

# Kelston Beverages Study



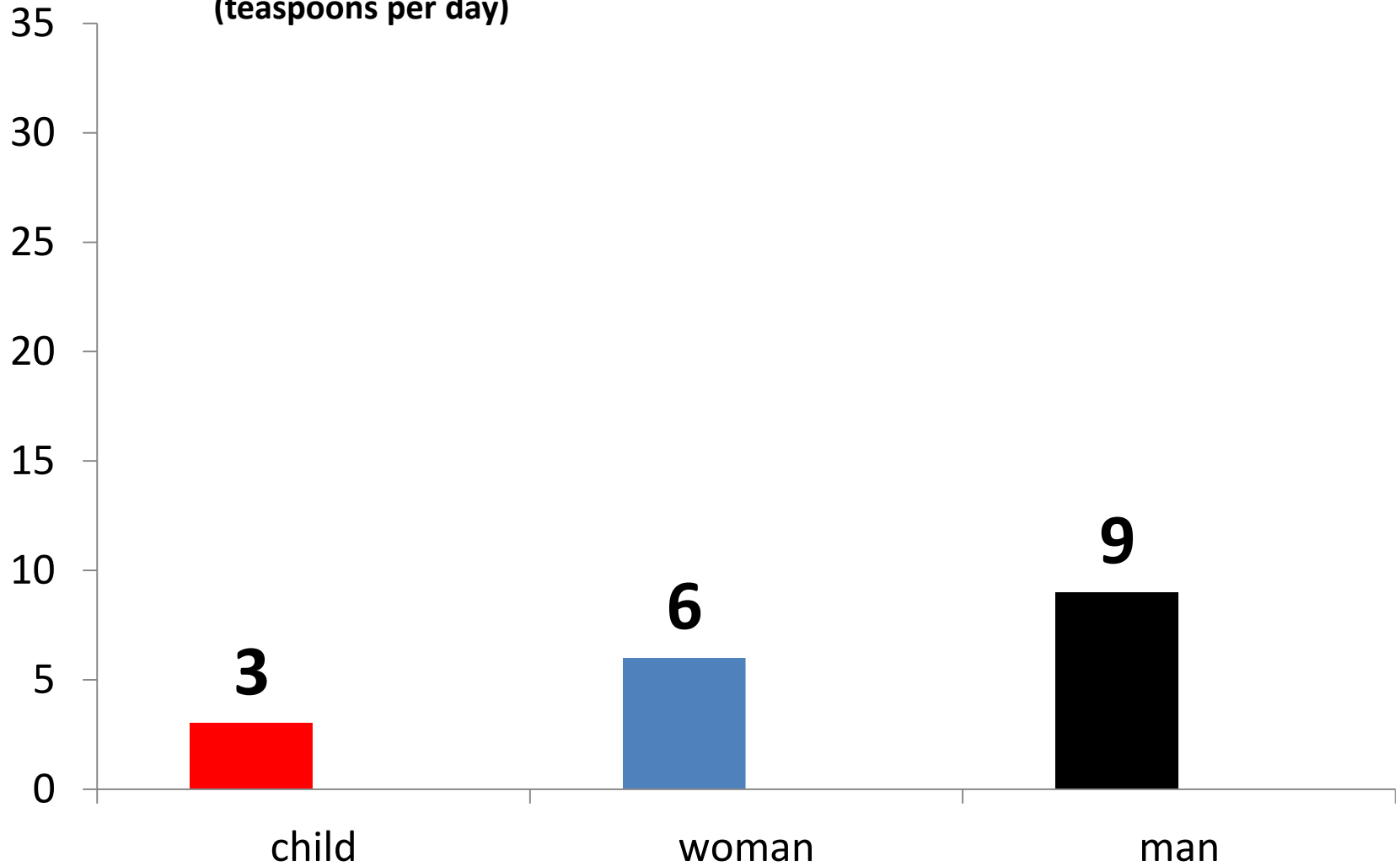
THE UNIVERSITY OF AUCKLAND  
NEW ZEALAND



Sugary Drink Free Aotearoa by 2025  
7 October 2015  
Dr Gerhard Sundborn, Che Ness MNZM

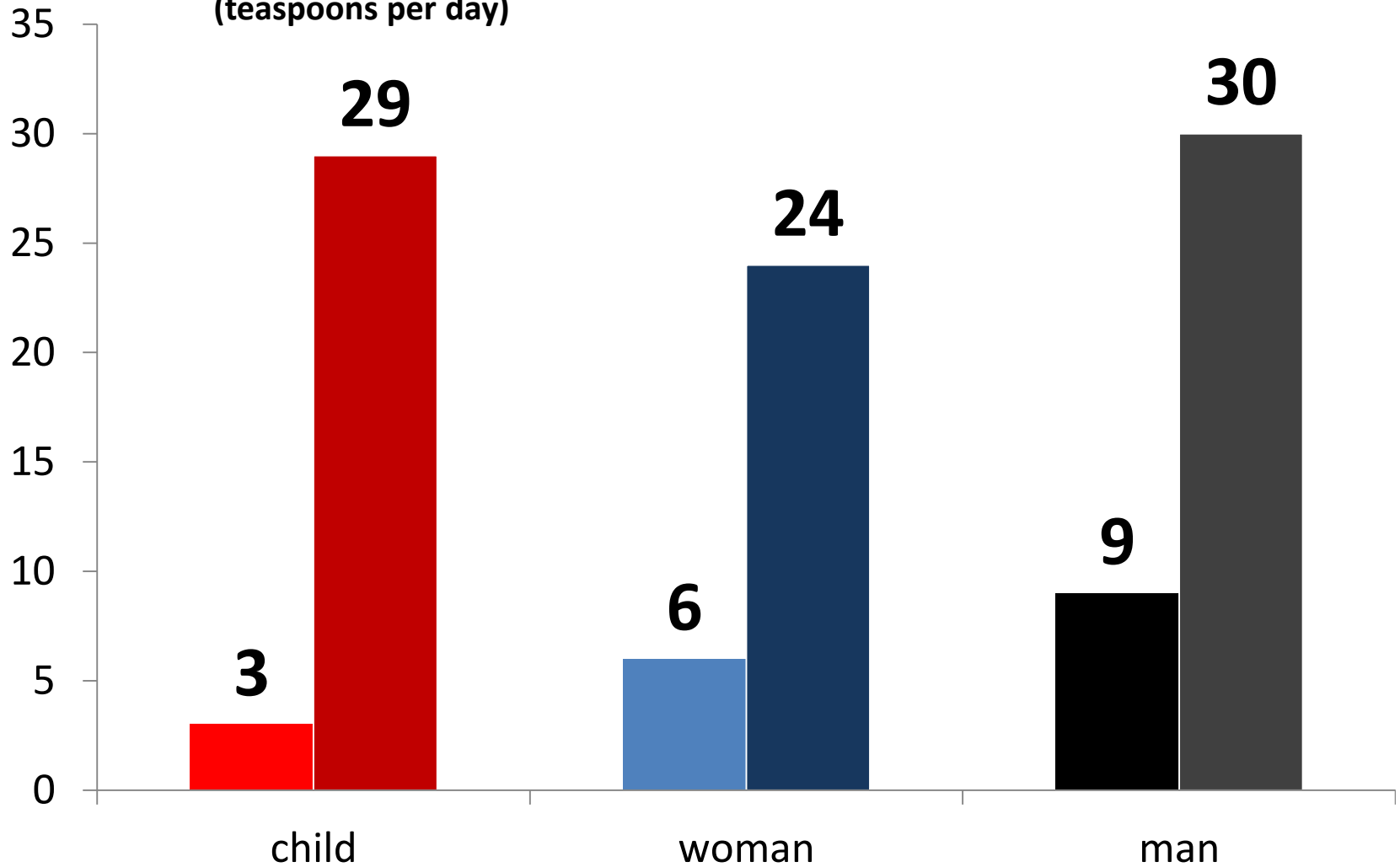
# Sugar Intake - Recommended

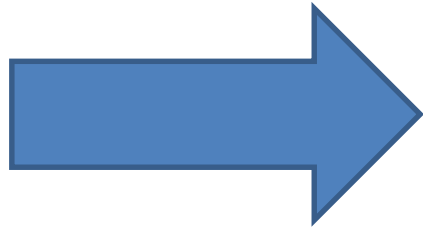
(teaspoons per day)



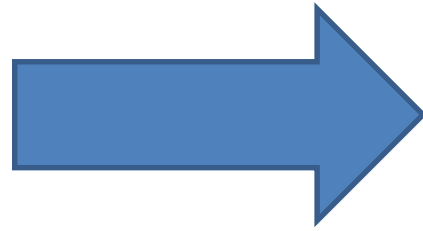
# Sugar Intake - Actual

(teaspoons per day)

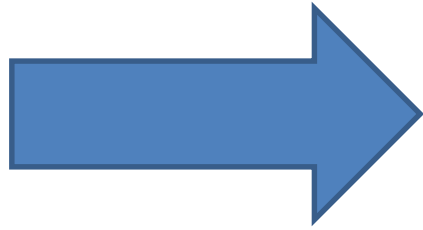




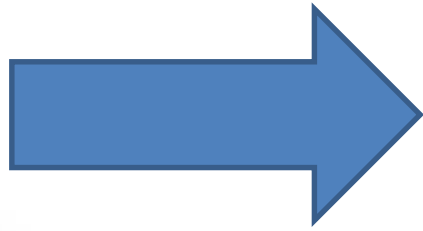
**OBESITY**



**DIABETES**

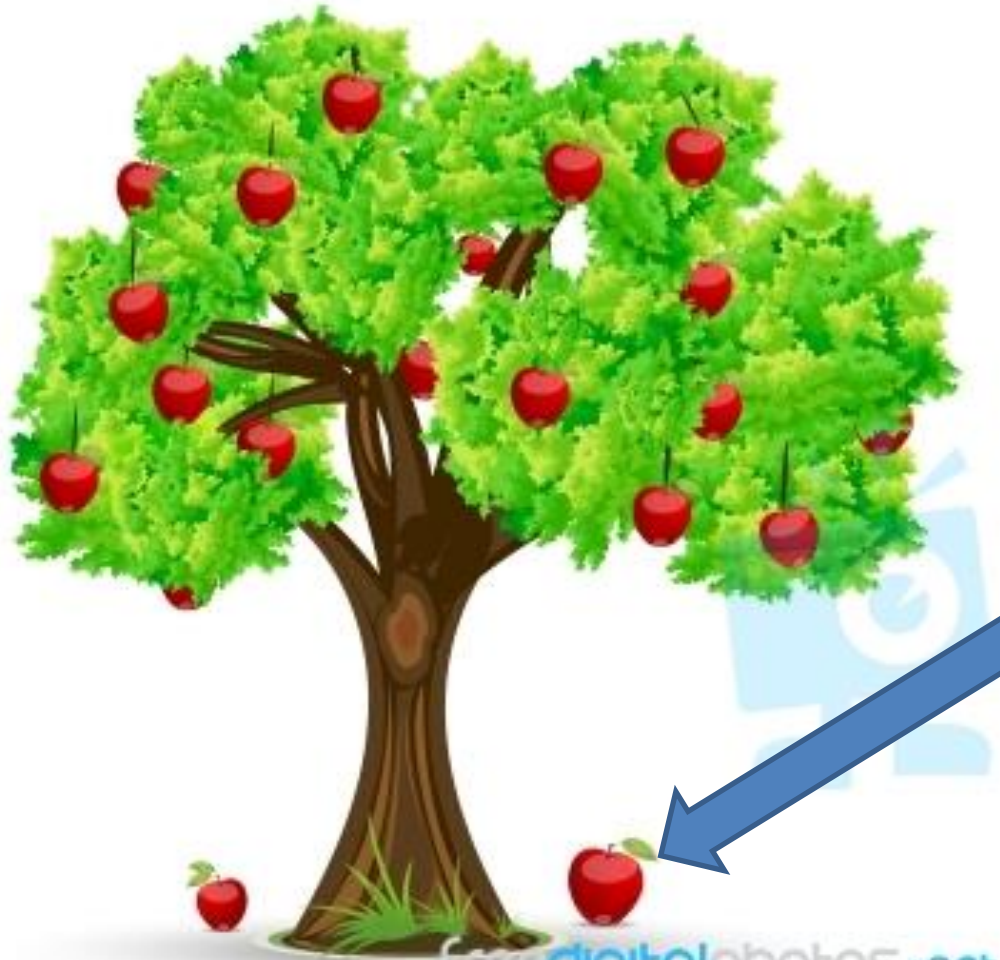


**ROTTEN TEETH**

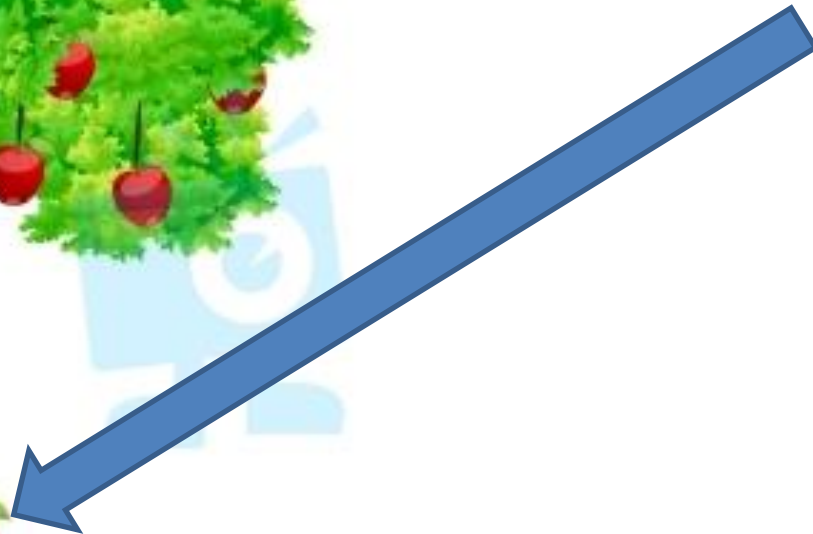


**GOUT/CVD/  
CANCER/  
ADHD/RF**

# 'Low hanging fruit'



**SUGARY  
DRINKS**



# Preparation

1. Kids at the DAIRY
2. Engage with Kelston Principals  
(Excellent Kelston Schools)
3. After informal endorsement a proposal was prepared

# KELSTON Beverages Study

## Community Organisations (policies/options)

## Schools

## Business / Retail sector (improving options)

- Churches
- Sports Clubs
- Other groups

- Secondary
- Intermediate
- Primary

- Local shops
- Kelston Mall

# School based Healthy- beverage initiative

## Child Survey



## Beverage Policy



## Educational Component



## Social marketing competition



- assess knowledge & consumption on  
Health status of  
beverages



# School based Healthy- beverage initiative

## Child Survey



## Beverage Policy



## Educational Component



## Social marketing competition



- Scan
- Policy PRESENT: record, share, improve

- No Policy: develop, implement, evaluate

# School based Healthy- beverage initiative

## Child Survey



## Beverage Policy



## Educational Component



## Social marketing competition



- Scan: identify any beverage related teachings
- Share, develop

- Extend into other subject area
- Transfer to HOME

# School based Healthy- beverage initiative

## Child Survey



## Beverage Policy



## Educational Component



## Social marketing competition



- Rap/Poem contest with musicians
- Video + Poster/Art competition
- Pledges/Challenges

# School based Healthy- beverage initiative

## Child Survey



- assess knowledge & consumption on Health status of beverages

## Beverage Policy



- Scan
- Policy PRESENT: record, share, improve
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- Scan: identify any beverage related teachings
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- Transfer to HOME

## Social marketing competition



- Rap/Poem contest with musicians
- Video + Poster/Art competition
- Pledges/Challenges





## COMPETITION 1 – POSTER

**Closes: Monday 24th June**

Design a poster that shows:

- Why fizzy drinks is bad for you
- Solutions on how to stop drinking fizzy or substituting fizzy
- A slogan/Saying/Catch phrase

## COMPETITION 2 - RAP or POEM

**Closes: Friday 6th September**

Your rap or poem should consist of the following points:

- How much sugar is in fizzy drinks.
- Recommended Intake of sugar
- Reasons to stop drinking fizzy. What are some future consequences?
- Solutions on how to stop drinking fizzy or substituting fizzy.

# Kelston Beverages Pilot Study



**'DR FIZZ'**



# FIGHTING SUGAR IN SOFTDRINKS



## Reasons to STOP DRINKING FIZZ:

WEIGHT GAIN

DIABETES

TOOTH DECAY

## ULTIMATE GOAL DRINK SUGAR FREE BEVERAGES

Water, milk, unsweetened drinks

Slowly switch to any of the above

Carry a bottle of water

Less Frequent—Buying Fizz once a week

Portion Sizes—Buy smaller drinks

Switch to Diet or Zero beverages

Some realistic ways to cut down on drinking Fizz. Taking small steps at a time, will help you change your drinking habits.

**GLITCH FREE**  
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T-shirts

MP3 players

Giveaways

# FIGHTING SUGAR IN SOFTDRINKS



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Excellence  
KAIRANGI

Whararua  
FAMILY



### FIGHTING SUGAR IN SOFTDRINKS



Reasons to STOP DRINKING FIFE:

- 1. High sugar content
- 2. Artificial sweeteners
- 3. Artificial colors
- 4. Artificial flavors

ULTIMATE GOAL:  
STOP DRINKING FIFE SOFTDRINKS



# How much SUGAR are Our KIDS Drinking?



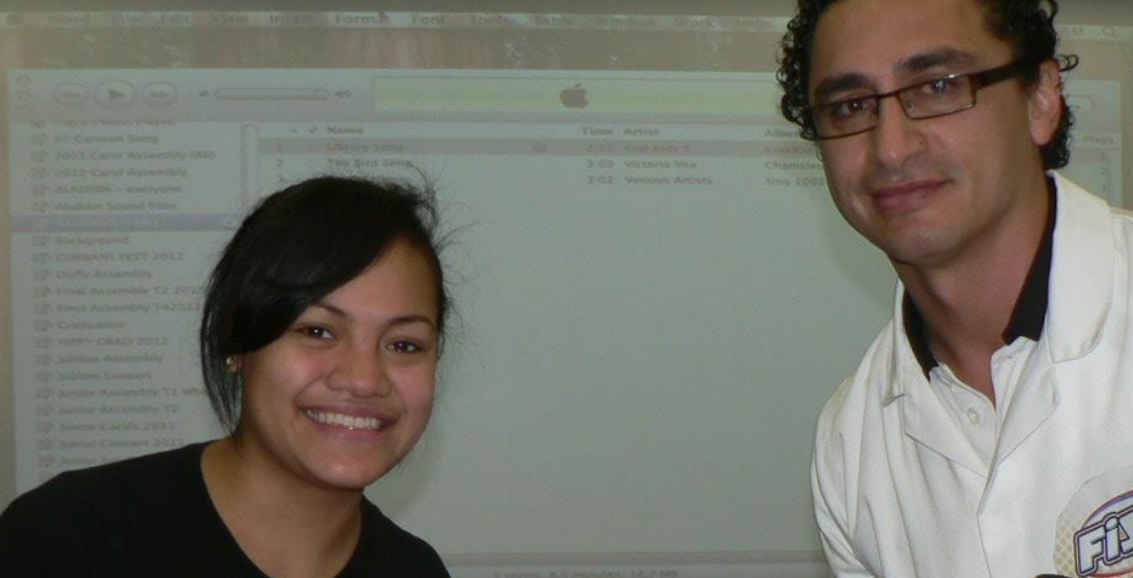
SUGARY DRINKS CAUSE - OBESITY, ROTTEN TEETH, DIABETES & GOUT



FIGHTING SUGAR IN SOFT-DRINKS



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DO YOU THINK FIZZY'S ARE NICE? WELL YOUR WRONG!

*Tooth decay starts up and erodes the tooth enamel.*

*Drinking too many fizzy drinks can lead to obesity.*

*100ml can a*

Fizzy's cause





## Soft drinks in firing line

By MONICA TISCHLER

THEY'VE educated the students, talked to dairies and even rapped about why soft drinks are bad.

But whether organisers of a \$100,000 pilot programme have managed to reduce fizzy drink consumption among Kelston's students is still up for debate.

The Healthy Beverages for Kelston Youth pilot run by public health researcher Gerhard Sundborn started in April and aimed to reduce the consumption of sugar-sweetened drinks.

A survey of more than 900 students indicated that consumption of fizzy drinks increased as participants got older.

Sixty per cent of high school students had at least one soft drink per day compared with 50 per cent of intermediate pupils and 35 per cent of primary pupils.

The general consensus among school principals was that despite having healthy options in tuck shops, students still had easy access to sugar-loaded drinks from the four dairies, bakery and a supermarket in walking distance.

Kelston Intermediate School's tuck shop operator Beverley Joyce says nothing is going to change until dairies jump on board.

"I see kids coming to school in the morning with fizzy drink and always say to them, 'have milk or water' and they reply, 'yeah right you're dreaming.'"

Kelston Primary deputy principal Chris Herlihy says the school has a zero soft drink policy and teachers closely monitor children's drink bottles and lunchboxes.

"But unfortunately kids can't get to school without passing a dairy or bakery."

"We can promote healthy options as much as we want in school but what happens outside is beyond us."

"The number of kids walking in with fried chicken or



**Tucking in:** Molly Hiku, 17, is one of the Kelston students who regularly drink fizzy drinks. A \$100,000 pilot programme is aiming to reduce consumption by youth in Kelston through education.  
Photo: MONICA TISCHLER

**Driving force:** Public health researcher Gerhard Sundborn is the man behind the pilot.

chips is unbelievable." Dr Sundborn says introducing soda-free weeks among communities will promote a change in attitude. He's also liaising with

dairies about changing product placement by putting healthier options like zero-sugar or flavoured milk at eye-level or introducing loyalty cards, similar to coffee

cards where customers receive discounts after purchasing a certain number of zero-sugar drinks. The pilot ends next month and the students will be

surveyed to determine whether there's been a change of knowledge and attitude.

It will then be decided whether the pilot will be extended to other West Auckland schools and further afield to South Auckland. The pilot is another element to Dr Sundborn's vision that all soft drinks will be replaced with water, milk or zero sugar options by 2025.

"I want to flip statistics so sugar sweetened beverages isn't the norm," Dr Sundborn says.

He says the health effects linked to too much sugar is huge and it has direct links to diabetes, gout, cardiovascular disease and poor oral health.

"It can also lead to kidney and liver damage, increased blood pressure and an impaired digestive system," he says.





FIGHTING SU

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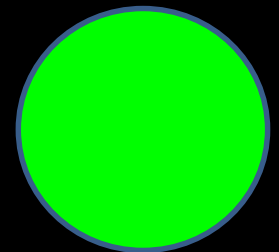
Table 2. Students Beverages Survey at Baseline and Follow-up

School	Baseline (Feb-March)	Totals	Follow-up (Oct-Nov)	Totals
A Primary	40		63	
B Primary	129	265	104	265
D Primary	96		98	
C Intermediate	216	216	226	226
E High	187	429	183	322
F High	242		139	
Total	910	910	813	813

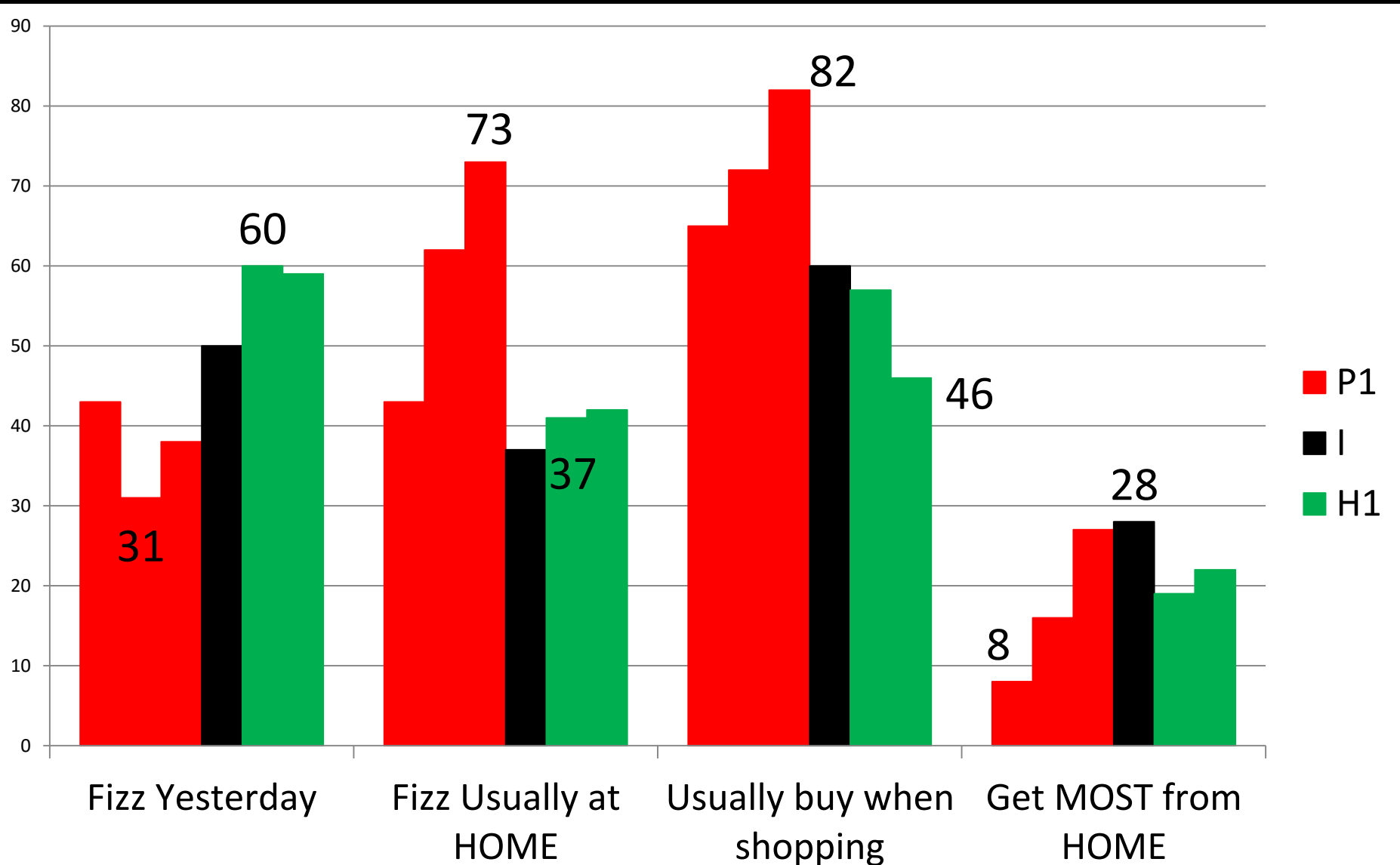
## Feasibility Findings:

- Excellent School Uptake
- Advantages of having celebrity figure front intervention
- Recruitment of young local member of research community as 'Project Manager'

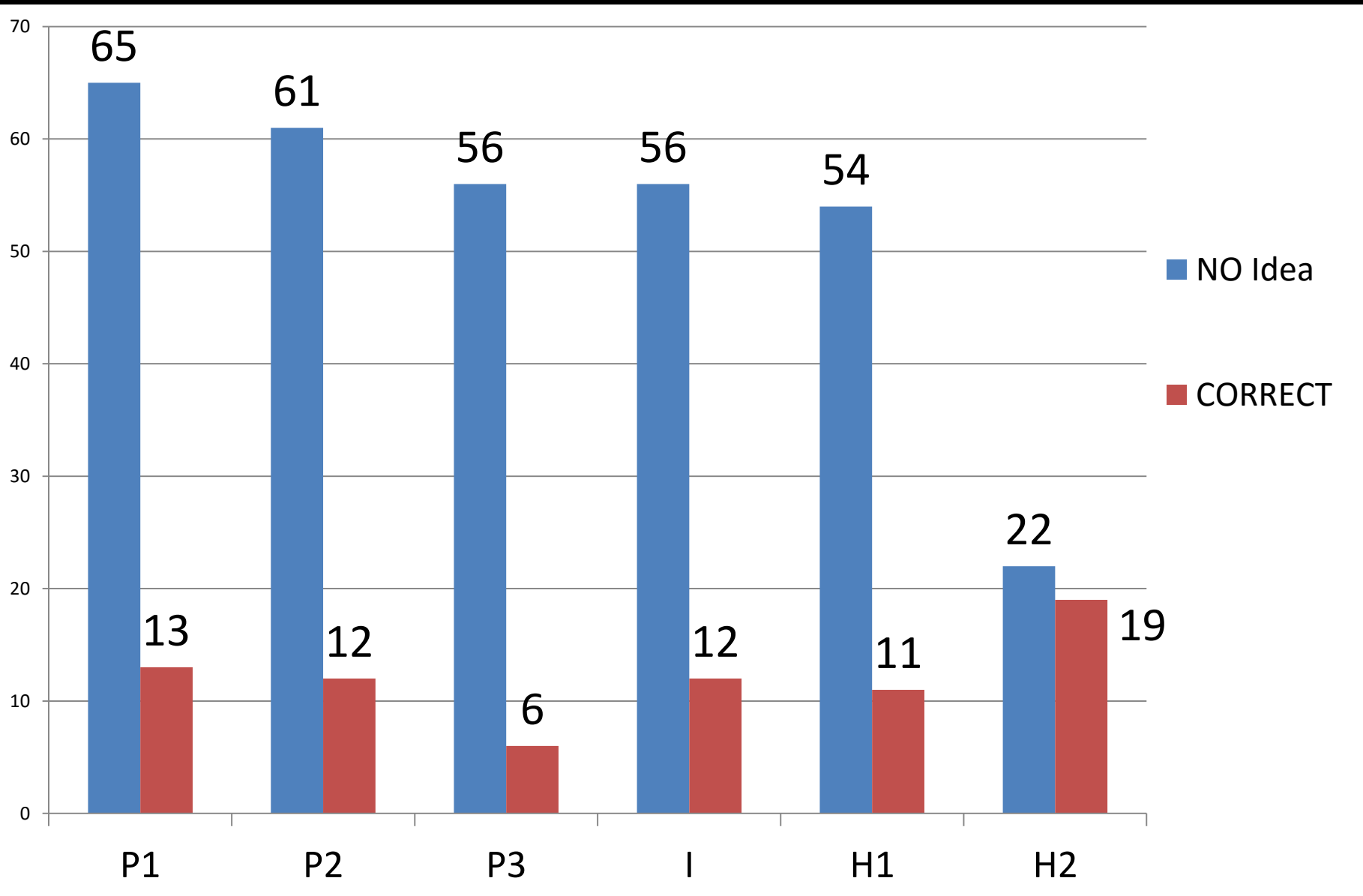
**HIGHLY FEASIBLE**



# CONSUMPTION & ACCESS (%)



# How many Teaspoons of SUGAR in a CAN? (%)



STUDY

## Kelston Beverages Pilot Study: Rationale, Design and implementation of a community and school based intervention to reduce sugary drink consumption among children and youth.

Sundborn G, Ni Mhurchu C, Ness C, Latu H, Jackson R

### ABSTRACT

The Kelston Beverages Study was designed to increase awareness of the sugar content of sugary drinks, the poor health consequences that high intake of these drinks have, and inform on ways to reduce intake of students. The aims of this pilot study were to refine interventions and processes designed to raise awareness of the harms that sugar sweetened beverages (SSBs) have on health, and to reduce their consumption among the youth of a small West Auckland suburb. There were three arms to this interventional study, one in schools, another in community organisations (churches, sports clubs and community groups), and the final arm is in the local retail sector. The school arm was the most extensive component and initially involved a survey of children's knowledge and consumption of sugar sweetened beverages (SSBs) using a brief questionnaire. The study evaluated any SSB policies

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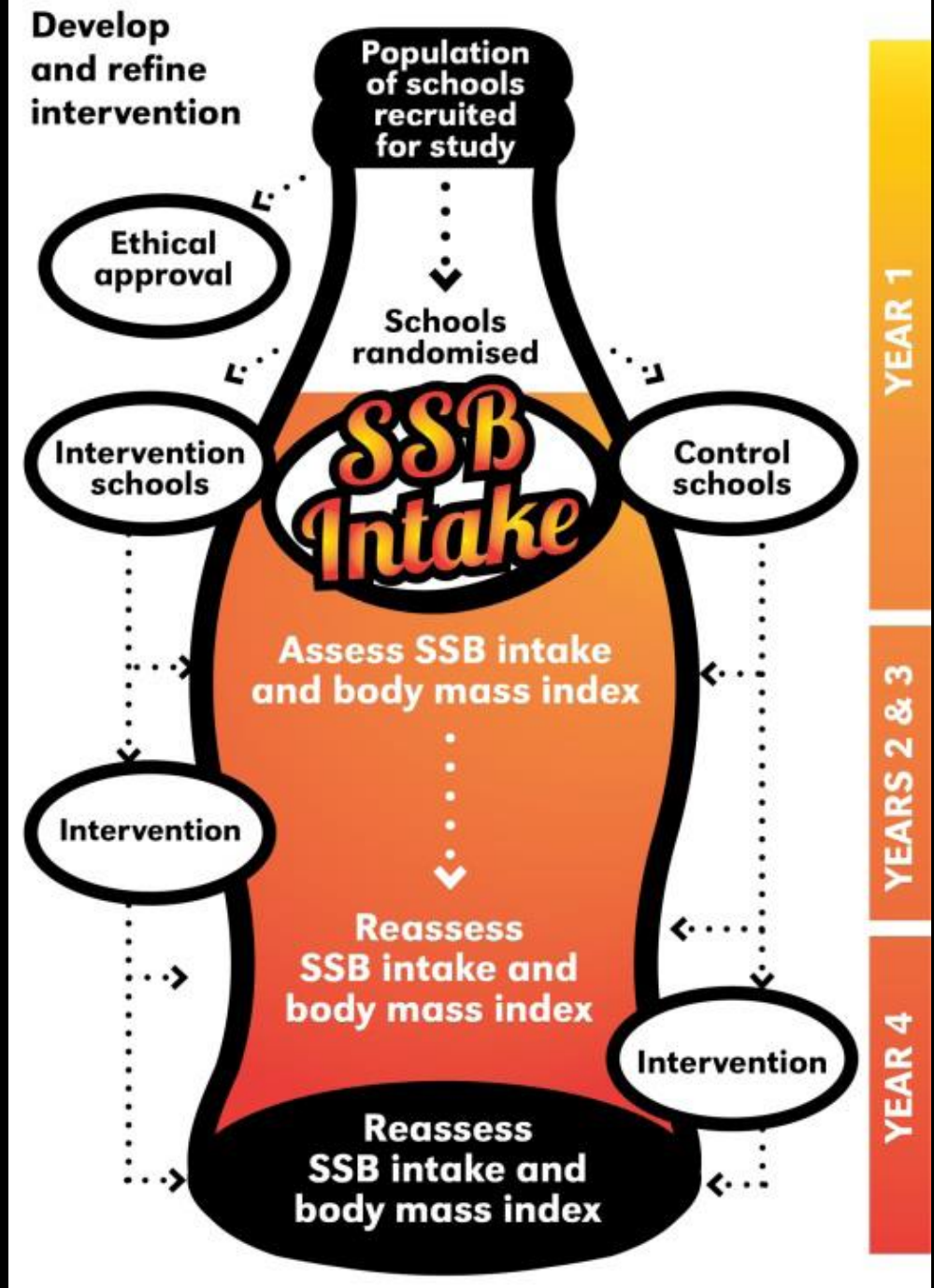
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# New Proposal



**Malo 'aupito**

**HRC**

**MOH**

**Kelston Community**

# FIGHTING SUGAR IN SOFTDRINKS



Reasons to STOP DRINKING

- WE
- TOO

ULTIMATE  
DRINK SUGAR FREE

Port  
Switch to  
Some real  
Taking sm  
GL  
EXT







# FIGHTING SUGAR IN SOFTDRINKS



**Reasons to STOP DRINKING FIZZ:**

- WEIGHT GAIN
- DIABETIS
- TOOTH DECAY

**ULTIMATE GOAL**  
DRINK SUGAR FREE BEVERAGES

1. Drink water, unsweetened tea or coffee  
2. Drink sugar free soft drinks  
3. Drink sugar free sports drinks  
4. Drink sugar free fruit drinks  
5. Drink sugar free flavoured water

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**DO YOU THINK FIZZY'S ARE NICE? WELL YOUR WRONG!**

*Tooth decay starts up and erodes the tooth enamel.*

*Drinking sugary soft drinks can cause tooth decay.*

*100 ml can a*

*Fizzy's cause*

