

SHAPE YOUR FUTURE SUGAR-SWEETENED BEVERAGE TOOLKIT



SUGAR-SWEETENED BEVERAGES AND OKLAHOMA'S HEALTH

Oklahoma is one of the most obese states in the nation. **It ranks in the bottom 10 for obesity, with an adult obesity prevalence of 36.5% and a climbing adolescent obesity prevalence of 1 in 3 Oklahoma children ages 10-17 being overweight or obese.**¹

Sugar-sweetened beverages (SSBs) are a major contributor to the obesity epidemic.

- A 12-ounce soda contains 10 packets of sugar, amounting to 160 calories.
- A typical 20-ounce soda contains up to 16 packets of sugar, amounting to 256 calories.
- A 6.75-ounce juice box contains 5 packets of sugar.
- A 32-ounce sports drink contains 9 packets of sugar.
- A 16-ounce energy drink contains up to 16 packets of sugar.



Sugar-sweetened beverages are the single largest source of calories and added sugar in the U.S. diet.^{2,3} In other parts of the world, particularly developing countries, sugary drink consumption is rising dramatically due to widespread urbanization and beverage marketing.⁴

The majority of young adult Oklahomans ages 18-34 drink at least one SSB per day — more than any other state in the U.S., according to the CDC.⁵

- The amount of sugar consumed by most Oklahoma young adults conservatively adds up to about **21 million pounds of added sugar per year.**
- Most Oklahoma young adults ages 18-34 are consuming more than 38 pounds of sugar each, just in sugary drinks every year.

The FDA recently finalized changes to the nutrition facts labels on packaged foods to help consumers better understand the amounts of added sugar in their foods. The new labels, set to launch in 2020/2021, make it easier for consumers to make better-informed choices about their added sugar intake.

HARMFUL TO YOUTH AND ADULTS

YOUTH

- Oklahoma has the **7th highest high school obesity rate** in the nation with 17.1% of high school students being obese and 16.5% overweight.⁶
- Children who consume higher amounts of sugar-sweetened beverages have a **55% greater chance of being overweight or obese** compared to those who consume fewer sugary drinks.⁷
- Young people are exposed to a **massive amount of marketing for sugary drinks**. These drinks increase the risk for obesity and diabetes.⁸

ADULTS

- Research shows that sugary drinks are one of the major determinants of obesity and diabetes, and emerging evidence indicates that high **consumption of sugary drinks increases the risk for heart disease**, the number one killer of men and women in the U.S.⁹
- **2 in 3 Oklahoma adults are overweight or obese**.¹⁰
- Adults who consume sugary drinks regularly — 1-2 cans a day or more — have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks.¹¹

THE ECONOMIC IMPACT ON OKLAHOMA

- **The cost of obesity in Oklahoma is \$1.72 billion in medical expenditures per year.**
- The individual cost of obesity in Oklahoma is \$400 per person each year.

MARKETING FACTS ABOUT SUGAR-SWEETENED BEVERAGES

- Beverage companies spend billions of dollars marketing carbonated beverages, with a significant portion of marketing aimed directly at youths aged 2-17.¹²
- Industry's history of super-sizing:
 - The average soda sold in the U.S. has more than doubled in size since the 1950s, from 6.5 ounces to 16.2 ounces.¹³
 - In 1955, a cup of Coca-Cola® at McDonald's® was 7 ounces — in 2012, a children's size Coca-Cola at McDonald's was 12 ounces.¹³

ABOUT THE SHAPE YOUR FUTURE “RETHINK YOUR DRINK” HEALTH COMMUNICATION INTERVENTION

Shape Your Future introduced messaging on “Rethink Your Drink” beginning June 6, 2016. Shape Your Future encourages its target audience to replace sugary drinks or sugar-sweetened beverages (SSBs) like soda, sports drinks, energy drinks, juice boxes, and more with water.

Water and Rethink Your Drink messaging are prominent throughout the SYF website and in organic and paid content. We empower everyone to “drink water” and provide tips and resources to replace sugary drinks with water in conjunction with our other core messages.

Shape Your Future’s Rethink Your Drink messaging was developed using evidence-based practices for health communication interventions. Shape Your Future is evaluated yearly by the University of Oklahoma College of Public Health, which has shown Oklahomans are positively responding to the intervention’s messaging and beginning to make better behavior changes for their health.

The Shape Your Future health communication intervention supports TSET’s strategic plan to reduce the leading causes of death in Oklahoma — cancer and cardiovascular disease. TSET’s programmatic, grant and research efforts focus on reducing the leading causes of preventable death — obesity and tobacco use — where Oklahomans live, work, learn and play by making the healthy choice the easy choice.

You can view the TV spots here: <https://shapeyourfutureok.com/public-health-messages/>

You can access additional media products including radio and print messages, posters, healthy flavored water recipes and more at ShapeYourFutureOK.com.



Order posters here: <http://bit.ly/2GbLdjc>

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