



Rethink Your Drink Guidebook

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Rethink Your Drink Educational Messages:

Sugary beverages by the numbers

- 20** Most Americans consume nearly 20 teaspoons of added sugars each day. That's more than triple the recommended daily limit for women and double for men!
- #1** Sugar-sweetened beverages like soda and energy/sports drinks are the #1 source of added sugars in our diet
- 150** A 12 oz can of regular soda has about 150 calories and 10 teaspoons of added sugar
- 6** The American Heart Association recommended daily limit for added sugars is 6 teaspoons for women & kids
- 9** The American Heart Association recommended daily limit for added sugars is 9 teaspoons for men
- 39** The average American consumes 39 pounds of sugar per year from soda and other sweetened drinks

Rethink Your Drink Social Media Messages:

Campaign hashtags: #pdxgoesred #rethinkyourdrinkOR

Sample Tweets:

- Sugary drinks are the #1 source of calories in teens' diets – even over pizza!
- #DidYouKnow: Consumption of sugar-loaded drinks has increased 500% in the past fifty years? #pdxgoesred #rethinkyourdrinkOR
- DRINK beverages with 0-5g of sugar per 12oz. DON'T DRINK beverages with over 12g of sugar per 12oz. #pdxgoesred #rethinkyourdrinkOR
- Sip Smarter. Replace sweetened drinks to cut back on added sugars and empty calories. [Sip Smarter](#) #pdxgoesred #rethinkyourdrinkOR
- You'd have to walk from the MODA Center to the Portland Aerial Tram in Portland to burn off just one 20 ounce soda #pdxgoesred #rethinkyourdrinkOR
- Did you know that one 20-oz bottle of soda has the same amount of sugar as 6 donuts? #pdxgoesred #rethinkyourdrinkOR
- Today at [insert company name] we're swapping sugar-sweetened beverages for water. Join the movement. #pdxgoesred #rethinkyourdrinkOR
- Employees at [insert company name] are taking the 30-day challenge to drink 8 8-oz servings of water per day – join us! #pdxgoesred #rethinkyourdrinkOR

Sample Facebook or Instagram Posts:

- Every sip counts! People who consume sugary drinks regularly – 1 to 2 cans a day or more – have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks. #pdxgoesred #rethinkyourdrinkOR
- We're thirsty for change! Say YES to more water and NO to sugar-sweetened drinks. Share this if you agree! #pdxgoesred #rethinkyourdrinkOR
- You'd have to walk from the Oregon Zoo to Pioneer Courthouse Square to burn off just one 20 ounce soda. #pdxgoesred #rethinkyourdrinkOR *(or find similar 3.3 mile distance in your community)*
- Ideas to help with making healthy beverage choices: Choose and stock fridge with water, diet, or low-calorie beverages instead of sugary ones. Carry a water bottle. Snazz up your water with fruit slices. Serve water with meals. #pdxgoesred #rethinkyourdrinkOR
- Today at [insert company name] we're swapping sugar-sweetened beverages for water. Join the movement. #pdxgoesred #rethinkyourdrinkOR **(Include photo of employees with water bottles.)**
- Employees at [insert company name] are taking the 30-day challenge to drink 8 8-oz servings of water per day – join us! #pdxgoesred #rethinkyourdrinkOR **(Include photo of employees with water bottles or 30-day water challenge pledge cards.)**

Rethink Your Drink Lunch & Learn Talks

Host a weekly Rethink Your Drink Lunch & Learn for employees during the month of July, with a focus on the 4 topics outlined below. Alternatively, these talking points can be folded into an existing weekly staff meeting.

Topic #1: Too Much Sugar Isn't So Sweet for your Health

Many people consume more sugar than they realize. It's important to be aware of how much sugar you consume because our bodies don't need sugar to function properly. Added sugars contribute zero nutrients but many added calories that can lead to extra pounds or even obesity, thereby reducing heart health.

There are two types of sugars in American diets: naturally occurring sugars and added sugars.

1. Naturally occurring sugars are found naturally in foods such as fruit (fructose) and milk (lactose).
2. Added sugars include any sugars or caloric sweeteners that are added to foods or beverages during processing or preparation (such as putting sugar in your coffee or adding sugar to your cereal). Added sugars (or added sweeteners) can include natural sugars such as white sugar, brown sugar and honey as well as other caloric sweeteners that are chemically manufactured (such as high fructose corn syrup).

How Much is Just Right?

The American Heart Association (AHA) recommends limiting the amount of added sugars you consume to no more than half of your daily discretionary calories allowance. For most American women, that's no more than 100 calories per day, or about 6 teaspoons of sugar. For men, it's 150 calories per day, or about 9 teaspoons. There are four calories in one gram of sugar, so if a product has 15 grams of sugar per serving, that's 60 calories just from the sugar alone.

For reference, a typical 12-ounce can of regular soda has 130 calories and 8 teaspoons of sugar. Think of your daily energy need as a budget. You'd organize a real budget with "essentials" (things like rent and utilities) and "extras" (such as vacation and entertainment). In a daily calorie budget, the essentials are the minimum number of calories you need to meet your nutrient needs.

How to Find Sugar:

Read food labels. Syrup, molasses, cane juice and fruit juice concentrate mean added sugar, as well as most ingredients ending with the letters "ose" (like fructose and dextrose).

How to Replace Sugar:

- Enjoy fruit for dessert most days and limit traditional desserts to special occasions.
- Cut back on the amount of sugar you add to things you eat or drink often.
- Buy 100% juice with no added sugars.
- Enhance foods with spices – try cinnamon, nutmeg or ginger.
- Add fresh or dried fruit to cereal and oatmeal.
- Drink sparkling water, unsweetened tea or sugar-free beverages.

Topic #2: Sneaky Sugar

Finding Added Sugars in Food

Unfortunately, you can't tell easily by looking at the nutrition facts panel of a food if it contains added sugars. The line for "sugars" includes both added and natural sugars.

Naturally occurring sugars are found in milk (lactose) and fruit (fructose). Any product that contains milk (such as yogurt, milk or cream) or fruit (fresh, dried) contains some natural sugars.

Reading the ingredient list on a processed food's label can tell you if the product contains added sugars, just not the exact amount if the product also contains natural sugars.

Names for added sugars on labels include:

Brown sugar

Corn sweetener

Corn syrup

Fruit juice concentrates

High-fructose corn syrup

Honey

Invert sugar

Malt sugar

Molasses

Raw sugar

Sugar

Syrup

Sugar molecules ending in "ose" (dextrose, fructose, glucose, lactose, maltose, sucrose)

Furthermore, some labels include terms related to sugars. **Here are some common terms and their meanings:**

Sugar-Free – less than 0.5 g of sugar per serving

Reduced Sugar or Less Sugar – at least 25 percent less sugars per serving compared to a standard serving size of the traditional variety

No Added Sugars or Without Added Sugars – no sugars or sugar-containing ingredient such as juice or dry fruit is added during processing

Low Sugar – not defined or allowed as a claim on food labels

Keep in mind that if the product has no fruit or milk products in the ingredients, all of the sugars in the food are from added sugars. If the product contains fruit or milk products, the total sugar per serving listed on the label will include added and naturally occurring sugars.

Although sugars are not harmful in small amounts to the body, our bodies don't need sugars to function properly. Added sugars contribute additional calories and zero nutrients to food.

Over the past 30 years, Americans have steadily consumed more and more added sugars in their diets, which has contributed to the obesity epidemic. Reducing the amount of added sugars we eat cuts calories and can help you improve your heart health and control your weight.

Topic #3: Healthy Kids are Sweet Enough

How to keep your kids and teens sugar healthy

Kids age 2–18 should have less than 25 grams or 6 teaspoons of added sugar daily for a healthy heart. The typical American child eats about triple the recommended amount of added sugars, half from food and half from drinks.

It takes the whole family to stay healthy, share these easy swaps/tips with your family to keep everyone within healthy sugar limits!

Baking and Cooking: Unsweetened applesauce can substitute for some of the sugar in a recipe. You may need less oil, too – adjust the recipe as needed to get the taste and texture you like. Or try using a no-calorie sweetener suitable for cooking and baking.

Desserts and Sweets: Instead of indulging in a traditional sugar-based dessert, enjoy the natural sweetness of fruit. Fresh, frozen and canned (in its own juice or water) are all good choices. Try them baked, grilled, stewed or poached.

Dressings and Sauces: Swap store-bought bottled salad dressings, ketchup, tomato sauce and barbeque sauce – which can have a lot of added sugars – for homemade versions so you can control the amount of sugar added to them.

Snack Mix and Granola: Make your own, without all the added sugars. Combine your favorite nuts and seeds (unsalted or very lightly salted), raisins and dried fruits (unsweetened), rolled oats and whole-grain cereal (non-sugared/non-frosted) – and skip the candy!

Soda/Soft Drinks: Swap sugar-sweetened beverages for plain or sparkling water flavored with mint, citrus, cucumber or a splash of 100% fruit juice.

Tea and Coffee: Cut back on sugars (including honey and agave syrup) gradually until your taste adjusts to less sweetness. Try adding natural flavors like cinnamon, citrus, mint or nutmeg.

Topic #4: Artificial Sweeteners in the Real World

Got a sweet tooth? Here's the scoop on artificial sweeteners or "Non-Nutritive Sweeteners" as we call them

The AHA strongly recommends limiting added sugars. Too much sugar can lead to weight gain, and those extra pounds can lead to a string of health problems. In addition to obesity, it can increase triglyceride levels, a risk factor for heart disease.

Not only are foods and drinks that are high in added sugars generally high in calories and low in nutritional value, they also take the place of more nutritious foods. For example, reaching for a regular soda instead of low-fat or non-fat milk.

The American Heart Association labels low-calorie sweeteners, artificial sweeteners, and noncaloric sweeteners as non-nutritive sweeteners (NNSs), since they offer no nutritional benefits such as vitamins and minerals. They may be low in calories or have no calories, depending upon the brand.

The FDA has given the label "Generally Recognized as Safe", to five* NNSs:

1. Aspartame (NutraSweet® and Equal®)
2. Acesulfame-K (Sweet One®)
3. Neotame
4. Saccharin (Sweet'N Low®)
5. Sucralose (Splenda®)

**Stevia (Truvia® and PureVia®) doesn't have a GRAS distinction, but that doesn't mean it's dangerous (it just means there isn't enough evidence yet either way).*

Replacing sugary foods and drinks with sugar-free options containing NNSs is one way to limit calories and achieve or maintain a healthy weight. Also, when used to replace food and drinks with added sugars, it can help people with diabetes manage blood glucose levels. For example, swapping a full-calorie soda with diet soda is one way of not increasing blood glucose levels while satisfying a sweet tooth.

As you make healthy choices throughout your day, choose foods and beverages that are high in nutrients and low in saturated and trans fats and added sugars. Keep in mind that just because a product is "sugar free," it doesn't always mean that it's healthy.

Foods and beverages that contain NNSs can be included in a healthy diet, as long as the calories they save you are not added back by using foods as a reward later in the day, adding calories that take you over your daily limit.

Rethink Your Drink Educational Activities/Event Ideas Guide:

Hidden Sugars Demonstration – All you need is a bag of sugar and a measuring cup to raise awareness of how much sugar we consume by drinking even just one sugary beverage per day!

Demonstration Ingredients:

Supplies:

- 1 bag of sugar
- 1 bag of sugar cubes
- 1 empty 2-liter soda bottle
- 1 empty 20-oz. soda bottle
- Measuring cup

Handouts:

- Sip Smarter
- Cut Out Added Sugars

Activity & Talking Points:

Part 1: Define sugar-sweetened beverages and lead discussion and demonstration on sugar consumption.

What is a sugar-sweetened beverage?

Any beverage with added caloric sweetener including soda, other carbonated soft drinks, juice drinks, sports drinks, energy drinks, sweetened milk or milk alternatives and sweetened tea or coffee drinks.

Caloric sweeteners include: high fructose corn syrup, cane sugar, fructose, fruit juice concentrate, glucose, sucrose, honey, brown sugar, dextrose and corn sweetener.

[Ask the Audience] How much added sweeteners including sugar do you think the average American eats in a year?

[Answer] Almost 100 pounds a year... which is almost a quarter pound of sugar and other calorie-rich sweeteners a day!

[Display] ¼ lb of sugar in a 2 liter soda bottle

It's no wonder that two out of three Americans are overweight or obese – the average person eats almost a quarter-pound of added sugar and other calorie-rich sweeteners a day! A quarter pound is equal to 28 teaspoons (or about 28 cubes) of sugar. Here, let me show you.



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[Display] This is what a quarter pound of sugar looks like (Hold up 28 sugar cubes in a baggie.)

Extra calories from all this sugar and other calorie-rich sweeteners can lead to weight gain, obesity, and can contribute to serious health problems such as heart disease, type 2 diabetes, and certain cancers.

Part 2: Hidden Sugars Demonstration – As you lead this part of the discussion, have a partner scoop and count teaspoons of sugar into your empty soda bottle to give a visual demonstration of high sugar content.

[Ask the Audience] How many teaspoons of sugar are in a 20-oz. soda bottle?

[Answer] 17 teaspoons

Let's see what 17 teaspoons of sugar looks like. [Ask for a volunteer to count out 17 sugar cubes from the baggie and put them in the 20-oz. soda bottle.]

Ok. Take a look at this bottle. This is the amount of sugar in just one soda drink. The American Heart Association recommends no more than six teaspoons of sugar per day for adult women and no more than nine teaspoons for adult men.

[Ask the Audience] How long do you think you would have to walk briskly to burn off the 240 excess calories from one 20-oz. soda?

[Answer] 3.3 miles – that's the distance between the MODA Center and the Portland Aerial Tram here in Portland

Wrap-Up: What you can do.

- Pick healthy beverage choices. Choose water, diet or low-calorie beverages instead of sugar-sweetened beverages. Add slices of lemon, lime, cucumber or your favorite fruit to make it more fun!
- Bring a water bottle to school to drink out of throughout the day.

Bring Your Water Bottle to Work Day / 30-Day Water Challenge: On average, employees spend almost half of their waking hours working, so work environments that promote employee well-being go a long way toward fostering good health! Use these fun and easy event ideas to encourage increased water consumption among your employees. At minimum, you need only promote the event using the email templates provided here. If you want to increase excitement, plan a kick-off event and offer incentives (such as cafeteria coupon for healthy items or company-branded water bottles.) You can also use the handouts to provide further information on healthy beverage choices.

Demonstration Supplies:

Promotional email templates

Handouts:

3-Day Water Challenge Tracking Sheet

Rethink Your Drink Recipe Cards

Rethink Your Drink 30-Day Water Challenge Email Templates

Event Announcement Email

Subject: A message from the [President, CEO – fill in as appropriate]

Did you know? Sugar-sweetened beverages are the #1 source of added sugar in the American diet. We didn't either and now that we do we want to raise awareness by participating in Rethink Your Drink for the month of July.

Reducing consumption of these drinks can improve health outcomes. Moving toward good health is about taking small steps each day to improve what we're drinking, eating and doing. We will take a small, but significant, step together by kicking off Rethink Your Drink Month on Monday, July 1st with an initiative to get everyone in the company drinking more water.

Why drink more water? Water is calorie-free, hydrating and something on which every system of the body depends.

Stay tuned as we provide tips, recipes and information on how [COMPANY NAME] will celebrate Rethink Your Drink Month.

Event Reminder Email with Details

Subject: A message from the [President, CEO – fill in as appropriate]

On [insert date], we will be celebrating Rethink Your Drink Month. We will join the American Heart Association, UnitedHealthcare and companies across Oregon & SW Washington as they pledge to make healthier beverage choices.

Here's what you can do to join in the celebration:

- [Insert Date] is our official kickoff with Bring Your Water Bottle to Work Day
- Bring other healthy beverages to work including water, seltzer water and skim or 1% milk
- Join our 30-day Water Challenge and pledge to make healthier beverage choices (see attached Tracker Tool)
- Make healthier choices at the vending machine: Choose water instead of sodas, sports drinks, sweetened coffee drinks and other sugar-sweetened beverage

I look forward to drinking our way to health together!

Rethink Your Drink Month: 30-Day Water Challenge

Pledge: I, [Name], pledge to join my fellow team members to move toward healthier beverage choices by drinking more water and fewer sugar-sweetened beverages!

Goal" Drink eight 8-ounce servings of beverages with no added sugars or artificial sweeteners every day for the next thirty days.

Use the chart below to keep track of your progress toward your goal

30 day Challenge - GO!	1	2	3	4	5	6	7	8
Day 1								
Day 2								
Day 3								
Day 4								
Day 5								
Day 6								
Day 7								
Day 8								
Day 9								
Day 10								
Day 11								
Day 12								
Day 13								
Day 14								
Day 15								
Halfway there! Great job!								
Day 16								
Day 17								
Day 18								
Day 19								
Day 20								
Day 21								
Day 22								
Day 23								
Day 24								
Day 25								
Day 26								
Day 27								
Day 28								
Day 29								
Day 30								
Day 31								



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SIP SMARTER

Replace sweetened drinks to cut back on added sugars and empty calories.

REPLACE SUGARY BEVERAGES...

- full-calorie soft drinks
- energy/sports drinks
- sweetened “enhanced water” drinks
- sweet tea
- sweetened coffee drinks

WITH BETTER CHOICES!

- The best thing you can drink is water! Try it plain, sparkling or naturally flavored with fruit or herbs.
- Drink coffee and tea without added sugars for a healthier energy boost.
- For adults, diet drinks may help replace high-calorie sodas and other sugary drinks.

THE FACTS MAY SURPRISE YOU.

Most Americans consume nearly **20 TEASPOONS** of added sugars **EACH DAY.**

That's more than **TRIPLE** the recommended daily limit for women and **DOUBLE** for men!

Sugar-sweetened beverages like soda and energy/sports drinks are the

#1 SOURCE OF ADDED SUGARS IN OUR DIET.

A can (12 FL OZ) of regular soda has about **150 CALORIES AND 10 TEASPOONS** of added sugar.

TRY THESE TIPS TO QUENCH YOUR THIRST WITH LESS ADDED SUGARS



START CUTTING BACK.

Take steps to reduce or replace sugary drinks in your diet:

REPLACE most of your drinks with water.

REDUCE the amount of sugar in your coffee or tea gradually until your taste adjusts to less sweetness.

ADD plain or sparkling water to drinks to keep some of the flavor with less added sugars per servings.



CHOOSE WATER.

Make water the easy, more appealing go-to choice:

CARRY a refillable water bottle.

ADD a splash of 100% fruit juice or slices of citrus, berries and even cucumbers for a boost of flavor.

TRY seltzer, club soda or sparkling water if you crave the fizz.



MAKE IT AT HOME.

Family favorites like hot chocolate, lemonade, smoothies, fruit punch, chocolate milk and coffee drinks easily can be made at home with less added sugars.

START WITH UNSWEETENED beverages, then flavor to taste with additions like fruit, low-fat or fat-free milk, and herbs and spices.

Get great recipes for beverages and more at HEART.ORG/RECIPES.

READ THE LABEL, AND CHOOSE WISELY.

Some drinks that appear to be healthy may be high in calories and added sugars. Check servings per container and ingredients list.

Added sugars go by many names, including sucrose, glucose, maltose, dextrose, high fructose corn syrup, cane syrup, concentrated fruit juice, agave nectar and honey.

EAT SMART ADD COLOR MOVE MORE BE WELL

FOR MORE TIPS ON HEALTHY EATING, COOKING AND RECIPES: HEART.ORG/EATSMART

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ADDED

NOT SO

Sugar IS Sweet



American Heart Association.
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Some sugars are naturally in fruits, vegetables, milk & grains.

Other sugars — the kind added to foods, drinks and condiments during processing — may increase heart disease risk.



A typical 12-ounce can of regular soda has 130 calories and 8 teaspoons of sugar.



Added sugar also sneaks into seemingly “better for you” beverages, such as sports drinks, fruit drinks and flavored milks.

THE AMERICAN HEART ASSOCIATION RECOMMENDS

limiting added sugars to no more than 100 calories a day (6 teaspoons) for most women & no more than 150 calories a day (9 teaspoons) for most men.

ADDED SUGAR SOURCES

Sugar-sweetened beverages are the biggest source of added sugar in the American diet. Other sources are baked items (like cakes, muffins, cookies and pies), ice cream and candy.



FIND IT

Read food labels. Syrup, molasses, cane juice and fruit juice concentrate mean added sugar as well as most ingredients ending with the letters “ose” (like fructose & dextrose).



Enjoy fruit for dessert most days and limit traditional desserts to special occasions.

Cut back on the amount of sugar you add to things you eat or drink often.

Buy 100% juice with no added sugars.



REPLACE IT

Enhance foods with spices — try cinnamon, nutmeg or ginger.

Add fresh or dried fruit to cereal and oatmeal.



Drink sparkling water, unsweetened tea or sugar-free beverages.



Eating and drinking a lot of added sugar is one probable cause of the obesity epidemic in the U.S. It's also linked to increased risks for high blood pressure, high cholesterol, diabetes and inflammation in the body.

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FOR MORE TIPS ON HEALTHY EATING, COOKING AND RECIPES:
HEART.ORG/SIMPLECOOKING

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CUT OUT ADDED SUGARS

Added sugars are sugars added to foods and beverages when they're processed or prepared. Consuming too much can hurt your health and even shorten your life.

The American Heart Association recommended daily limit for added sugars:

**WOMEN
& KIDS***

6

TEASPOONS

25

GRAMS

100

CALORIES

OR LESS

MEN

9

TEASPOONS

36

GRAMS

150

CALORIES

OR LESS



Where to watch for added sugars:



**SUGARY
DRINKS**

- Flavored Milk
- Sports & Energy Drinks
- Soda & Soft Drinks
- Coffee & Tea
- Juice & Fruit Drinks



**SWEETENED
BREAKFASTS**

- Breakfast & Energy Bars
- Granola & Muesli
- Hot & Cold Cereals
- Yogurts
- Smoothies



**SYRUPS AND
SWEETS**

- Syrups
- Honey & Molasses
- Jelly, Jam & Spreads
- Drink Mixes
- Candy



**FROZEN
TREATS**

- Ice Cream & Gelato
- Frozen Yogurt
- Popsicles
- Sherbet & Sorbet
- Frozen Desserts



**SWEET
BAKED GOODS**

- Sweet Rolls & Breads
- Cakes, Cookies & Pies
- Donuts & Pastries
- Snack Foods
- Desserts

How to avoid them:

Always check nutrition facts label & ingredients.

Replace candy & desserts with naturally sweet fruit.

Limit sugary drinks & foods.

Make items at home with less added sugars.

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LEARN MORE AT
HEART.ORG/HEALTHYFORGOOD

*ages 2+ (children under 2 should not consume any added sugars)

Rethink Your Drink



Substituting just one sugar sweetened beverage each day with water can help cut over 1,000 calories in one week!

Try fruit or herb infused water for a delicious alternative!

~ Immune Booster - Aids Digestion ~



Lemon



Orange



Mint



Mango



Cucumber



Ginger

~ Metabolism Booster ~



Cinnamon



Green Tea



Strawberry



Mint



Lemon



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UnitedHealthcare®

~ Weight & Sugar Control ~



Ginger



Cucumber



Lemon



Lemon



Lime



Green Tea

~ Lower Blood Pressure ~



Kiwi Fruit



Guava



Passion Fruit



Pomegranate



Cherry



Kiwi Fruit