



Helping Canadians Make Healthy Choices

Fighting chronic disease and
obesity through reducing
sugary drink consumption

The Problem: Chronic disease and obesity are increasing among Canadians

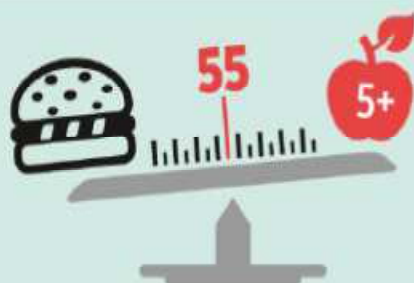


9 IN 10

CANADIANS
HAVE AT LEAST
**ONE RISK
FACTOR FOR
HEART DISEASE
OR STROKE**

TWIN EPIDEMICS

PUTTING THE HEALTH OF OUR CHILDREN AT RISK



55%

OF YOUTH ARE NOT EATING
THE RECOMMENDED INTAKE OF
5 OR MORE SERVINGS
OF VEGETABLES & FRUITS A DAY



32%

OF CANADIAN KIDS ARE
OVERWEIGHT OR OBESE



93%

OF CANADIAN KIDS
ARE INACTIVE SPENDING
> 8 HOURS / DAY
IN SEDENTARY ACTIVITIES
LIKE WATCHING TV

QUICK FACT: Childhood obesity rates have **tripled** in the past 30 years

Why sugar?

- ▶ Excess sugar consumption is associated with **heart disease, stroke**, obesity, diabetes, high blood cholesterol, cancer and dental caries.
- ▶ Sugar, Heart Disease and Stroke Position Statement – released September 2014

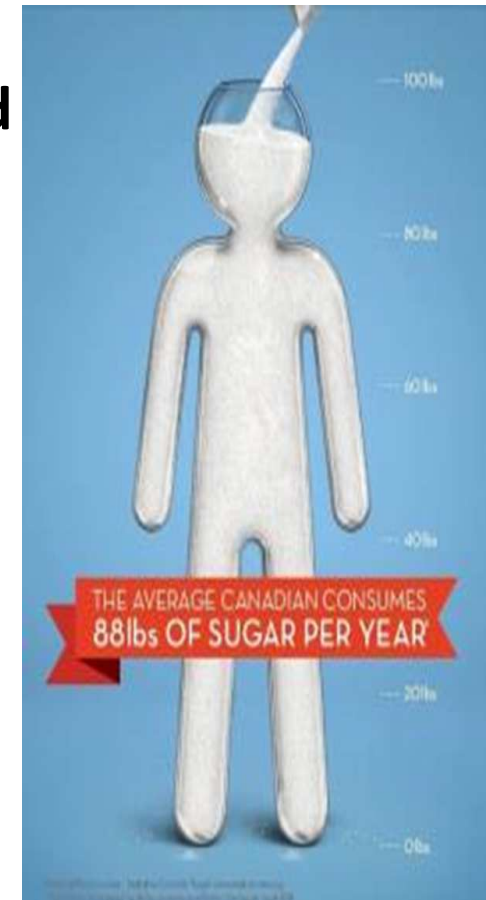
www.heartandstroke.ca/positionstatements



Sugary drinks are a leading driver of CVD and the obesity epidemic



- q Linked to an **increased risk of heart disease, stroke, diabetes, dental caries and some cancers.**
- q Associated with **long term weight gain.** Sugary drinks have **little nutritional value, only empty calories and health risks.**
- q Drinking just one can of sugar-laced soda a day increases the risk of developing diabetes by 22 per cent. Every additional sugary beverage a child drinks daily, the odds of becoming obese increase by 60%.



Sugary drink consumption



- q Largest contributor of sugar in diet.¹
- q 1/3 of Canadians aged 5 – 19 report daily consumption.²
- q Top calorie source among NA ages 12 – 50.³
- q As children get older, they consume more sugar from soft drinks.⁴



¹ Yang et al. *JAMA Int Med* 2014.

² Langlois et al. *Health Reports* 2010.

³ Brownell et al. *NEJM* 2009.

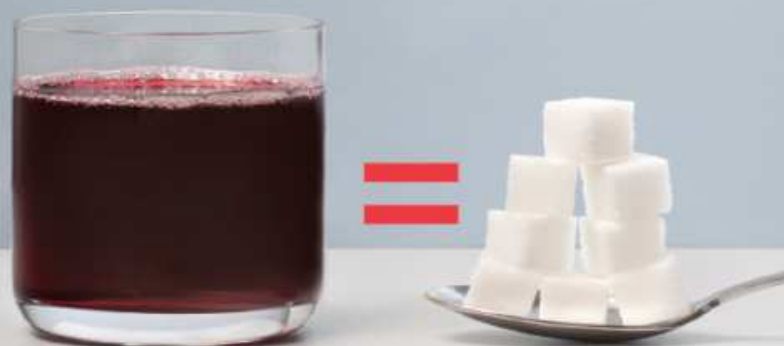
⁴ Garriguet. *Health Reports* 2008.

HSF public awareness campaign



WHAT YOU CAN'T SEE IS PUTTING YOUR CHILD AT RISK

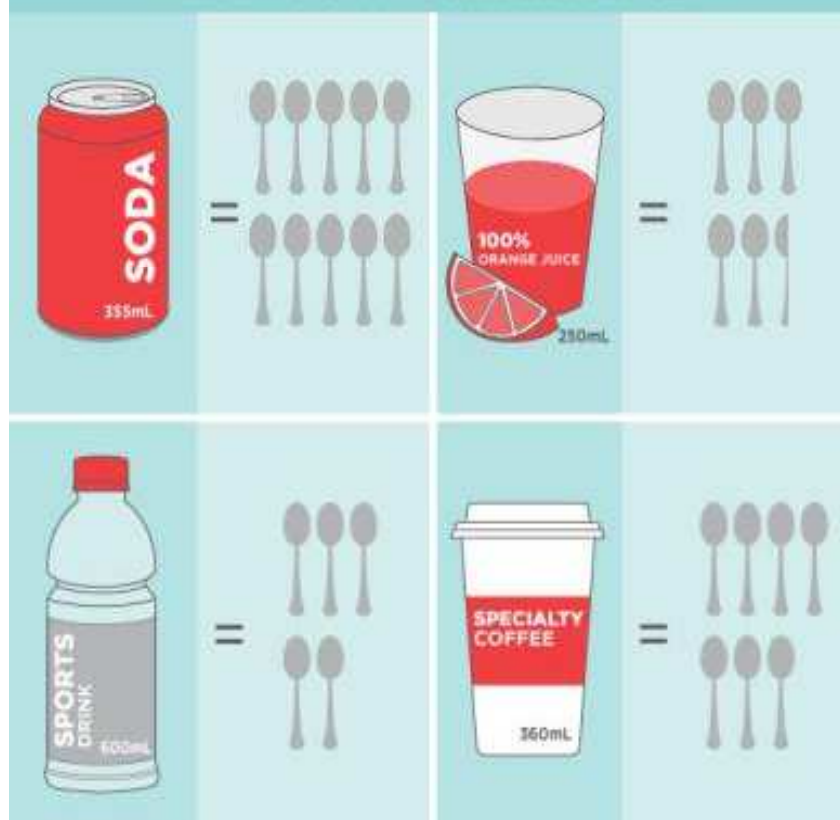
Sugar-loaded drinks like pop, juice, sports drinks and vitamin waters are the largest source of sugar in the diet and are putting your child at risk of developing heart disease, stroke, obesity and diabetes.



Be sugar smart. Learn more at
www.heartandstroke.ca/besugarsmart



HOW MANY TEASPOONS OF ADDED SUGAR ARE IN YOUR FAVOURITE BEVERAGE?



**16 oz of Coke used to be enough for
three people!**



How sizes have changed



6.5 ounces
Original 1920s size

12 ounce cans
1950's

20 ounce contour bottles
introduced in the early 1990s

1 litre (34 oz) contour bottles
introduced in late 1990s

Size (oz) of single serving fountain cup among Canadian establishments



Establishment	Child/Kid	Small	Medium/Regular	Large
A&W	9	16	20	32
Burger King	12	16	20	30
Cineplex	12	16	28	44
Costco*	---	---	20	---
Dairy Queen	12	16	21	32
Extreme Pita	Sells cans/bottles (no fountains)			
KFC	---	---	20	32
Mac's (Froster)	---	12	24	34
McDonalds	8.5	12	16	24
Mr. Sub	Sells cans/bottles (no fountains)			
Pizza Pizza	Sells cans/bottles (no fountains)			
Quiznos	---	16	21	32
Subway	---	---	20	32
Wendy's	12	20	32	40

**Only one size, free refills.*

A 64 Ounce Sugary Drink Has 54 Teaspoons of Sugar!



7 ounces
140 calories
22g sugar

12 ounces
82 calories
38 g sugar

16 ounces
180 calories
49 g sugar

32 ounces
374 calories
102 g sugar

64 ounces
780 calories
217 g sugar

Changing the environment

- q Ensure potable drinking water (in fountains and/or coolers) is accessible to children and adults in commonly used places
- q Prohibiting the availability of sugary drinks in schools, daycares, libraries, and recreation centres.



Portion size standardization



- q Standardize the portion size of sugary drink containers in foodservice sector outlets. Limit the consumption of sugar-loaded beverages through restricting portion size to 16 ounces (500 mL) in food service outlets.



The need for portion size standardization



Disallowing free-refills

- q France National Assembly voted (almost unanimously) to disallow free-refills of sugary drinks at shops and fast food chains.
- q Legislation will apply to any public place and restrict access to fountains dispensing sugary drinks.



Making water the default

- q Stockton and Davis, CA
“healthy-by-default” in
kids meals.
- q By-law mandates
restaurants offer water or
un-sweetened milk as the
default beverage choice
for kids meals instead of
sugary drinks.



Examples from other jurisdictions

- q Various jurisdictions have introduced policy measures to reduce sugary drink consumption and create healthy supportive environments.
- q NYC lead the way with menu nutrition labelling.
- q Sugary drink taxes in various jurisdictions- Mexico, Hungary, Chile, Norway, Finland, France, and Berkeley among others. UK implementation 2018



Warning labels

- Warning labels on sugary drinks introduced in many jurisdictions. Baltimore may be the first to mandate.



**STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added
sugar(s) contributes to obesity,
diabetes, and tooth decay.**

Innovative sugary drink marketing restrictions



- ▶ San Francisco has put forth legislation that will restrict advertising of sugary drinks
 - § **1) requiring health warnings on posted ads in San Francisco**
 - § 2) banning ads for sugary drinks on publically owned property, such as transit centers
 - § 3) prohibiting the use of city funds for the purchase of sugary beverages.



Supportive polling data on sugary drinks



2014 Ipsos Reid polling of Canadians:

- q **94%** agreed that the over-consumption of sugary drinks was a potential contributor to obesity among Canadians.
- q **88%** agreed that large serving sizes of sugary drinks can lead to bad health.
- q **79%** agreed that large sized sugary drinks in restaurants and large sized sugary drinks in convenience stores are usually offered at little additional cost in order to encourage people to spend and consume more.
- q **63%** agreed they would support a plan to eliminate large sugary drink sizes in restaurants and large sugary fountain drinks in convenience stores as a way to improve health.
- q **57%** agreed that eliminating large sugary drinks in restaurants and large sugary fountain drinks in convenience stores will encourage consumers to think about, and reduce, how much sugary drinks they are consuming.

Action is needed now



- q Sugary drinks are contributing to higher obesity levels and chronic disease.
- q Canadian consumption of sugary drinks is too high. Portion sizes continue to grow.
- q We need to give children and youth the best start for a long, healthy life.
- q Empower Canadians to live healthy lives through creating healthy environments.
- q **Hamilton should take action through policy measures to reduce consumption of sugary drinks and increase access to water. Approach requires city-wide leadership and effort within multiple City departments.**