

The Negative Impact of Sugar-Sweetened Beverages on Children's Health

An Educational Service From your School Cafeteria and the Clinton County Health Department's Nutrition Services Unit

January 2010

The Facts

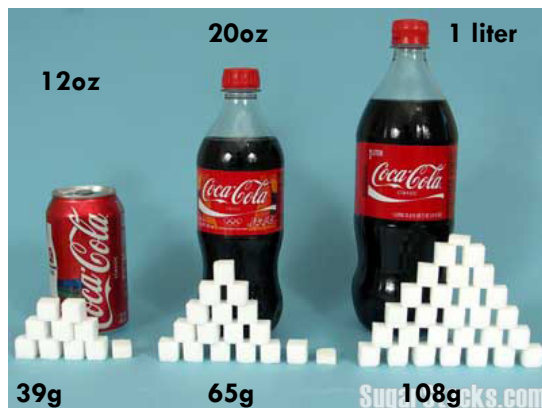
- The obesity rate has quadrupled for children ages 6-11 and tripled for adolescents age 12-19 over the last four decades
- Children and adolescents are consuming more and more sugar sweetened beverages (SSBs)
- Research determines increased consumption of SSBs leads to excess weight gain and higher risk of obesity among youth

What are SSBs?

Sugar sweetened beverages include all sodas, fruit drinks, sport drinks, low-calorie drinks, and other beverages that contain added caloric sweeteners such as sweetened tea, rice drinks, bean beverages, sugar cane beverages, and nonalcoholic wines/malt beverages.

- Sports drinks include all beverages marketed for rehydration for athletes
- Fruit drinks include all fruit drinks, fruit juices and fruit nectars with added sugar
- Sodas include all carbonated beverages with added sugar

Would you eat this many sugar cubes?



Access to Sugar Sweetened Beverages

Children currently have access to SSBs both at home and at school. On a typical week-day between 55 and 70 percent of SSBs consumption occurred at home. Give your school a thumbs up for changing the way they think about sugar sweetened beverages over the last ten years.



Hard Economic Times?

Do you know someone who is pregnant or in a household with children under the age of five? If they qualify for free or reduced school meals then they also qualify for WIC. Give them a call at 565-4830.

The negative.....

Since children and adolescents are consuming more sugar sweetened beverages we have seen an increase in childhood obesity. Adolescents are consuming on average 300 calories per day through sweetened drinks which is 13 percent of their daily caloric intake. Take a look at some facts associated with sugar sweetened beverages.

- SSB consumption reduces intake of important nutrients by replacing milk consumption and is associated with lower bone mineral density and an increase risk of bone fractures
- SSBs often contain high levels of caffeine, which can cause health problems including anxiety, withdrawal and poor quality of sleep
- Consumption of SSB has been linked to tooth decay
- Consumption of SSBs has been known to induce hunger which leads to the consumption of other foods
- Because the consumption of SSBs is linked to weight gain and obesity, it has also been linked to higher rates of adults having type 2 diabetes.

If your children are thirsty give them **water**. Substituting water for SSBs could reduce excess consumption of calories and improve nutrition. When consuming SSBs.....**MODERATION** is the key!

These facts were taken from an article distributed by the Robert Wood Johnson Foundation. For more information on SSB www.healthyeatingresearch.org.