RETHINK YOUR DRINK
CHOICE MATTERS!

HEALTHY BEVERAGE TOOLKIT

FREDERICK MEMORIAL HOSPITAL

Public Health
Prevent. Promote. Protect.
Frederick County Health Department

DLi
Diversity Leadership Institute

Updated 12/26/2012

TABLE OF CONTENTS

About Rethink Your Drink……..**3**

The Evidence……..**4**

Using the Toolkit……**4**

Tools for Childcare /Afterschool Providers……**5**
-Policy (Sample)……**6**
-Fact Sheets and Posters……**9**
-Activity Sheets……**13**

Tools for Schools……..**17**
-Policy (Sample)……...**18**
-Fact Sheets and Posters……**21**

Tools for Workplace ……**25**

The Pledge……**28**

Resources……..**29**

References……**30**

About Rethink Your Drink

In 2011, the Frederick County Health Department held a Summit which brought together community representatives who identified top priorities to address in a Local Health Improvement Plan. One of the priorities identified was in the area of wellness and prevention. The full Frederick County Local Health Improvement Plan is available at www.FrederickCountyMD.gov/LHIP.

A subcommittee developed specific goals and objectives for the wellness and prevention priority area. One of these objectives focuses on addressing healthy weight in children through the implementation of a culturally and linguistically appropriate educational campaign targeting underserved communities. Thus, the Healthy Beverage Campaign was underway. Lead partners in this effort are the Frederick County Health Department, Frederick Memorial Healthcare System, Maryland Department of Health and Mental Hygiene, and the Diversity Leadership Institute. The project is one effort supported by the Community Transformation Grant and made possible by grant funding from the Maryland Community Health Resources Commission. The intent of the Healthy Beverage Campaign, entitled "Rethink Your Drink, Choice Matters!" is to encourage everyone to mindfully choose healthier beverages on a regular basis. In order to meet this goal, the campaign message is being delivered to many audiences through various venues.

The Evidence

Obesity rates among children in Frederick County are of concern and reflect the national trend. Sugar-sweetened beverages are widely available, often at very low prices. They have added calories but provide little or no nutritional value. Some include caffeine which is not recommended for young children based on recommendations from the American Academy of Pediatrics. They are heavily advertised, especially to the youth market. The consumption of sugar-sweetened beverages has therefore become worrying in light of the many consequences on health, particularly among the young, who are highly susceptible to the marketing of these products.

Sugary drinks have been linked to obesity. Consumption of the extra calories from sugary drinks may add increased weight gain.(7) These drinks include, but are not limited to, non-diet sodas, sports drinks, fruit-ades, energy drinks, designer coffee drinks, flavored waters, energy drinks and sweetened teas.

Sugary drinks are the largest single source of calories in the American diet and account for half of all added sugars Americans consume. (10) Sugary drinks provide empty calories and rarely any nutritional benefit. Consumption of sugary drinks increases the risks of overweight, obesity, diabetes, heart disease, stroke, tooth decay and other costly health problems. (10)

Using the Toolkit

The toolkit is was developed to provide information that will help children and families to make healthier choice. Childcare, afterschool, school and worksites are places that people spend most of their day and are ideal locations to help spread the message of healthy eating.

TOOLS FOR CHILDCARE AND AFTERSCHOOL PROVIDERS

SAMPLE POLICIES

Childcare Providers
Healthy Beverages Policy (Sample)

Beverages play a big part in the diets of young children. Beverages add to the overall calories that children consume during the day and can provide important vitamins and minerals such as calcium.

Childcare providers play an important role in the lives of children and families and can help give them a healthy start by providing healthy choices. Our organization is committed to promoting health and wellness for the children enrolled in our center(s) and supporting parents in their efforts to promote health and wellness..

This policy provides guidelines for the best beverages to provide to children.

Our center(s) will promote and provide the following beverages:

- Provide water throughout the day and at meal times
- Infants (up to 12 months old)- encourage breast milk and/or formula
- From 1 year (12 months) to 2 years (24 months) old, stick to whole milk — toddlers need the dietary fats to help their brains and bodies develop and grow like they should.
- For 2- to 5-year-olds, serving fat-free (skim) and low-fat (1%) milk.
- If juice is offered, our center will offer 100% fruit juice (limit **4-6 ounces a day)**
- Encourage eating whole fruit instead of juice
- Provide education to parents about juice and beverage recommendations for toddlers and preschoolers

Our center will provide education to staff and parents on our Healthy Beverage Policy.

Afterschool Providers
Healthy Beverage Policy (Sample)

Beverages play a big part in the diets of young children. Beverages add to the overall calories that children consume during the day and can provide important vitamins and minerals such as calcium.

Afterschool providers play an important role in the lives of children and families and can help give them a healthy start by providing healthy choices. Our organization is committed to promoting health and wellness for the children enrolled in our center(s) supporting parents in their efforts to promote health and wellness.

This policy provides guidelines for the best beverages to provide to children.

Our center(s) will promote and provide the following beverages:

- Provide water through out the day and at meal times
- If serving milk, our center will provide either fat-free (skim) or low-fat (1%) milk.
- Encourage whole fruit over fruit juice
- If juice is offered, our center provides 100% fruit juice (**limit 4-6ounces/day**)
- Provide education to parents about beverage recommendations for children

Our center will provide education to staff and parents on our Healthy Beverage Policy.

FACT SHEET AND POSTERS

Sugary Drinks Are NOT Good for You!

- Sugary drinks like soda, sports drinks and energy drinks are full of extra calories your body doesn't need. Those extra calories can make you gain weight.
- Soda has NO vitamins or minerals or ANYTHING good for your body.
- A 20-ounce soda can contain as much as 22 packs of sugar. That's more than four times the amount of sugar you should have in a day.
- To burn off the 250 calories in that 20-ounce soda, you'd have to walk briskly for about an hour.
- Choosing low-fat milk instead of soda gives you bone-strengthening calcium, vitamins and minerals your body needs.
- Soda and other sugar-sweetened drinks damage your teeth and cause cavities!

What to drink instead:

- Unlimited water
- One 4-6 oz. serving of 100% fruit juice per day
- Two 1-cup servings of low-fat milk per day

Choice Matters!

Choice Matters!
100% Naturally Sweet
Low Fat Milk
Rethink Your Drink!
FREDERICK
MEMORIAL HOSPITAL
DLi
Public Health

Importa Su Decisión
Considere Lo Que Bebe
100% Naturally Sweet
FREDERICK
MEMORIAL HOSPITAL
Designed By Helen Truitt

ACTIVITY SHEETS

MAKE YOUR OWN WORKSHEETS ONLINE @ WWW.ATOZTEACHERSTUFF.COM

NAME:_____ DATE:_____

www.AtoZTeacherStuff.com

Rethink Your Drink

A	Q	T	B	H	E	B	T	X	F	I	N	A	F	X
B	R	M	H	E	A	L	T	H	Y	J	O	M	I	G
T	E	G	N	O	L	Z	E	I	H	I	F	Q	C	G
E	T	R	O	S	H	F	F	P	P	M	F	N	J	E
E	A	R	N	A	U	G	O	N	K	V	E	H	L	X
T	W	M	W	Q	M	L	G	G	U	K	F	S	E	M
H	I	X	M	P	E	E	A	L	Y	I	L	O	B	V
R	H	D	K	U	E	S	Q	M	H	P	B	I	O	N
U	S	B	R	T	A	N	I	P	G	D	O	Z	M	F
E	I	K	N	W	S	H	R	C	G	J	X	V	S	K
Z	Y	T	R	X	B	W	C	G	R	F	L	B	Y	H
M	U	I	C	L	A	C	R	A	K	E	J	D	Y	N
R	B	E	L	V	X	U	K	V	Q	T	X	X	N	Z
M	X	Z	A	Y	B	N	V	S	J	D	B	E	P	P
Q	H	N	Q	A	T	F	R	U	I	T	S	T	Q	L

HEALTHY
WATER
MILK
FRUITS
CALCIUM
TEETH
EXERCISE

Rethink Your Drink
Choice Matters

Opie the Otter loves to drink water

American Heart Association
Learn and Live.

What am I really drinking?

We all have our favorite drinks we get when we get thirsty. But, did you know that just like eating healthy food, we need to drink healthy drinks? Look at this chart with your parent and check whether each drink is healthy, which are not, and which are okay to drink only sometimes. Post the chart on the refrigerator as a reminder and to encourage your whole family to switch to healthy drinks with you!

	What's in it?	How it helps my body	Be Careful!!	Now what?	Healthy?
Regular Soda	A lot of calories* but no nutrients**.	Even though soda may taste good, it does not give any of the nutrients that your body needs.	Soda provides more sugar than your body needs, which can cause not only weight gain, but also tooth decay and cavities.*** Yikes!	The less soda you drink the better; try drinking water or fat-free (skim), 1 percent fat, or low-fat milk instead.	Yes No Sometimes
Diet Soda	Diet soda doesn't have any calories, but it doesn't have any nutrients either.	Diet soda does not provide any of the nutrients your body needs.	Like regular soda, diet soda can lead to tooth decay and cavities too.	Diet soda is okay to drink occasionally, but be sure to drink enough water and fat-free (skim) milk to make sure you are getting all your nutrients.	Yes No Sometimes
Fat-Free Milk (Skim Milk)	Many good nutrients your body needs, like calcium and protein. These help you build strong bones and muscles.	Calcium helps to keep your bones and teeth strong and protein helps you build strong muscles.	Not all milk is the same. Some milk contains a lot of extra fat (like in whole milk and 2 percent fat milk) that your body doesn't need. Make sure to grab ones that say fat-free (skim) or 1%.	To get enough calcium and protein, you will want to drink a few glasses of low-fat (1%) or fat-free (skim) milk every day. Try having a glass at breakfast, lunch, and dinner, or for a snack.	Yes No Sometimes

TOOL FOR SCHOOLS

SAMPLE POLICY

Healthy Beverage Policy for Schools (Sample)

Purpose:
Good nutrition helps children stay healthy and ready to learn. Schools provide access to nutritious meals and can serve as a model for children and their families on healthy eating habits. Schools can help support youth in making healthy beverage choices. The purpose of this policy is to provide guidelines for schools to reduce the consumption of sugar-sweetened beverages, increase the amount of water and low-fat or fat-free milk and drink limited amounts of 100% fruit juice.

Rationale:

- The American Academy of Pediatrics Policy on energy and sports drinks states that excessive intake of caloric sports drinks increase the risk of overweight or obesity.[1]
- Dietary Guidelines for Americans 2010 recommends reducing the intake of sugar-sweetened beverages.[2]
- 41% of added sugars consumed by children come from beverages.[3]
- Implementing school policies restricting access to sugar-sweetened beverages is an especially important public health strategy for addressing childhood obesity and improving students' nutritional health.[4]

Definitions

Sugar Sweetened beverages-liquids that are sweetened with various forms of sugars that add calories. These beverages include, but are not limited to, soda, fruitades and fruit drinks, and sports and energy drinks.[2]

Extended school day- the time before or after the official school day that includes activities such as clubs, yearbook, band and choir practice, student government, drama, and child-care/latchkey programs.[5]

School Beverage Guidelines
Beginning (insert date), beverages served to students on school grounds during the regular and extended school day should meet the following standards.

1. Beverages in Elementary School
   (a) Water – any size and with no added sugars, artificial sweeteners or sodium

   (b) Up to 8 ounce servings of fat free or low fat milk. Includes nutritionally equivalent milk alternatives (per USDA)

   (c) Up to 8 ounce servings of fat free or low fat nutritionally equivalent flavored milk up to 150 calories / 8 ounces. Includes nutritionally equivalent milk alternatives (per USDA)

   (d) Up to 8 ounce servings of 100% juice, with no added sweeteners and up to 120 calories / 8 ounces + 10% daily value for at least 3 vitamins and nutrients (such as Vitamin A, C, D and calcium)

2. Beverages in Middle School

(a) Water – any size and with no added sugars, artificial sweeteners or sodium

(b) Up to 10 ounce servings of fat free or low fat milk up to 150 calories / 8 ounces. Includes nutritionally equivalent milk alternatives (per USDA)

(c) Up to 10 ounce servings of fat free or low fat nutritionally equivalent flavored milk up to 150 calories / 8 ounces. Includes nutritionally equivalent milk alternatives (per USDA)

(d) Up to 10 ounce servings of 100% juice, with no added sweeteners and up to 120 calories / 8 ounces + 10% daily value for at least 3 vitamins and nutrients (such as Vitamin A, C, D and calcium)

3. Beverages in High School

(a) Water – any size and with no added sugars, artificial sweeteners or sodium

(b) Up to 12 ounce servings of fat free or low fat milk up to 150 calories / 8 ounces. Includes nutritionally equivalent milk alternatives (per USDA)

(c) Up to 12 ounce servings of fat free or low fat nutritionally equivalent flavored milk up to 150 calories / 8 ounces. Includes nutritionally equivalent milk alternatives (per USDA).

(d) Up to 12 ounce servings of 100% juice, with no added sweeteners and up to 120 calories / 8 ounces + 10% daily value for at least 3 vitamins and nutrients (such as Vitamin A, C, D and calcium)

(e) Up to 12 ounces No or low calorie beverages up to 10 calories per 8 oz.

(f) Up to 12 ounce servings of other drinks up to 66 calories per 8 oz.

(g) At least 50% of beverages must be water and no or low calorie beverages

4. School-related events where parents and other adults are a significant part of an audience are exempt from these guidelines. Examples of these events include selling beverages as boosters at events such as sporting events, school plays, and band concerts.

References:

1. American Academy of Pediatrics, Committee on Nutrition and the Council on Sports Medicine and Fitness, Clinical Report, Sports Drinks and Energy Drinks for Children and Adolescents: Are They Appropriate? Pediatrics Vol. 127 No. 6 June 1, 2011 pp. 1182 -1189. http://pediatrics.aappublications.org/content/127/6/1182.full
2. USDA Dietary Guidelines for Americans 2010
3. Ervin RB, Kit BK,Carroll MD, Ogden CL. Consumption of added sugars among US children and adolescents, 2005-2008. NCHS data brief no. 87, Hyattsville, MD; National Center for Health Statistics. 2012.
4. CDC. Reducing Access to Sugar-Sweetened Beverages Among Youth. http://www.cdc.gov/Features/HealthyBeverages/.
5. Alliance of a Healthier Generation. School Beverage Guidelines. http://www.healthiergeneration.org/uploadedFiles/For_Companies/School_Beverage_Documents/BevGuidelines2.pdf

FACT SHEET AND POSTERS

•Sugary drinks like soda, sports drinks and energy drinks are full of extra calories your body doesn't need. Those extra calories can make you gain weight.

•Soda has NO vitamins or minerals or ANYTHING good for your body.

•A 20-ounce soda can contain as much as 22 packs of sugar.
That's more than four times the amount of sugar you should have in a day.
To burn off the 250 calories in that 20-ounce soda, you'd have to walk briskly for about an hour.

•Choosing low-fat milk instead of soda gives you bone-strengthening calcium, vitamins and minerals your body needs.

•Soda and other sugar-sweetened drinks damage your teeth and cause cavities!

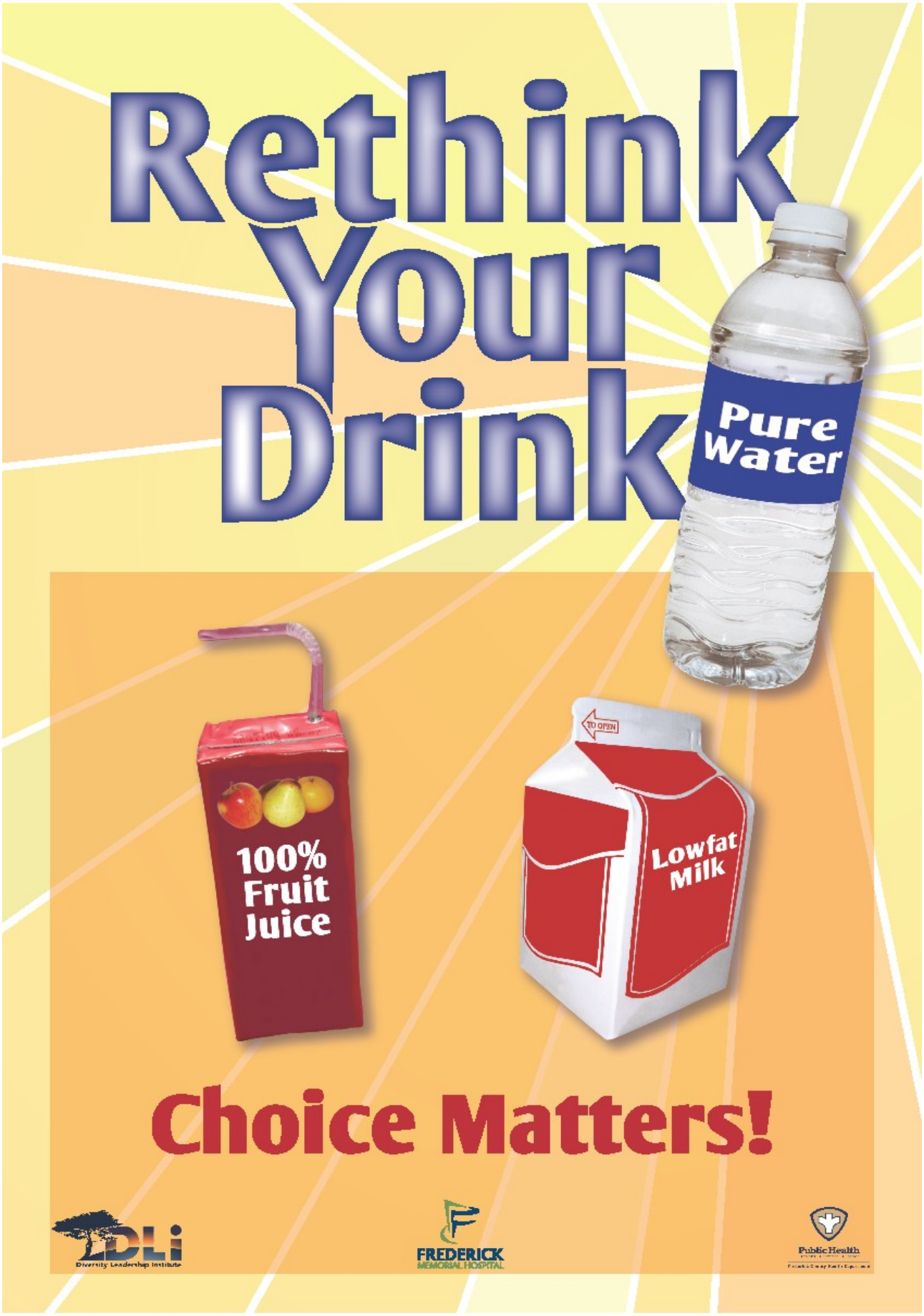
What to drink instead

•Unlimited water
•One 4-6 oz. serving of 100% fruit juice per day
•Two 1-cup servings of low-fat milk per day

Choice Matters

Water has NO sugar, and NO calories!

Sugary drinks are NOT good for you


Rethink Your Drink
Pure Water
100% Fruit Juice
TO OPEN
Lowfat Milk
Choice Matters!
DLi
Diversity Leadership Institute
FREDERICK
MEMORIAL HOSPITAL
Public Health

¡Considere lo que bebe!
100% Jugo de Fruta
Agua Pura
TO OPEN
Leche baja en grasa
¡Importa su decisión!
DLi
Diversity Leadership Institute
FREDERICK
MEMORIAL HOSPITAL
Public Health

TOOLS FOR WORKSITES

Vending Machine Beverage Standards

Purpose: Increase employee access to healthy beverage options at work

Beverage Standards*

Mandatory Nutrition Standards

At least 50 percent of beverage vending machine offerings must include:

1. Beverages that contain 100% fruit or vegetable juice with no added sweeteners.
2. Water.
3. Nonfat or 1% low -fat milk.
4. Beverages that are limited to a portion size no greater than 12 ounces (no limit on water).

Note: If juices are available in smaller-sized portions (6 ounces), they would be preferred.

Mandatory Pricing/Placement Standards*

1. Beverages meeting the mandatory nutrition standards must be sold at a price that is equivalent to or lower than the price of the remaining beverages within the vending machine that do not meet these nutrition standards.
2. Beverages meeting the mandatory nutrition standards must be placed within the top third of the vending machine so that they are visible at eye level.

Healthy Vending Machine Options

- Water (including sparkling, seltzer, or flavored water)
- 100% fruit juice (< 180 kcal/12 oz. serving) with no added sweeteners
- No or low calorie beverages (<10 kcal/8 oz. serving)
- Mid-calorie beverages (light juices, teas, and other drinks with no more than 66 calories/8 oz.
- Fat-free or low-fat (<1%) milk; if flavored, no more than 150 calories/8 oz.
- Regular and herbal unsweetened teas (hot or cold)
- Coffee (with <1% or lower fat milk or creamers as well as soy alternatives)

*Permission to use and adapt this material is granted by the California Department of Public Health's *Network for a Healthy California Worksite Program*. Original development of the California Fit Business Kit is funded by USDA's SNAP, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers.

GUIDELINES FOR EATING HEALTHIER AT WORK

The guidelines listed below can be used for selecting foods and beverages for breaks or meals at meetings, conferences, and other work-related events. When planning menus, consider providing options that accommodate various dietary preferences and needs.

1. **Offer a variety of grains—especially whole-grain foods—and fruits and vegetables.** Examples include fresh fruit and salads; fresh and cooked vegetables; whole-grainbreads, pasta, and cereals; and muffins, fruit breads, or granola bars.

2. **Provide fat-free, low-fat, or low-calorie foods and beverages.** Ideas include fat-free or low-fat dressings or toppings such as salsa, low-fat yogurt dressing, sweet mustard; low-fat or calorie desserts such as angel food cake; low-fat or skim milk, low-fat yogurt or cheeses; and lean meats, poultry or fish, cooked and dried beans, peas and lentils.

3. **Offer foods and beverages low in added sugars.** Consider unsweetened cereals, fruit spreads, cereal bars, water, 100% fruit juices, and regular and decaffeinated coffee or tea.

4. **Serve foods that are low in salt and sodium,** such as unsalted pretzels, popcorn, or baked chips; grilled or roasted entrees; and entrees cooked with spices and herbs instead of salt.

5. **Include smaller portions** such as mini-muffins or mini-bagels and 1-inch low-fat cheese squares.

6. **Consider offering only beverages at mid-morning and mid-afternoon breaks.**

Reference:

Centers for Disease Control and Prevention. Choosing Food and Beverages for Healthy Meetings, Conference and Events http://www.cdc.gov/nccdphp/dnpa/pdf/healthy_Worksite_Food.pdf

Rethink Your Drink Pledge

Choice Matters!

Take a minute to think about what you drink.

Take the pledge because your beverage choice matters to your health.

I, _____, promise that I am going to think about my drink choices to improve my health.

_____I am going to reduce the number of sweetened drinks such as soda, sports drinks and energy drinks that I choose.

_____ I will choose healthy drinks such as water, low-fat or fat-free milk, unsweetened tea and occasional small servings of 100% fruit juice.

HEALTHY BEVERAGE RESOURCES

PARENTS

- **Alliance for a Healthier Generation**
  http://www.healthiergeneration.org/

- **Centers for Disease Control and Prevention**
  http://www.cdc.gov/Features/HealthyBeverages/
  http://www.cdc.gov/healthyweight/healthy_eating/drinks.html

- **Let's Move**
  http://www.letsmove.gov/

TEACHERS AND SCHOOLS

- **Bay Area Nutrition & Physical Activity Collaborative**
  http://www.banpac.org/

- **Let's Move Childcare**
  http://www.healthykidshealthyfuture.org/welcome.html

- **Sugar Savvy Activity Guide**
  http://healthedcouncil.org/network/heal/pdf/SugarSavvy_curriculum%26guide.pdf

BUSINESSES & ORGANIZATIONS

- **Life's Sweeter Toolkit**
  http://clinicians.org/wp-content/uploads/2012/06/Toolkit.pdf

- **Boston Healthy Beverage Toolkit**

http://www.kickthecan.info/files/documents/Boston%20HealthyBeverageToolkitFinal.pdf

- **Pass the Policy Toolkit**
  http://www.banpac.org/toolkit_hfbpe.htm

REFERENCES

1. Centers for Disease Control and Prevention. Choosing Food and Beverages for Healthy Meetings, Conference and Events http://www.cdc.gov/nccdphp/dnpa/pdf/healthy_Worksite_Food.pdf. Retrieved September 14, 2012.

2. American Heart Association. Recommended Nutrition Standards for Procurement of Foods and Beverages Offered in the Workplace http://www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_320781.pdf. Retrieved September 14, 2012.

3. California Department of Public Health. Network for a Healthy California – Worksite Program. Vending Machine and Food Beverage Standards.

4. American Academy of Pediatrics, Committee on Nutrition and the Council on Sports Medicine and Fitness, Clinical Report, Sports Drinks and Energy Drinks for Children and Adolescents: Are They Appropriate? Pediatrics Vol. 127 No. 6 June 1, 2011 pp. 1182 -1189. http://pediatrics.aappublications.org/content/127/6/1182.full. Retrieved September 14, 2012.

5. USDA Dietary Guidelines for Americans 2010

6. Ervin RB, Kit BK, Carroll MD, Ogden CL. Consumption of added sugars among US children and adolescents, 2005-2008. NCHS data brief no. 87, Hyattsville, MD; National Center for Health Statistics. 2012. Retrieved September 14, 2012.

7. CDC. Reducing Access to Sugar-Sweetened Beverages Among Youth. http://www.cdc.gov/Features/HealthyBeverages/. Retrieved September 14, 2012.

8. Alliance of a Healthier Generation. School Beverage Guidelines. http://www.healthiergeneration.org/uploadedFiles/For_Companies/School_Beverage_Documents/BevGuidelines2.pdf. Retrieved September 14, 2012.

9. Let's Move Childcare. Healthy Beverages for Kids. http://www.healthykidshealthyfuture.org/nutrition/beverages.html. Retrieved August 6, 2012.

10. Ogden CL, Kit BK, Carroll MD, Park S. Consumption of sugar drinks in the United States, 2005–2008. NCHS data brief, no 71. Hyattsville, MD: National Center for Health Statistics. 2011. http://www.cdc.gov/nchs/data/databriefs/db71.pdf
Retrieved October 2, 2012/