



Take a break from sugary drinks!



Soda Free Sundays is a community-wide challenge to take a break from soda and other sugary drinks for one day a week. Whether you are a resident, business or organization in King County, anyone can sign up by taking the pledge at sodafreesundays.org.

What happens when I pledge?

By pledging to join Soda Free Sundays, you will be a part of a greater effort to make you and the rest of King County a little healthier. When you sign up and take the pledge, you will:

- ✓ Join us and the network of Soda Free Sundays participants taking the challenge.
- ✓ Receive a Soda Free Sundays action toolkit with tools and ideas for drinking healthier at home and at work.
- ✓ Get e-mail update alerts on Soda Free Sundays, including new features and tips each week.
- ✓ Have an opportunity to become a recognized "Soda Free Sundays Sponsor" on www.sodafreesundays.org by getting others to pledge, or submitting your own Soda Free Sundays story at www.facebook.com/sodafreesundays
- ✓ Cut out nearly one-pound of sugar from your diet (based on drinking one-20 oz. soda every Sunday for six weeks).

TIME LINE

April 27th, 2011 Kickoff	Pledging begins! Launch event: Fidalgo Room, Seattle Center - 2pm
June Campaign	Celebration Event Join us at Seattle Center - Date and time, TBA.



Why Sunday?

While you might choose to go soda free on other days of the week, we picked Sunday because it is a day for gathering among families and friends who can support each other in going soda free (oh, and because it's kind of catchy!).

Why take the Soda Free Sundays challenge?

We know that sugary drinks are one of the major contributors to obesity today, particularly among kids. But we also know that cutting back on overconsumption of these drinks is *tough*.

Every day we are bombarded by highly effective advertisements and are constantly faced with the lure of inexpensive and easily accessible sugary beverages. Soda Free Sundays recognizes that, together as a community, we can take a first step towards building a healthier generation.

Consider the following:

- ! Sugary drinks—including non-diet sodas, sports drinks, energy drinks, sweetened fruit drinks and vitamin drinks—contain little or no nutritional value and are one of the leading causes of obesity.
- ! It is easier to consume massive quantities of sugar-loaded beverages than food because they don't make us feel full.
- ! Soda and other sugary drinks are also readily available to us, inexpensive and heavily advertised.



What are you drinking? A 20-ounce bottle of soda on average has more than 16 teaspoons of sugar and 240 calories—double the amount of added sugar recommended for a daily diet!

It all adds up—On average, Americans drink about 40 pounds of sugar a year.

Obesity is the second leading cause of preventable death. Being overweight or obese leads to serious health problems, such as Type 2 diabetes and high blood pressure; these “adult” diseases are now affecting children.



Want to know more? Take a closer look at the problem

We are drinking MORE sugary, less nutritious drinks than before.

Sugar-loaded beverage consumption has almost tripled over the last thirty years. What's more—consumption of sugar-loaded beverages among 2-18 year olds has increased, while consumption of milk has decreased.

Kids and youth are especially at risk.

In some King County communities, almost half of youth 14-18 reported drinking a soda on the previous day, with almost 20% reporting drinking 2 or more sodas. Two 20 oz servings of soda is the recommended amount of sugar a teenager should consumer over the course of 4 days.

- Every additional daily serving of soda increases a child's risk of obesity by 60 percent.
- Sugar-loaded beverages have replaced milk in the diets of many teens, putting them at risk for osteoporosis.
- Consumption of sugar-loaded beverages by children (1 to 5 years old) is associated with an 80-100% increased risk of cavities.



In King County, the problem is real.

- One in five youths in middle and high school are overweight or obese and over half of King County adults are either overweight or obese.
- These rates are even higher in low income communities and communities of color. Rising rates of obesity are dangerous for our community.
- The diabetes rate has more than doubled in the past 15 years among King County adults.
- The estimated direct medial cost of obesity is about \$500 million in King County each year. This does not include lost work days and lost productivity.



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page 4



What are some healthy alternatives to sugary drinks?

- Water (*everyday—all you want!*)
- Non-fat or Low-fat Milk
- 100% Fruit Juice (*limit juice to 1/2 cup daily*)
- Add low-calorie fruits or vegetables to water, like cucumber or berries for flavor.

How do I take the pledge?

Starting on April 27th, you can join us and take the Soda Free Sundays at www.sodafreesundays.org.

When can I take the pledge?

You can pledge to take the Soda Free Sundays challenge starting on April 27th, 2011, but can join us anytime before the campaign's final event on June 7th.

Who is supporting Soda Free Sundays?

The Childhood Obesity Prevention Coalition (www.copc.org) is supporting Soda Free Sundays along with several of its partners in King County, including: American Heart Association, Seattle King County Public Health, Comprehensive Health Education Foundation, Center for Multicultural Health, Seattle Parks and Recreation, King County Academy of Family Physicians, University of Washington Center for Public Health Nutrition, American Academy of Pediatrics - WA Chapter, Group Health, King County Medical Society, Nutrition First, Feet First, Camp Fire, USA Central Puget Sound, School's Out Washington, Hope Heart Institute, WA Dental Services Foundation, Washington Chapter American College of Physicians, Boys and Girls Club of King County, King County Nurses Association, MultiCare Center for Healthy Living, MultiCare Health System, Seattle Children's.

Still have questions?

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