summer Pledge?

Healthy City Fall River is urging children of all ages, and adults as well, to pledge to reduce or eliminate sugary drinks from their diet this summer.

Instead of soda and other sugary drinks, what should you be drinking?

- Water—all you want, preferably from the tap or a bubbler
- Seltzer, if you want something fizzy
- Non-flavored milk
- Diet soda once in a while

Why?

- The average person eats almost 177 pounds of sugar a year, about half a pound of sugar every day, most of it from sugary drinks!
- Sugar has no nutritional value and only adds calories, which most people do not need.
- A third of school-aged children in Fall River are overweight or obese, putting them at risk of lifelong health problems such as diabetes and heart disease.
- Foods that contain sugars of any kind can contribute to tooth decay.

Healthy City Fall River | Working together to make Fall River a healthier community!

For more information, go to www.givpartners.com/wholhealthier




Healthy City Fall River
 A program of Partners for a Healthier Community, Inc.
 One Government Center, Room 422
 Fall River, MA 02721
 508-324-2411
www.HealthyCityFallRiver.org
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Soda Free Summer Invitation

Healthy City Fall River has launched a Soda-Free Summer Pledge invitation to children of all ages in the City.

Why?

- Americans are swallowing 22 teaspoons of sugar each day, and it's time to cut way back, the American Heart Association says.
- Most of that added sugar comes from soft drinks and candy — a whopping 365 calories, the equivalent of guzzling two cans of soda and eating a chocolate bar every day!
- In 2009, 28.8% of Fall River adults were considered obese and 57.8% in Southeastern Massachusetts were considered overweight in 2009.
- In 2009, 31.9% of Fall River school students were either overweight or obese.

The calories from drinking one 12-ounce can of sugar-sweetened beverage per day (150 kcal) can result in gaining 15 extra pounds per year, or 20 extra pounds for a 20-ounce bottle of soda.

- An average adult would have to walk 21 minutes at a moderate pace to burn off the calories in a 12-ounce soda.
- A 75-pound child would need to bicycle vigorously for 30 minutes to burn off the calories in a 12-ounce soda.
- Soda, juice, and sports drinks can also mean dental cavities!

Instead of soda and other sugary drinks, what should children be drinking?

- Water—all you want, preferably from the tap or a bubbler
- You can use a splash of 100% fruit juice or portion of milk that to make your own flavored water.
- Sodium-free seltzer, as much as you want
- Milk, preferably low fat and non-flavored types

Steer clear of drinks with added sugar such as:

- Fruitades (frozen, etc.)
- Juice drinks, juice cocktails

Soda-free Summer Challenge



- Launch in the final weeks of school
- Displays at CD-Rec Summer Kick-off and Head Start Spring Fling
- Presentations at 21st Century and Camp Welch
- Posters in all Fall River buses
- “Don’t get smacked by fat” 30-second spot ads on cable TV

Soda-free Summer Challenge



- The average person eats almost 175 pounds of sugar a year, about half a pound of sugar every day, most of it from sugary drinks!
- Sugar has no nutritional value and only adds calories.
- One third of Fall River children are overweight or obese, putting them at risk of lifelong health problems such as diabetes and heart disease.

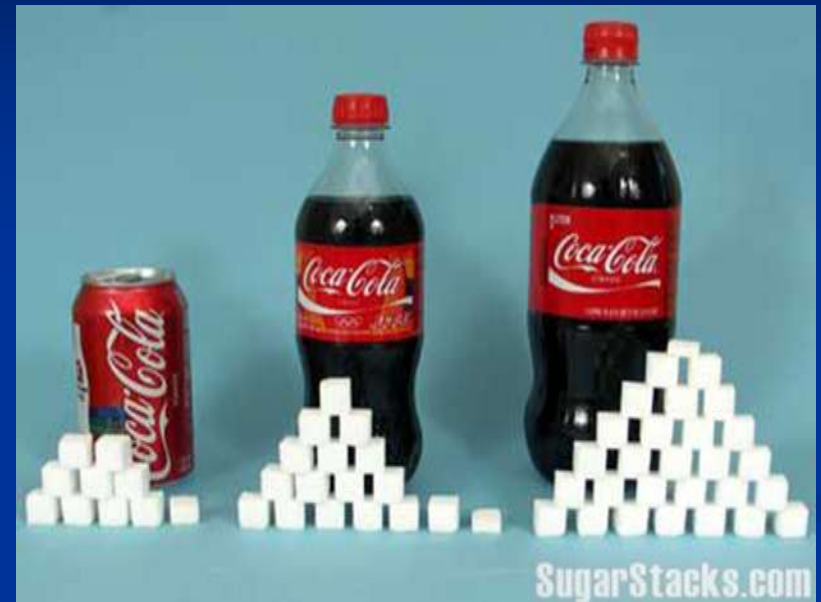
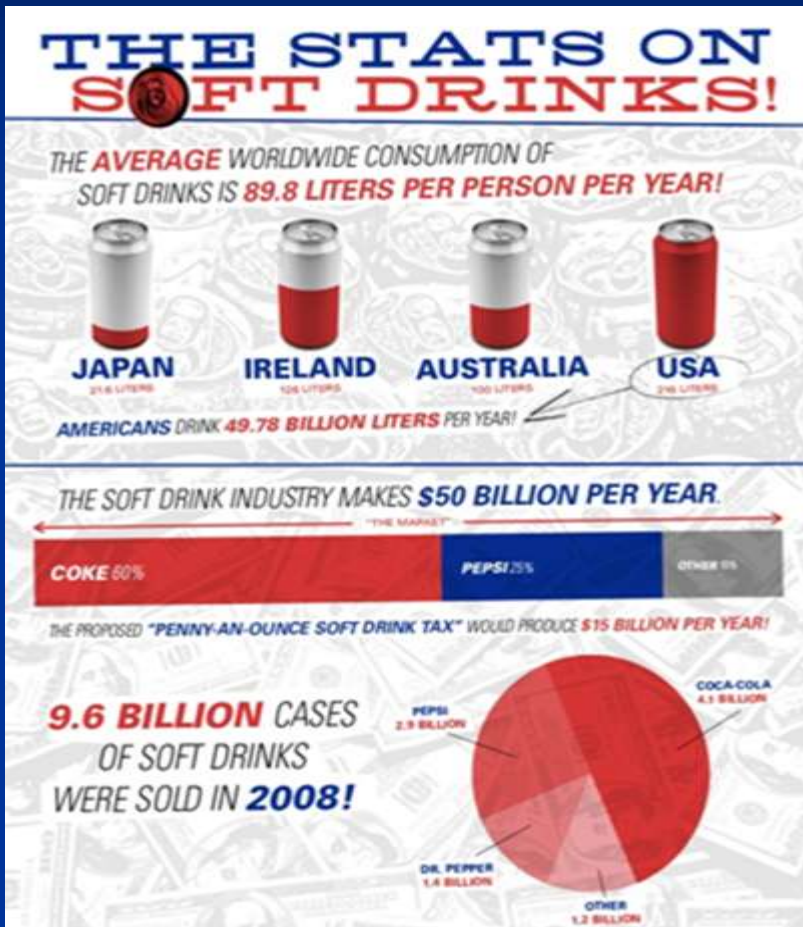
Soda-free Summer Challenge



Canning Tooth Decay is a program sponsored by the Massachusetts Dental Society (MDS) to educate students, teachers, and parents on the effects that too much soda can have on oral health.

- Foods that contain sugars of any kind can contribute to tooth decay
- Drinking soda three or more times a day increases the risk of dental cavities by 179 percent.
- Repeatedly exposing dental enamel to carbonated beverages weakens and may permanently destroy enamel.
- Children between the ages of 8 and 17 are at the greatest risk for tooth decay from consuming acidic, sugar-rich soft drinks because the enamel protecting their teeth has not fully developed.

Soda is the biggest problem




- The average American drinks over 56 gallons of soda per year, about 1.75 sodas per day.
- 15 billion gallons of soda are sold in America each year

Soda is the biggest problems



- Drinking one soda per day increases a child's risk of becoming obese by 60% and the risk of developing metabolic syndrome by 44%
- Drinking two sodas per week increases the risk of pancreatic cancer by 87%
- Drinking two sodas per day increases the risk of gout by 85%

7 Side Effects of Soda



Phosphoric Acid - Weakens bones and rots teeth

Excessive artificial sweeteners makes you crave more

Caramel Color - Made from the chemical caramel, is purely cosmetic, it doesn't add flavor yet is tainted with carcinogens.

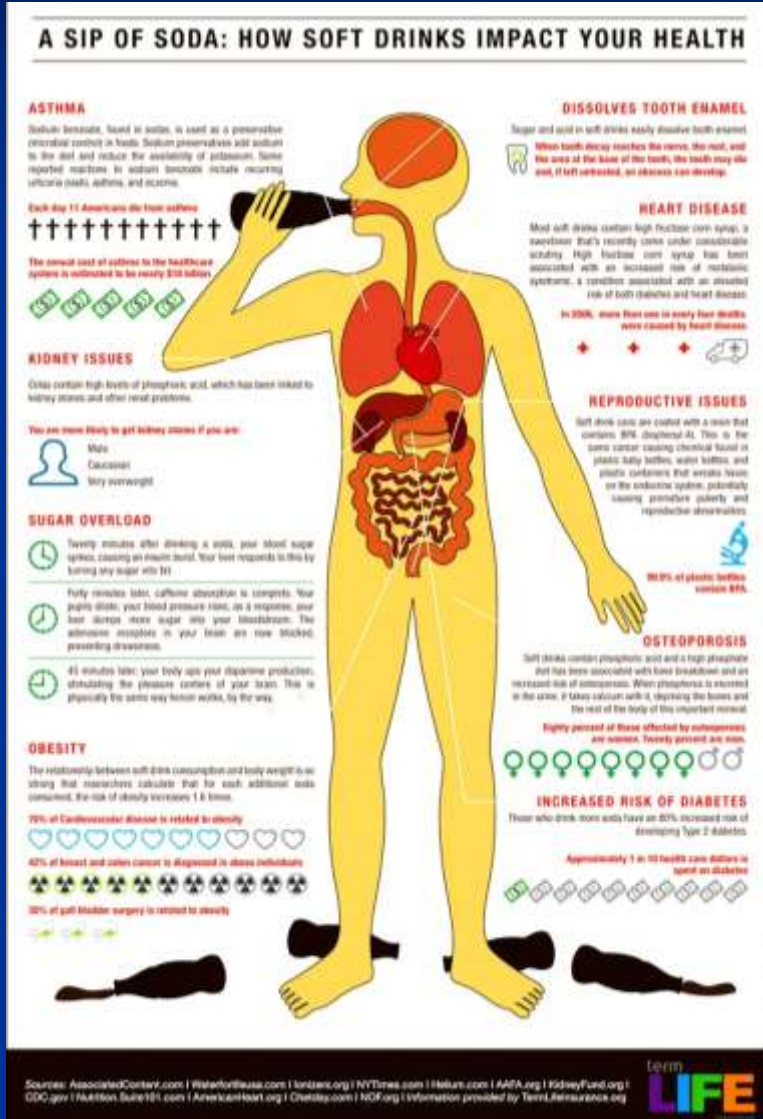
Formaldehyde - Carcinogen, it is not added in soda but when you digest aspartame, it will break down into 2 amino acids and methanol = Formic acid + Formaldehyde (diet sodas)

High Fructose Corn Syrup is a Concentrated Form of sugar, Fructose derived from corn. It increases body fat, cholesterol and triglycerides and it also makes you hungry.

Potassium Benzoate = preservative that can be broken down to benzene in your body. Keep your soda in the sun and benzene = Carcinogen

Food Dyes = impaired brain function, hyperactive behavior, difficulty Focussing, lack of impulse control.

How does soda affect health?



Frequent soda consumption can result in a number of health problems:

- Dissolves tooth enamel
- Osteoporosis
- Kidney issues
- Obesity
- Heart disease
- Diabetes
- Fatty liver disease

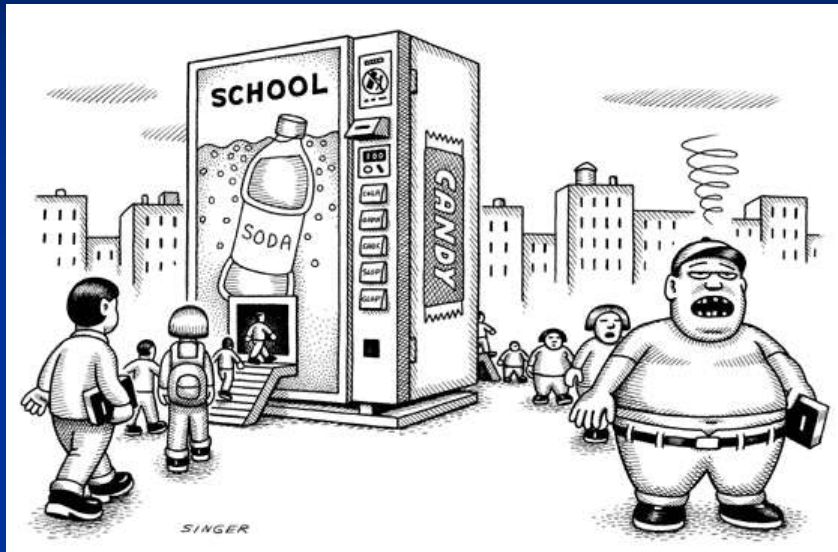
Water is the best alternative!



- Water, in any form
- Non-flavored milk
- Seltzer
- Unsweetened coffee or tea



We are removing soda from schools



The “Act Relative to School Nutrition,” signed into law on July 30, 2010, requires the Mass. Department of Public Health to establish standards for competitive foods and beverages sold or provided in public schools during the school day.

The goal of the standards is to ensure that public schools offer students food and beverage choices that will enhance learning, contribute to their healthy growth and development, and cultivate life-long healthy eating behaviors. The standards are part of the Commonwealth’s broad-based, collaborative initiative to reduce childhood obesity and prevent its complications in childhood and later in adulthood.

The problem is bigger than soda

An 8 oz. glass of orange juice contains 112 calories, 21 g of sugar



One 15.2 fl oz bottle of Minute Maid Apple Juice has 52 grams of sugar, the same amount of sugar in about 25 Dunkin Donut sugared munchkins.



Many popular fruit drinks marketed to children can have the same, if not more sugar as a candy bar, and many use artificial sweeteners.



What's the problem with sugar?

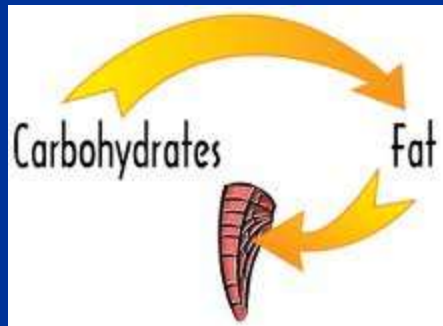
- Sugar provides nothing of nutritional value; it only adds calories that most of us don't need
- Because our brain is pre-programmed to like sugar, we rarely object to sweetness, and now expect many of our foods to be sweet
- Added sugar is often given different names: Dextrose, Evaporated cane juice, Fructose, Fruit juice concentrates, Glucose, High-fructose corn syrup, Honey, Invert sugar, Lactose, Maltose, Malt syrup, Molasses, Sucrose, and Syrup
- 59% of added-sugar calories come from foods and 41% from beverages
- Added sugar is obviously in cakes, candy, cookies, muffins, cereals, jams, dried fruits, chocolates and ice cream but it is also “hidden” in such foods as pasta sauce, ketchup, salad dressing, yogurt, peanut butter and even bread!



Some carbs are better than others



- All carbs are made from sugars and convert to glucose in the body and are stored as fat if not burned (exercise)



- Simple carbs (sugars) convert to fat easily

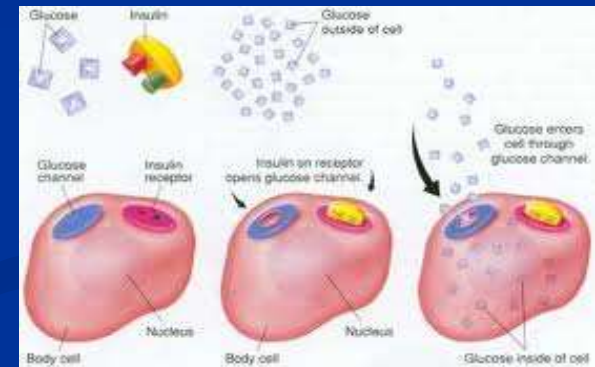
- Complex carbs (starches, cereals, some vegetables and legumes) take longer



- Refined (white) flours convert to fat faster than whole grain flours

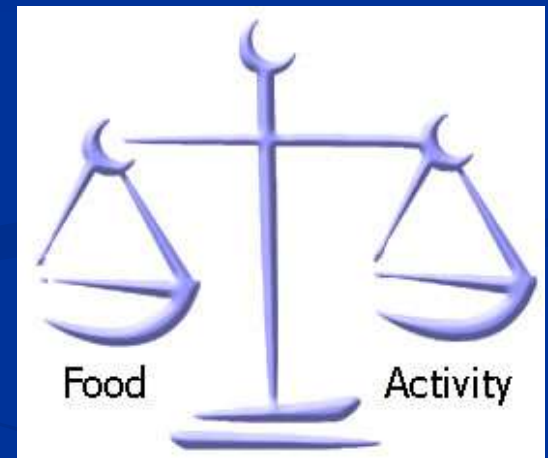
Excess carbs lead to weight gain

- Whatever glucose from digested carbs that is not immediately “burned” by muscles or our brain or used for heat is converted by insulin to stored fat
- Stored fat is only “burned” when too little glucose is available
- To burn fat, one has to reduce available glucose, primarily by reducing carb levels



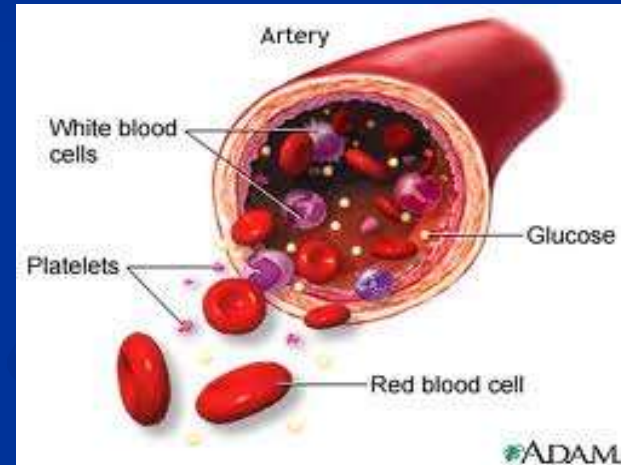
Caloric balance & insulin resistance

- “Calories in-calories out” does not take into account how our bodies actually work
- The type of food we eat matters as much as how much we eat
- Insulin is the hormone that is primarily responsible for glucose conversion to fat
- When we gain too much weight over the years, we become “insulin resistant”



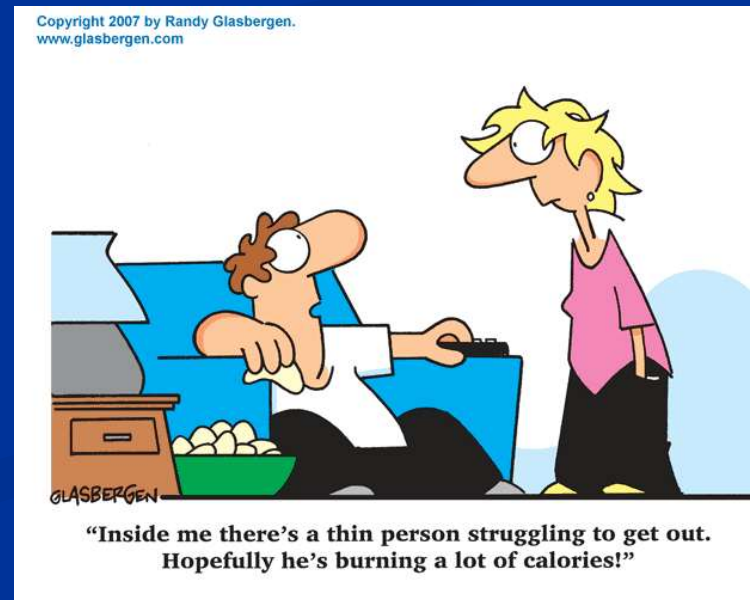
Diabetes development

- When fat cells no longer accept glucose, our blood sugar levels remain too high
- Consistently high blood sugar levels are considered pre-diabetes or diabetes
- Chronically high blood sugar over time results in damage to the heart (heart disease), kidneys, retinal blood vessels and nerves (neuropathy)



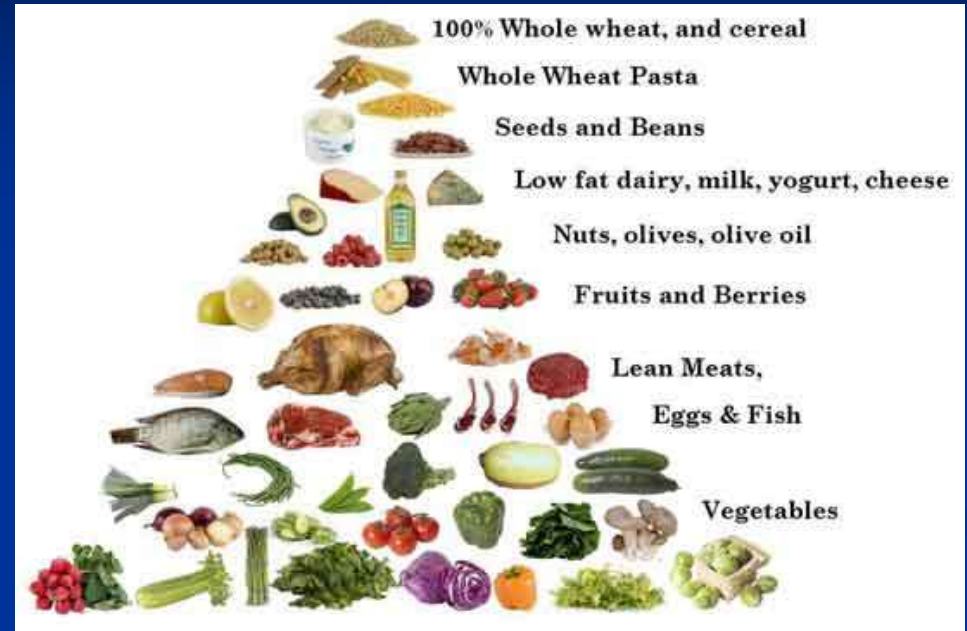
What to do to prevent this

- Reduce carbohydrate intake, especially of refined sugars and flours
- Increase muscular exercise to “burn” available blood glucose, as well as increasing heart health, muscle mass, strength, flexibility and bone density
- Increase healthy fat intake to reduce hunger and to prevent “diet failure”



Lower carb diets work

- Atkins Diet
- Carbohydrate Addict's
- Glycemic Index
- Hampton 's Diet
- Mediterranean Diet
- The Paleo Diet
- South Beach Diet
- The Zone Diet
- Or, better yet, your own food choices based on what you learn about healthy foods & cooking



All reduce carbs & add healthy fats & protein

Why don't more people use them?

- We have been advised to eat low fat diets
- We've been told that low-carb diets are bad
- Research did not initially support low carb
- Powerful sources have influenced dietary recommendations (e.g., grain growers)
- Low-carb diets can be difficult to follow because carbs are inexpensive and easily available; non-carb fats and proteins are not



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“The high-carb diet I put you on 20 years ago gave you diabetes, high blood pressure, and heart disease. Oops.”