Would You Eat 91 Sugar Cubes?

A look at several strategies for decreasing consumption of sugary drinks

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**Mission:** VFHY empowers Virginia’s youth to make healthy choices by promoting active, nutritious and tobacco-free living.
What is YST?

- Launched in 2004 to work on 2 major issues: TOBACCO & OBESITY
- Trained more than 7,000 high school youth
- More than $120,000 awarded to high school clubs through the Grant Program
Highlights

- Presented campaign findings at national conferences on tobacco and obesity
- Testified at FDA’s Tobacco Products Scientific Advisory Committee
- Received the Group Youth Advocate of the Year Award from Campaign for Tobacco Free Kids
Campaign Priorities

We ask ourselves 3 questions:

1. Are youth **interested** in the campaign?
2. Are the campaign objectives **realistic**?
3. How will we **measure** campaign success?
Why Does ADVOCACY Matter?

**Awareness:**
- Educating the Public

**Advocacy:**
- Engaging the Public

**Lobbying:**
- Encouraging Legislators to Vote in a Certain Manner
Y Street Initiative

Our Ultimate Goal:
Promote a Healthier Virginia
Why Sugary Drinks?

There is a lot of sugar hiding in popular drinks.

It's not just soda! Sugary drinks include sports drinks, fruit drinks, energy drinks, and sweet tea.

Sugar Shock

You wouldn't eat 34 cubes of sugar. So why are you drinking them?
Too Much Liquid Sugar

We’re drinking too many sugary drinks.

33% of 5-19 year olds in Virginia consume at least one sugary drink every day.
Too Much Liquid Sugar

PORTION SIZES HAVE EXPLODED.

Since the 1950s, the average size of a fountain drink in America has increased by 500%.
There are at least 61 names for added sugar on food and drink labels, like sucrose, high-fructose corn syrup, and rice syrup.
Why Does It Matter?

Over time, too much liquid sugar can lead to serious health problems, like heart disease, tooth decay, diabetes, and even some cancers.
Why Does It Matter?

60%

For each sugary drink consumed per day, a child’s risk of becoming overweight increases by 60%.

25%

Drinking a sugary drink or two each day increases your risk for type 2 diabetes by 25%.
Why Does It Matter?

Virginia High School Students Obese or Overweight

26.7%
2013

Virginia High School Students Who Don’t Drink Soda

27.1%
2013
The Solution

INCREASE awareness about the amount of sugar hiding in popular drinks.

EDUCATE Virginians about the health effects of drinking sugary drinks.

EMPOWER Virginians to make the healthiest choices.
Introducing...

A statewide campaign in Virginia to raise awareness about the health effects of sodas and other sugary drinks.
Rev Your Bev Day

Every May, communities across the state come together to continue changing the way Virginians think about their drinks.
Year 1: May 15, 2013

- 175 events statewide.
- 8,950 surveys collected.
- Surveys revealed that Virginians of all ages, but especially youth, lack knowledge about SSBs and their health effects.
Year 1: May 14, 2015

- 245 events statewide, including 177 non-early education events.
- Collected 6,431 quizzes.
- Virginians across the state learned about SSBs in relation to physical activity.
What We Learned

33% of respondents consumed at least one sugary drink a day during the past week.

35% of 5-19 year olds consumed at least one sugary drink a day.
What We Learned

86% of all REV YOUR BEV DAY respondents said they learned something NEW about sugary drinks.

71% of all respondents said they will drink FEWER sugary drinks because of what they LEARNED from REV YOUR BEV DAY.
3rd Annual Rev Your Bev Day
May 13, 2015

This year, Rev Your Bev Day focuses on the amount of sugar hidden in popular beverages.

DO YOU SEE WHAT'S HIDDEN?

Just because it's LIQUID DOES NOT mean it's HEALTHY.
ONE 32oz SPORTS DRINK contains over 20 SUGAR CUBES.

ALWAYS LOOK FOR SUGAR HIDING IN YOUR BEVERAGES.
LEARN MORE AT REVYOURBEV.COM
Rev Your Bev In 1-2-3!

1. BEFORE REV YOUR BEV DAY – Planning and registering a Rev Your Bev Day event.

2. REV YOUR BEV DAY – Learn how to set up your display, collect surveys, and keep visitors engaged.

3. AFTER REV YOUR BEV DAY – Learn how to return surveys, share photos, and stay involved after May 13.
Step 1: Plan Your Event

The 2015 Rev Your Bev Guide provides step-by-step instructions for planning your Rev Your Bev event. It also contains event examples from previous years!
Step 2: Register Your Event
Receive An “Event In A Box”

- Life-size beverage table tents
- Sugar cubes
- Surveys
- Posters & informational handouts
- Photo pledge sign & dry erase marker
New Posters for 2015

DO YOU SEE WHAT’S HIDDEN?

ARE YOU READY TO #REVYOURBEV?

CHOOSE

WATER
UNSSWEETENED TEA
FRUIT-INFUSED WATER
SPORTS DRINK
FRUIT PUNCH

INSTEAD OF

SUGAR
SWEET TEA
SODA

SUGAR SHOCK

YOU WOULDN’T EAT 34 CUBES OF SUGAR.

SO WHY ARE YOU DRINKING THEM?

CITRUS SODA
20oz

DO YOU SEE WHAT’S HIDDEN?
New Handouts for 2015

This year’s handouts include healthy beverage ideas!

FACT #1: Drinks like soda, sweet tea, and sports drinks contain a lot of sugar.

FACT #2: Too much sugar can make us sick—it’s linked to health problems, like heart disease, diabetes, and tooth decay.

Next time you’re thirsty—reach for one of these healthy beverages:

- Fruit-Infused Water
- Fizzy Water
- Water

#RevYourBev
The event guide includes survey collection instructions.
Photo Pledges: New This Year!

Now included in every kit, along with a dry erase marker.

I want to be big and strong.
After Rev Your Bev

- Turn in completed surveys to Y Street headquarters.
- Send us your photos using #RevYourBev.
Rev Your Bev 2015 Success

300+ EVENTS ACROSS VIRGINIA!
Yesterday was National Rev your Bev day. Please take a look at what you are putting in your body. Less sugar = better health, fewer empty calories, and better brain function. Choose water instead!!

DO YOU SEE WHAT’S HIDDEN?

Just because it’s LIQUID DOES NOT mean it’s HEALTHY

REV YOUR BEV
Rev Your Bev 2015

From Danville to Powhatan, Rev Your Bev Day 2015 garnered statewide media attention.

Did you catch Danville’s Rev Your Bev Day celebration on WDBJ7 this afternoon? They are passing out 3,000+ bottles of water today to help residents rev their bevs.

Rev Your Bev Day being held in Danville

Powhatan High representing on the news! #RevYourBev
Thousands Reached

More than 100,000 people have interacted with Rev Your Bev via 744 events.

High school students serve fruit-infused water to elementary students.
What’s Next?

EDUCATE Virginians about sugar hiding in their beverages.

ENGAGE via digital engagement, event awards.

EXPAND via youth-led, year-round campaign.

“Sugary Illusions” Online Quiz
Questions?

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