

















54kg SUGAR
Average Persons
Yearly Intake

SUGAR

SUGAR

SUGAR

NZSMP
POLICY BRIEF

are Our KIDS D

48 tsp
1.5L

18 tsp
600ml

SUGARY DRINKS CAUSE OBESITY, BOTTLE FEEL

SFT-DRINKS F&M GLUC





'Low hanging fruit'



**SUGARY
DRINKS**

Kelston Beverages Pilot Study



‘DR FIZZ’



How much SUGAR are Our KIDS Drinking?



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



FIGHTING SUGAR IN SOFT-DRINKS



GLITCH FREE
ENTERTAINMENT LTD

Not New!!

International Developments

USA -



France



Hungary



Pacific Nations

Samoa

Tonga

Fiji

Nauru

French-

Polynesia

Cook Islands

Tokelau





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





Tokelau, Fakaofu



KELSTON BEVERAGES STUDY

School based Healthy- beverage initiative

Child Survey



Beverage Policy



Educational Component



Social marketing competition



- assess knowledge & consumption on Health status of beverages

- Scan
- Policy PRESENT: record, share, improve

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

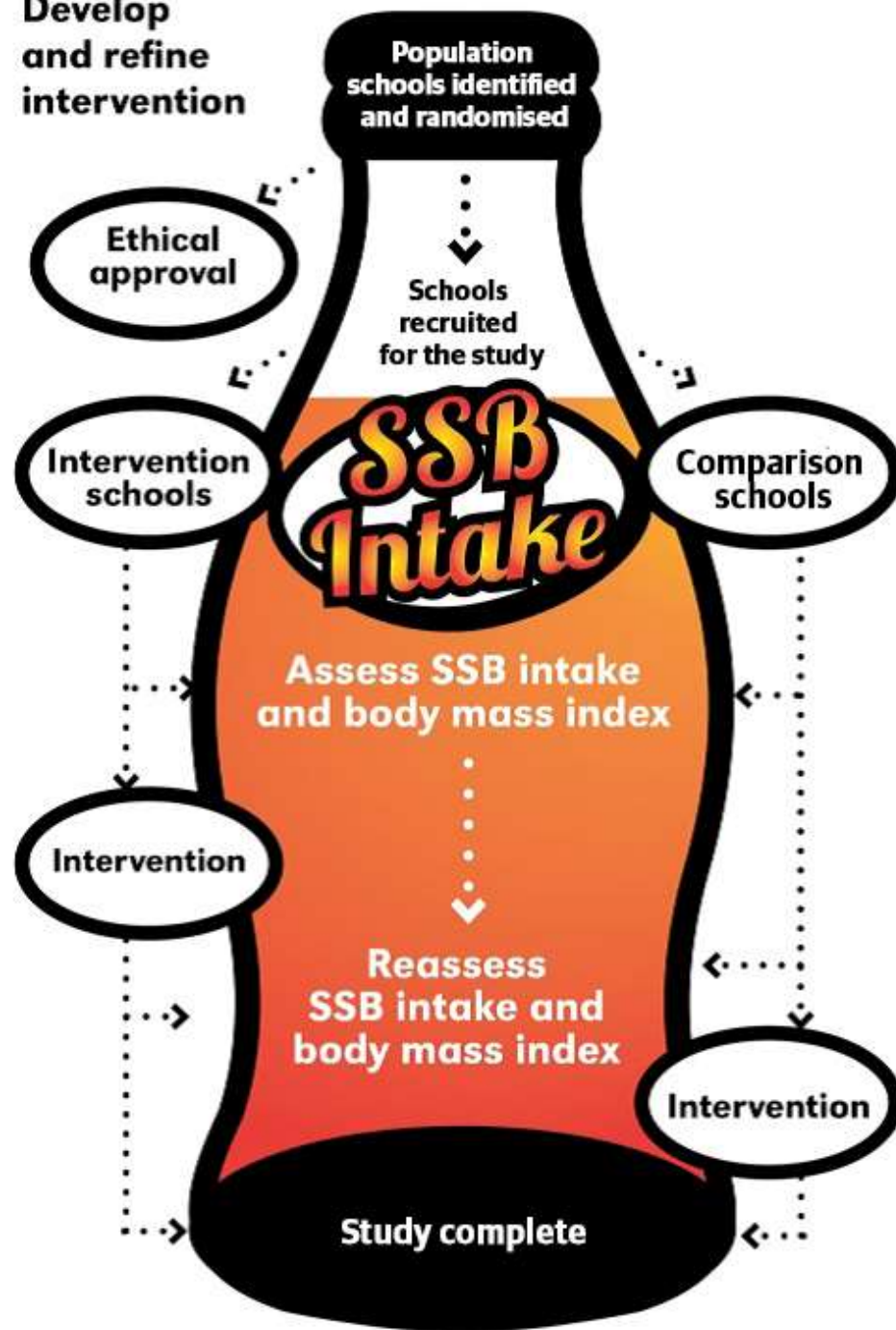
- Rap/Poem contest with musicians
- Video + Poster/Art competition

- No Policy: develop, implement, evaluate

- Extend into other subject area
- Transfer to HOME

- Pledges/Challenges

**Develop
and refine
intervention**



YEAR 1

YEARS 2 & 3

YEAR 4

NZBGP

A thick red horizontal line with a slight upward curve, positioned below the acronym NZBGP.

New Zealand Beverage
Guidance Panel

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.

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FIGHTING SUGAR IN SOFTDRINKS



Reasons to STOP DRINKING FIZZ:

WEIGHT GAIN

DIABETES

TOOTH DECAY

ULTIMATE GOAL DRINK SUGAR FREE BEVERAGES

Swap milk, unsweetened drinks

Swap soda for any of the above

Swap a can of Fizz

Use a fountain of water

Use a water bottle

Use a water bottle

Switch to Diet or Zero Sugar Fizz

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

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FIGHTING SUGAR IN SOFTDRINKS

The presentation slide includes an illustration of a man in a white lab coat, a woman in a purple dress, and several soft drink bottles. To the right of the slide, there is a bar chart titled 'SUGAR IN SOFT DRINKS' and a table with the following data:

Brand	Sugar Content (g/100ml)
Brand A	10
Brand B	12
Brand C	15
Brand D	18
Brand E	20

Hospitals BAN sugary drinks



**Cleveland, Boston, Fairview
Hospital, San Mateo Medical
Center - California**

FIGHTING SUGAR IN SOFTDRINKS

Reasons to STOP DRINK

- WE
- TOO

ULT
DRINK SUGAR FR













How much SUGAR are Our KIDS Drinking?



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



FIGHTING SUGAR IN SOFT-DRINKS



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FIGHTING SUGAR IN SOFTDRINKS

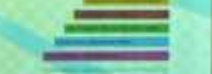


Reasons to STOP DRINKING F&A:

- 1. High Sugar
- 2. High Fat
- 3. High Calories

ULTIMATE GOAL:

DRINK SUGAR FREE BEVERAGES





Engage Yourself

Did you know fizzy drink was bad for you?

Yes

No

What other drinks can you have instead of fizzy drink?

1.
2.
3.
4.

How can you stop yourself from drinking fizzy drink?

What are some ways you can help others realise fizzy drink is bad for you?

CHALLENGE YOURSELF!!!!

Instead of going to the shop to buy a fizzy drink, take a bottle of water around with you.



Web Links

www.fewersugarydrinks.org
www.foodandwaterwatch.org
www.healthfoodinhealthcare.org
theweightofthenation.hbo.com
www.thedatabank.com

Competitions

COMPETITION 1 - 'Poster'

You are to design a poster showing *why fizzy drinks is bad for you*.

COMPETITION 2 - 'Rap' or 'Poem' (primary schools)

Your rap or poem should consist of the following points:

- How much sugar is in fizzy drinks.
- Recommended intake of sugar (*How many teaspoons of sugar should you have a day?*).
- Reasons to stop drinking fizzy. What are some future consequences?
- Solutions on how to stop drinking fizzy or substituting fizzy.

Checklist for presenting documents

Before you present **ANY** documents, please ensure that you have included:

- Your name
- Your school or community group name
- Age or year at school
- Contact person and number

Methods of delivery

In person

You can submit posters or poems to your school office or community group leader.

Online

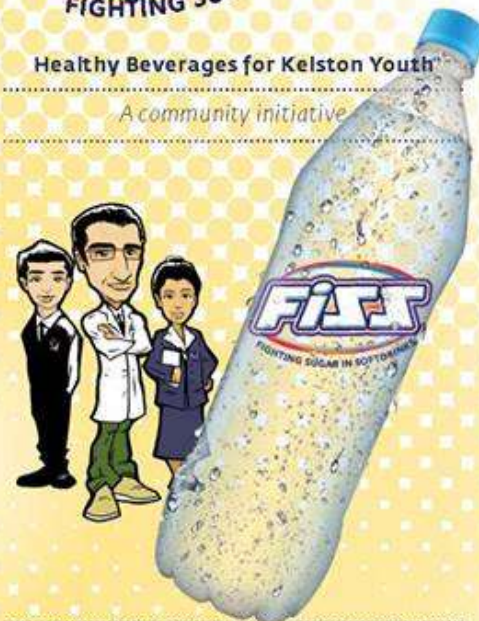
You can visit our Facebook page by searching for **FIZZ**, there you can upload any entries for the competitions and submit entries via email to g.sundborn@auckland.ac.nz or sisterhoodnzhen@gmail.com

ATTENDANCE



Healthy Beverages for Kelston Youth

A community initiative



Supporting Healthy Drink Choices





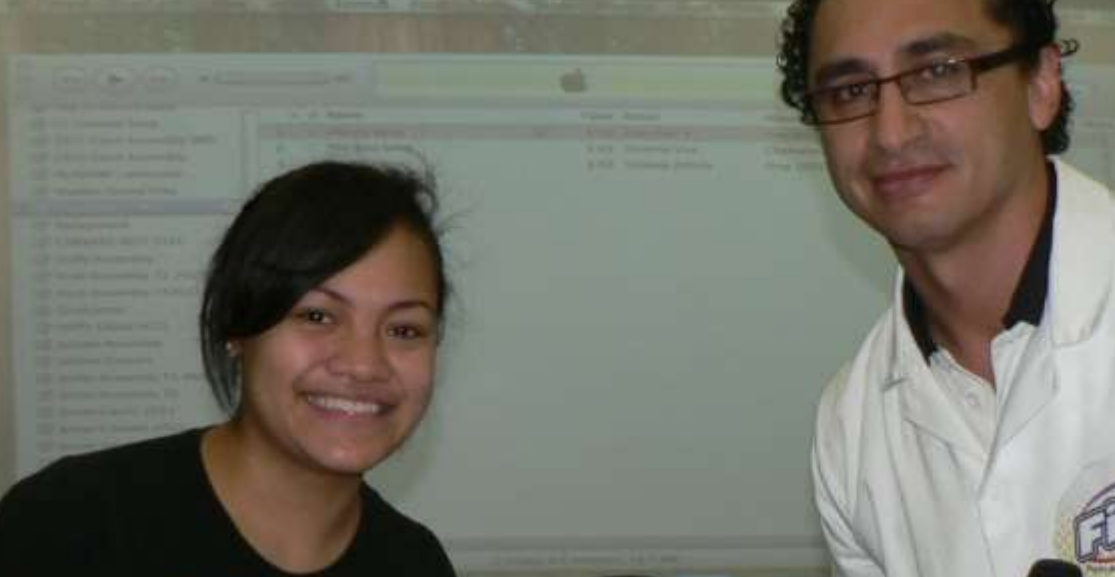
New York, NY

Department of Health



ARE YOU POURING ON THE POUNDS?

New York City Department of
Health and Mental Hygiene



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

Fizzy's love





SEVEN SHARP

BROUGHT TO YOU BY

RaboDirect.co.
Your specialist savings b

HOME

WATCH THE SHOW

STORIES

THE TEAM

ABOUT US

CONTACT US



UP N

T

Add

Sour

Desp

Hop

try a

UP N



Closes: Monday
poster that shows:
fizzy drinks is bad for you
on how to stop drinking fizzy or
fizzy
n/Saying/Catch phrase



FIGHTING SUGAR IN SOFTDRINKS



Reasons to STOP DRINKING F

- WEIGHT GAIN
- DIABETES
- TOOTH DECAY

ULTIMATE C
DRINK SUGAR FREE BEVER

- ...with 100% natural
- ...with 100% natural
- ...with 100% natural
- ...with 100% natural
- ...with 100% natural

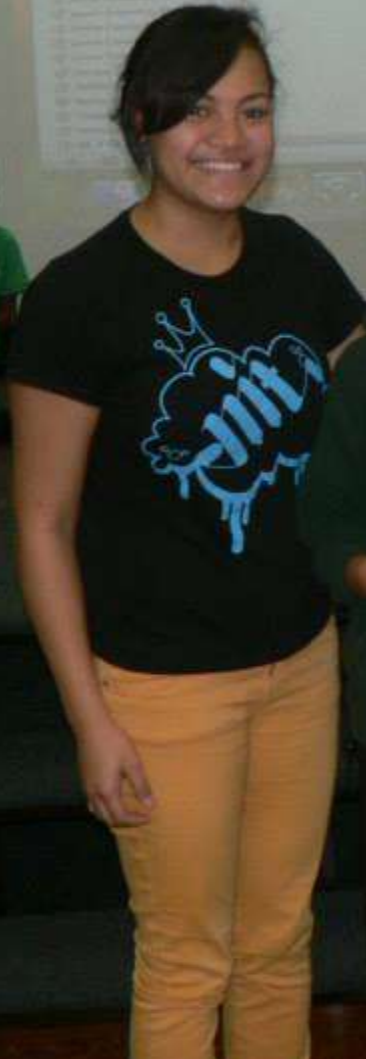


Kelston Beverages Pilot Study



‘DR FIZZ’















THE UNIVERSITY OF AUCKLAND

NEW ZEALAND







Seattle & King County

Public Health

A close-up photograph of a young boy with dark hair and eyes, looking slightly to the left. He is holding a clear glass filled with white milk to his lips and drinking. The background is a plain, light-colored wall.

**You'd never
serve your
kid a glass
of sugar.**

<http://www.kingcounty.gov/healthservices/health/nutrition/sugarydrinks.aspx>

<http://www.youtube.com/watch?v=6idXRO8Voas>



The New Zealand Herald

-  National World Business Sport Technology Entertainment **Life & Style**

NZ scientists take on sugar

By [Martin Johnston](#)

2:16 PM Saturday Feb 8, 2014

- Health Health & Wellbeing Nutrition Your Health


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  52
  0
  2

A group of New Zealand scientists is gearing up to emulate the success of anti-tobacco campaigners by getting rid of sugar-flavoured soft drinks by 2025.

The move comes as scientists in Europe and the United States this week attacked sugar in fizzy drinks and goods in an escalating health







'Low hanging fruit'



**SUGARY
DRINKS**



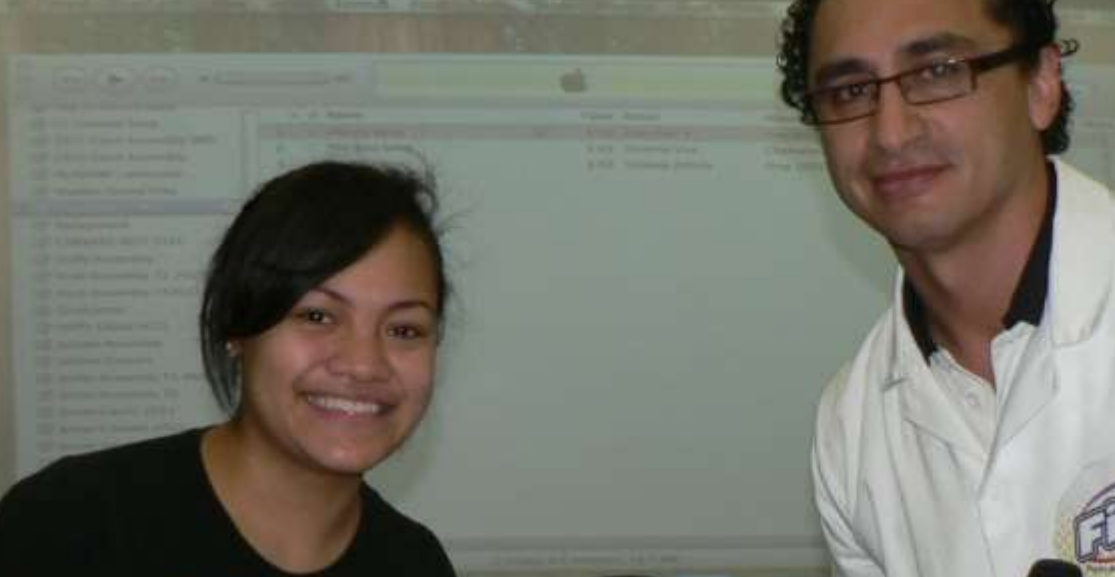
FIGHTING SUGAR IN SOFT DRINKS

Reasons to STOP DRINKING

FiFi FiFi

FIGHTING SUGAR IN SOFT DRINKS

FiFi FiFi



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

Fizz's love

New York, NY

Department of Health



“Man Drinking Fat” television spot

<http://www.youtube.com/watch?v=-F4t8zL6F0c>



How much SUGAR are Our KIDS Drinking?

Drink	Sugar (tsp)
1.5L Orange Juice	48
600ml Cola	18
355ml Soda Can	17

DIABETES • OBESITY • ROTTEDTÄNNIS • DIABETES • GÖMT

50/50 FIGHTING SUGAR IN SOFT DRINKS **50/50** **GLITCH FREE** ENTERTAINMENT LTD

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 flailing 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 amount 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.

