

# GET KIDS OFF TO A HEALTHY START, CUT BACK ON SUGARY DRINKS

Sugary drinks are the #1 source of added sugars in the U.S. diet

## WHAT'S THE CONCERN?



**1 in 2**

**MINNESOTA STUDENTS**

have sugary drinks at least once a day\*

Health risks associated with sugary drinks



**UNHEALTHY WEIGHT  
GAIN & OBESITY  
TYPE 2 DIABETES  
HEART DISEASE  
CAVITIES**

## THE SUGAR IN BEVERAGES CAN ADD UP



SODA

20oz.



17½ COOKIES WORTH OF SUGAR



FRUIT DRINK

10oz.



8¾ COOKIES WORTH OF SUGAR



SPORTS DRINK

20oz.



9 COOKIES WORTH OF SUGAR



## TV ADS TARGET YOUTH OF COLOR

Beverage companies spend more than \$1 billion each year on advertising for sugary drinks. African American youth see **2 times as many TV ads** for soda and energy drinks compared to white youth.

In Minnesota, students of color and American Indian students are **MORE LIKELY TO HAVE A SUGARY DRINK** at least **THREE TIMES PER DAY**.

UNDER AGE 5



AGES 5+



ONE 8oz.  
OR LESS

## HOW MUCH IS HEALTHY?

\*Experts recommend that **children under 5 years do not drink sugary beverages**, and children over 5 years drink one 8 oz glass, or less, per week.



Students from families experiencing economic hardship are **TWICE AS LIKELY** to have sugary drinks at least **3 TIMES PER DAY**.



# LET'S WORK TOGETHER TO SUPPORT HEALTHIER FAMILIES

## WITHOUT ACTION, **4 of 10** CHILDREN AND YOUTH TODAY

are likely to develop **type 2 diabetes** in their lifetime, which puts them at risk for many serious and costly diseases and illnesses, including Covid-19 and premature death.



Diabetes is costing Minnesota  
**\$4.7 BILLION PER YEAR**

Students diagnosed with pre-diabetes are **TWICE AS LIKELY** to have sugary drinks at least **3 TIMES/DAY**.

## TYPE 2 DIABETES IS ON THE RISE NATIONALLY

Number of children and youth diagnosed with Type 2 Diabetes per year (previously called adult-onset diabetes)



\*Source: The New England Journal of Medicine

### WHAT COMMUNITIES CAN DO to create healthy environments



- Create campaigns that **educate consumers on healthier beverage options**.
- Ensure that residents have **access to safe, reliable drinking water**.
- Encourage employers and public places to **install water-filling stations** to make it more convenient to fill up reusable water bottles.
- Ask recreational facilities to **offer healthier beverages in vending machines, cafeterias, and concessions**.

### WHAT PARENTS AND CAREGIVERS CAN DO to get kids off to a healthy start



- Make sure that **low-fat milk and water are readily available** at home.
- Ask restaurants to **offer low-fat milk and water as part of kids' meals**.
- Talk to your school about **limiting sugary drinks at events** and ensure healthy options are available.
- Encourage stores to create a **healthy checkout area with no sugary drinks** to tempt children

### WHAT HEALTH CARE PROVIDERS CAN DO to create lifelong healthy habits



- Encourage young patients to **choose water, milk or soy milk** and educate them about the risks of drinking sugary beverages.
- Advise parents that **children 5 and under should avoid sugary beverages** because they provide no nutritional value.
- **Help families with new babies** reach their breastfeeding goals.
- Advance policies that **support healthy food and beverage choices in cafeterias and vending machines** at your facilities.