

The month of June 95210 Health Initiative, is to "Eliminate (0) or minimize consumption of sugar-sweetened beverages" daily

The Centers for Disease Control defines sugar-sweetened beverages (SSBs), as any liquids that are sweetened with various forms of added sugars like brown sugar, corn sweetener, corn syrup, dextrose, fructose, glucose, high-fructose corn syrup, honey, lactose, malt syrup, maltose, molasses, raw sugar, and sucrose. Per the CDC, sugar-sweetened beverages (SSBs) or sugary drinks are the leading sources of added sugars in the American diet.

The frequent consumption of these sugar-sweetened beverages is associated with weight gain/obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay and cavities, and gout, a type of arthritis (CDC). ***High amount of sugar in our diet typically results in an increase of toxins which when broken down produce inflammatory messengers which may result in arthritis or other forms of inflammation.*** Research has shown that when the consumption of the SSBs is decreased, people are able to maintain a healthy weight and have a healthy diet.

Some examples of sugar-sweetened beverages include:

- Soft drinks (soda)
- Fruit drinks
- Tea and Coffee drinks
- Energy drinks
- Sweetened milk or milk alternatives
- Any other beverages to which sugar, high fructose corn syrup or table sugar has been added

Current Statistics show.....

- In 2011-2014, 6 in 10 youth (63%) and 5 in 10 adults (49%) drank a sugar-sweetened beverage on a given day
- On average, U.S. youth consume 143 calories from SSBs and U.S. adults consume 145 calories from SSBs on a given day
- The prevalence of Americans who drink SSB at least once per day differs geographically. For example, ***68% among adults living in the Northeast, 67% among adults living in the South, 61% among adults living in the West, and 59% among adults living in the Midwest*** reported drinking SSBs one or more times per day
- Americans drink ***52% of SSB calories at home and 48% of SSB calories away from home***
- The highest consumers of sugar-sweetened beverages are adolescents aged 12 to 19 years (13% total calories)
- A child's risk for obesity increases an average of 60% with every additional daily serving of soda
- In 2013, marketers from beverage companies, spent \$866 million to advertise sugar-sweetened beverages and energy drinks through the media, four times more than advertising for pure juice and water (Social Injustice & Public health, 416)

Some tips for reducing intake of sugar-sweetened beverages:

- Make water your first choice! Flavor it naturally by adding a squeeze of lemon, some orange slices or some sliced cucumber and mint leaves
- ***Make it cool to drink water. Serve water in a special cup with a colorful straw or offer it up in a sports bottle***
- Offer a glass of ½ water and ½ juice to encourage your child to drink more water and less juice
- Read the label: buy 100% fruit juices or flavored water without added sugar
- Use sports drinks wisely: Sports drinks are only truly necessary for endurance type exercise lasting >60 minutes on hot days