



**A community-driven approach to reducing
sugary drink consumption in at-risk communities
in Minneapolis, Minnesota**

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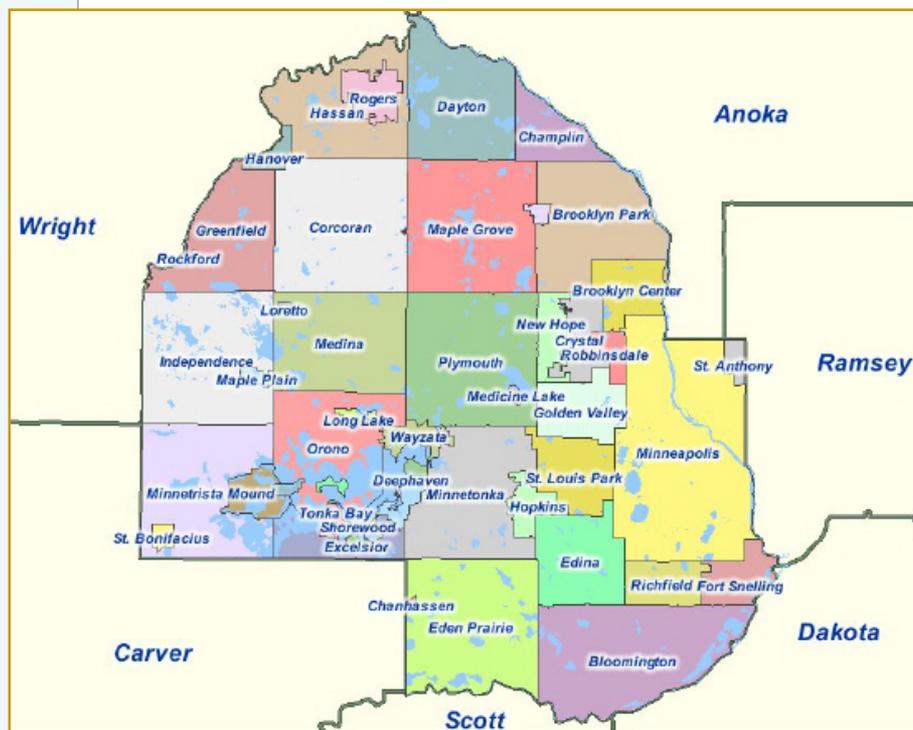


This project is supported by the Minneapolis Health Department with Statewide Health Improvement Program funding, Minnesota Department of Health.

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Through this presentation, participants will be able to:

1. Discuss *Why sugary drinks?*
2. Discuss ways MHD built strategic partnerships to implement successful collaborations that address health disparities in priority populations.
3. Describe examples of ReThink Your Drink campaign implementation in different priority populations.
4. Describe the value of a community-driven, bottom-up approach that pairs culturally-specific awareness raising strategies with institutional policy and practice changes.



Obesity

Minnesota

- At 27.6%, MN now has the 36th highest adult obesity rate in the nation

Hennepin County

- In Hennepin County, 33% of adults are overweight and 20% are obese

SUGARY DRINKS



Largest source of
calories and
added sugar in
the U.S. diet

Major
contributors to
rising obesity
rates in both
adults and
children

The truth is, these foods are widely considered treats for special occasions.

Sugary drinks ≠ treats

Reading between the lines: Nutrition Facts labels



- 1 Look on the nutrition label to see how many **grams of sugar** are in your sugary drink
- 2 Guess how many teaspoons of sugar in each drink. Pour # teaspoons of sugar into your empty bottle.
- 3 **Keep a count of how many teaspoons you put in your bottle.**



How much is too much?

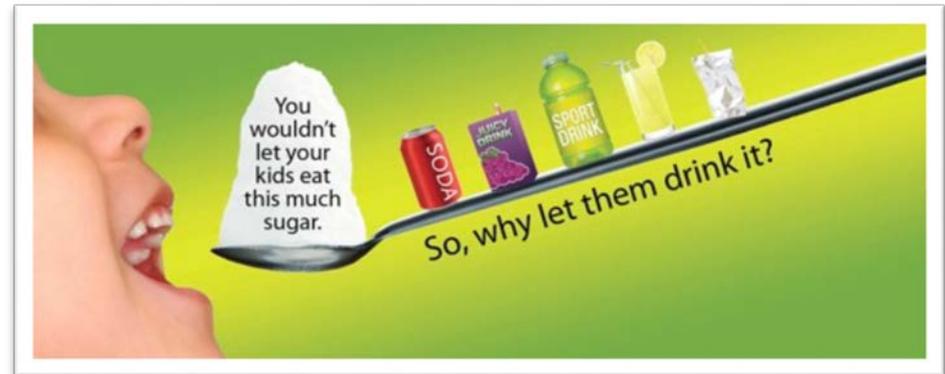
	Recommended Limits	What they're getting
Children	12- 16 grams	48- 84 grams
Pre-teens and teens	20- 32 grams	Up to 136 grams
Adult women	24 grams	80 grams (average American) = <i>triple</i> the recommended amount!
Adult men	36 grams	

Adults

- On any given day, about ½ of the U.S. population consumes one sugary drink and 25% consumes more than one

Youth

- According to the USDA, American children between 12-19 years consume almost a gallon of pop a week!



Why Minneapolis Health Department is involved...

- Diet = food + beverages
- Racial and ethnic disparities in sugary drink consumption
- Distinct, changeable behavior
- **Potential** of a combination approach that includes education and environmental change strategies



■ Larger forces we're up against that we need to begin tackling:

- Industry
- Overexposure to sugary drinks: they're everywhere
- Disproportionate marketing and promotion
- Price and portion sizes
- Norms
- Parental practices



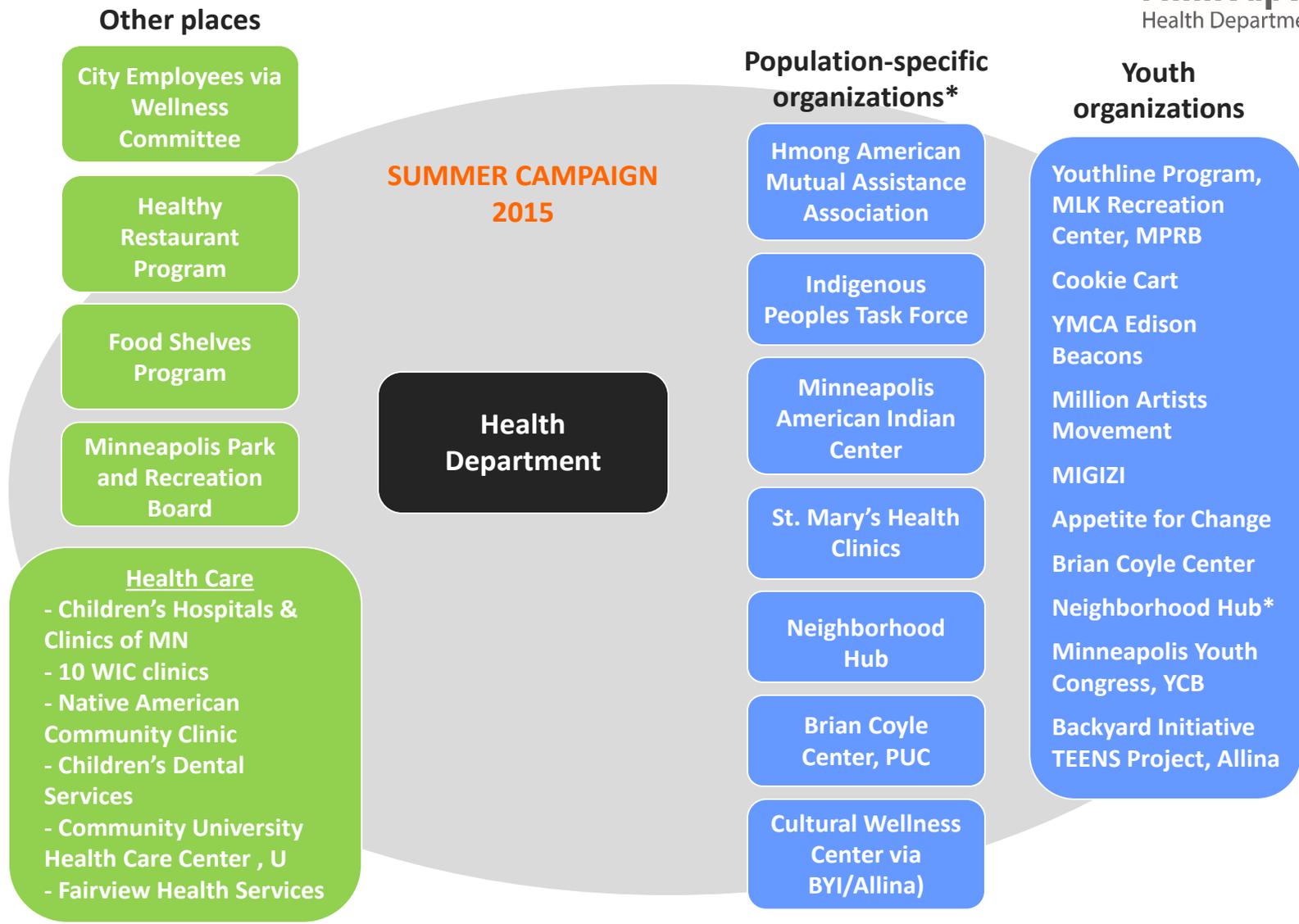


Encourage people AND places to choose healthier beverages over sugary drinks

PEOPLE
Raise awareness

PLACES
Pursue environmental changes

Who have we engaged?



Blue

1. SHIP 3: Brought partners together to form *Healthier Beverage Leadership Team*
 - **Primary task:** Help inform name, and look and feel of campaign
2. SHIP 3 and SHIP 4: Implementation of 2-part campaign in their respective “community” using culturally relevant strategies

Look and feel of campaign: examples of resources

Tú no te **comerías** **22** sobrecitos de **azúcar*** ¿verdad?

* 22 sobrecitos es la cantidad de azúcar que hay en una soda de 20 onzas

¿Por qué estás **bebiéndolos?**

Mejor toma **agua** de la llave de Minneapolis

¿Sabes lo que bebes? **Piénsalo dos veces!**

rethink your drink • every sip counts •

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You do so much to protect them.

But maybe you **never** realized how much **sugary drinks** could hurt them.

After all, your kids are **sweet enough already!**

Choose **Water** or low-fat **Milk**.

reTHINK their drink!
every sip counts •

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Txhua Pas Los Yeej Xam!

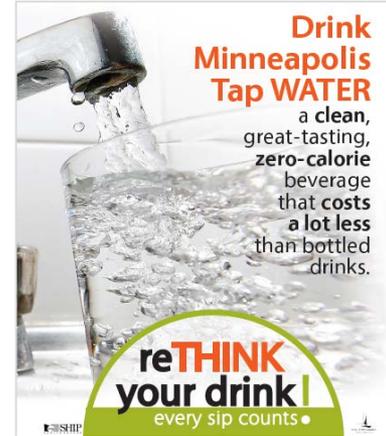
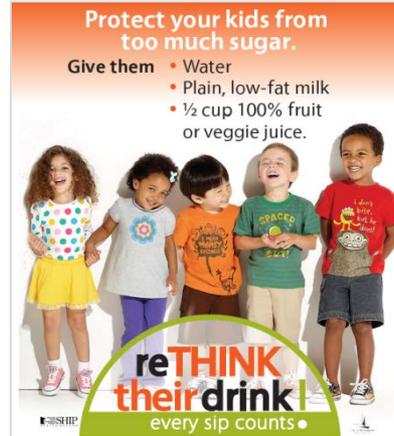
<p>20 oz. Dej qab zib</p> = <p>30 na thi caij luv thij</p>	<p>32 oz. Dej muaj zog (sports drink)</p> = <p>25 na thi khiav kev</p>
<p>16 oz. Dej muaj zog (energy drink)</p> = <p>20 na thi dhia hlua</p>	<p>XAIV</p> <p>DEJ DAWB</p>

XAV
dua txog koj cov dej haus!
txhua pas los yeej xam •

Minneapolis Health Department

This project is supported by the Minneapolis Health Department with Statewide Health Improvement Program Funding, Minnesota Department of Health. *Numbers may vary based on weight, height, and the amount of energy expended.

Examples of Resources...



Implementation of campaign: Component 1



July 27, 2016

Implementation of campaign



July 27, 2016

Implementation of campaign



July 27, 2016

- Pursue organizational/institutional level policy and or practice changes in places where community members are spending significant time every day
 - Other community-based organizations
 - Social service agencies
 - Faith-based organizations
 - Clinics
 - Schools (MPS, private, and charter)
 - Consulates
 - Funeral home
 - Restaurants/small businesses or vendors
 - Recreation centers

and the list goes on...

~ End of SHIP 3: Collective impact of efforts

Raise awareness

- **More than 400** people and places sign up to participate in campaign (via website)
- **More than 350 Likes** on Facebook page and ~ 3 posts/week
- **More than 85** community events
- **More than 180** educational sessions
- **14** media opportunities: TV, radio, written
- City level communication during summer on City Talk and Minneapolis Matters newsletter

Create healthier beverage environments

- **22** organizations develop and adopt healthy beverage policies
- **14** organizations adopt healthy beverage practices

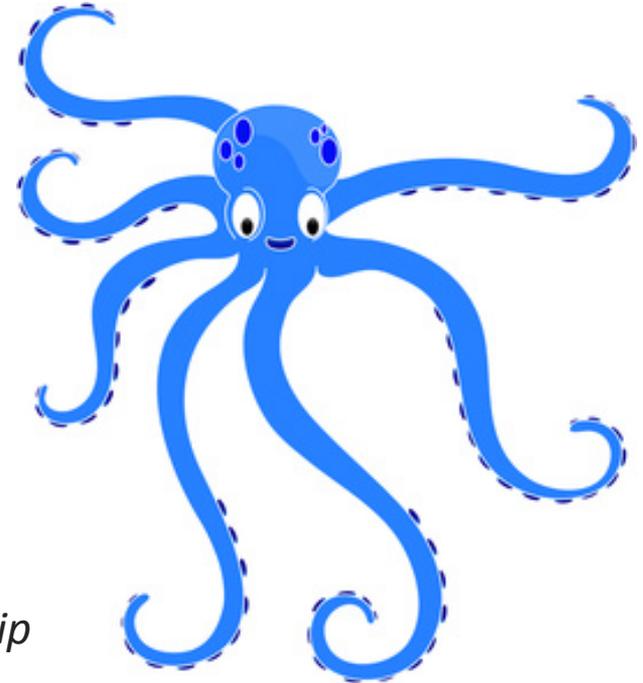
and with continued efforts through SHIP 4, these numbers have grown and continue to grow...

Green

Integration of campaign messaging and activities into different places/settings/venues... i.e., **“tentacles”**

Goals:

- *To increase the reach and visibility of the campaign within different populations in different settings*
- *To leverage the ReThink Your Drink, Every Sip Counts! brand and messaging = reinforcement*

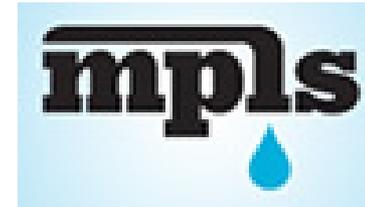


Green Example: Clinics

Materials received	
<ul style="list-style-type: none"> • Posters • Magnets • Business cards • Display board(s) 	
Utilization	General Expectations
<ul style="list-style-type: none"> • Posters: <i>Posted in high traffic areas.</i> • Magnets: <i>Shared with clients to serve as point-of-decision making prompts, helping to choose healthier beverages for themselves and their children/families.</i> • Business cards: <i>Shared with clients if they want more information.</i> • Display boards: <i>Educational purposes during 1-on-1 interaction with clients.</i> 	<ul style="list-style-type: none"> • Integrate <i>ReThink Your Drink, Every Sip Counts!</i> into clinic's existing messaging • Print and share strategies and tips for rethinking your drink with clients (can be found here: www.rethinkyourdrink.minneapolismn.gov/take-action). Having all staff equipped to provide information and tips will be effective in reinforcing messaging about sugary drinks and healthier beverages. • Provide additional health education and support to clients through display boards and magnets, which can serve as friendly reminders. • Ensure that sugary drinks are not advertised or marketed onsite. • Modeling: Staff can continue to have personal choice of any beverage(s) they purchase outside of the clinic and bring to work. However, encourage all staff to model healthy choices by not consuming sugary drinks around patients. Staff that choose to do so can in a concealed container, for example.
Most important...	
<p>For BOTH staff and clients, encourage participation in summer campaign (can sign up on website, which is on business card) and promote Facebook page!</p> <p>Website: www.rethinkyourdrink.minneapolismn.gov Facebook: ReThink Your Drink Minneapolis</p>	

■ Important because:

- Support City's recent recognition around sustainability and climate change
- Minneapolis has one of the best tap water in the nation
- Fear around drinking tap water in culturally specific communities*



■ Partnership entailed:

- Cross promotion on radio
- Tours of water plant



- Continuing efforts in specific communities
 - Expand partnership to East African community through SHIP 4



- Broadening partnerships with public partners
 - Minneapolis Public Schools
 - Minneapolis Park and Recreation Board



- Leveraging other partnerships
 - American Heart Association, who has also identified addressing sugary drinks as one of its top three (3) priorities
 - Exploring partnership with the University of Minnesota



- Walking the walk...
 - Improving the City's beverage environment (e.g., strengthen existing policy, address vending)



Goal: Maintain and increase momentum of this campaign... so, how can we do that?

Key takeaways and lessons learned from our approach

- 1) Campaigns approach fostered community participation and ownership from the outset.
- 2) Public awareness campaigns are especially effective when paired with supportive PSE strategies.
- 3) Combination of grassroots education and outreach + institutional PSE changes generated tangible improvements in communities experiencing health disparities and laid the foundation for exploring broader policy changes.
- 4) Given the national interest in decreasing sugary drink consumption, the unique nature of this campaign can serve as a model for other communities.

Special thanks to:

- Graphics designer
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- City's Public Works Department
- Minnesota Department of Health

and of course

- Our partners!

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www.rethinkyourdrink.minneapolismn.gov



ReThink Your Drink Minneapolis