RETHINK YOUR DRINK (RYD)

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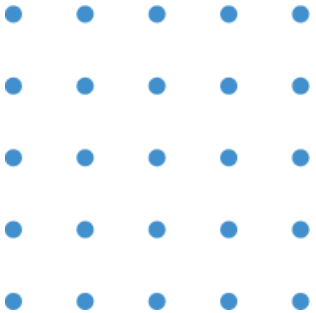


Learning Objectives

- Understand what RYD-Rethink Your Drink is.
- What are the goals of RYD.
- Past work done
- Objective under CA Oral Health Plan 2022-27
- Future plan
- Moving Forward: Brainstorming ideas
- RYD education and resources.

What is Rethink Your Drink?

- The Rethink Your Drink Program is a public health initiative led by the CDPH- California Department of Public Health and administered by the Local Health Departments.

The Rethink Your Drink Program's Primary Goals are to:

- Educate Californians about healthy drink options,
- Help identify drinks with added sugar, and
- Make the link between consumption of sugar-sweetened drinks and health risks.

Past work done

- **Problem Statement:** https://oralhealthsupport.ucsf.edu/sites/g/files/tkssra861/f/wysiwyg/FINAL_Sugar%20Sweetened%20Beverages_What%20We%20Know_0.pdf
- **CDA Special Issue (2020):** https://oralhealthsupport.ucsf.edu/sites/g/files/tkssra861/f/wysiwyg/CDAPUBS%20Journal%202020%20NOV_Issuu%20%281%29.pdf
- **When Sugar is not so sweet:** https://oralhealthsupport.ucsf.edu/sites/g/files/tkssra861/f/wysiwyg/When%20sugar%20is%20NOT%20so%20sweet%20GUIDE.pdf
- **Data Brief (Feb 2020)**
- **Lunch N Learn** activities (COHTAC) in 2021
- **Train the Trainer**

California Oral Health Work Plan FY 2022-2027

- SSBs
- 4.2 Collaborate with local partners to participate in sugar-sweetened beverage (SSB) reduction activities. Participate in an event (ex: Rethink Your Drink statewide day of action) in a dental setting, school, health fair, or community setting; provide dental-specific material in addition to the Rethink Your Drink event in a box; use social media messaging (ex: hashtags) to promote event. 07/01/22-06/30/27

A) Event narrative including:

  - Number of attendees
  - Materials presented
  - Social media impressions (views, interactions, retweets, shares)

B) Submit data annually on number of activities to CDPH/OOH

Beverages

frequently drinking sugar-sweetened beverages is associated with weight gain/obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay and cavities, and gout, a type of arthritis.

Image source: https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/sugary-drinks/

Consumption Of Sugar-Sweetened Beverages (SSBs)

- The greatest source of added sugars in a typical U.S. diet is beverages, which include **soft drinks, fruit drinks, sweetened coffee and tea, energy drinks, and flavored waters.**
- According to the CDC, **63% of youth** drink a sugar-sweetened beverage **daily**.
- The American Heart Association states, kids age 2-18 should have less than 25 grams or 6 teaspoons of added sugar daily for a healthy heart.

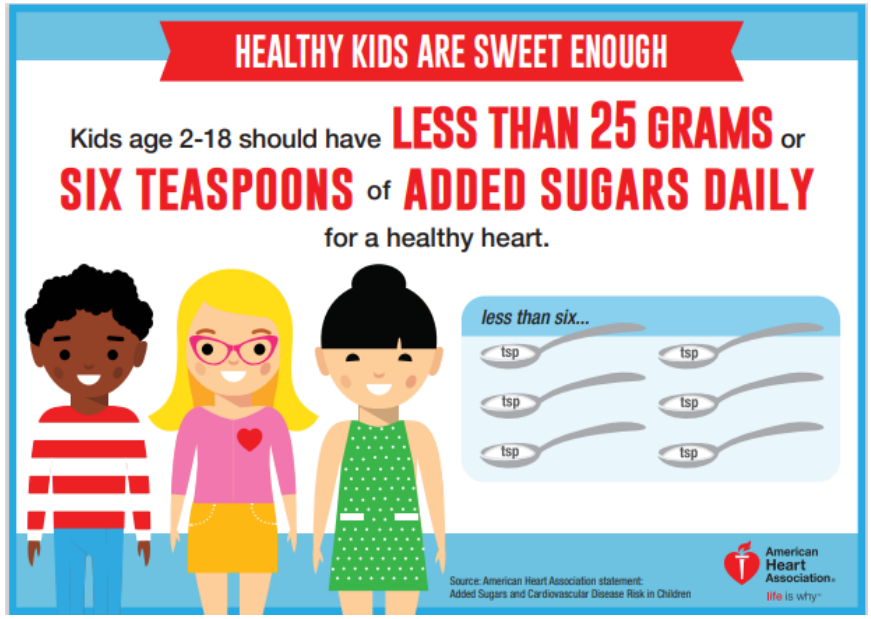


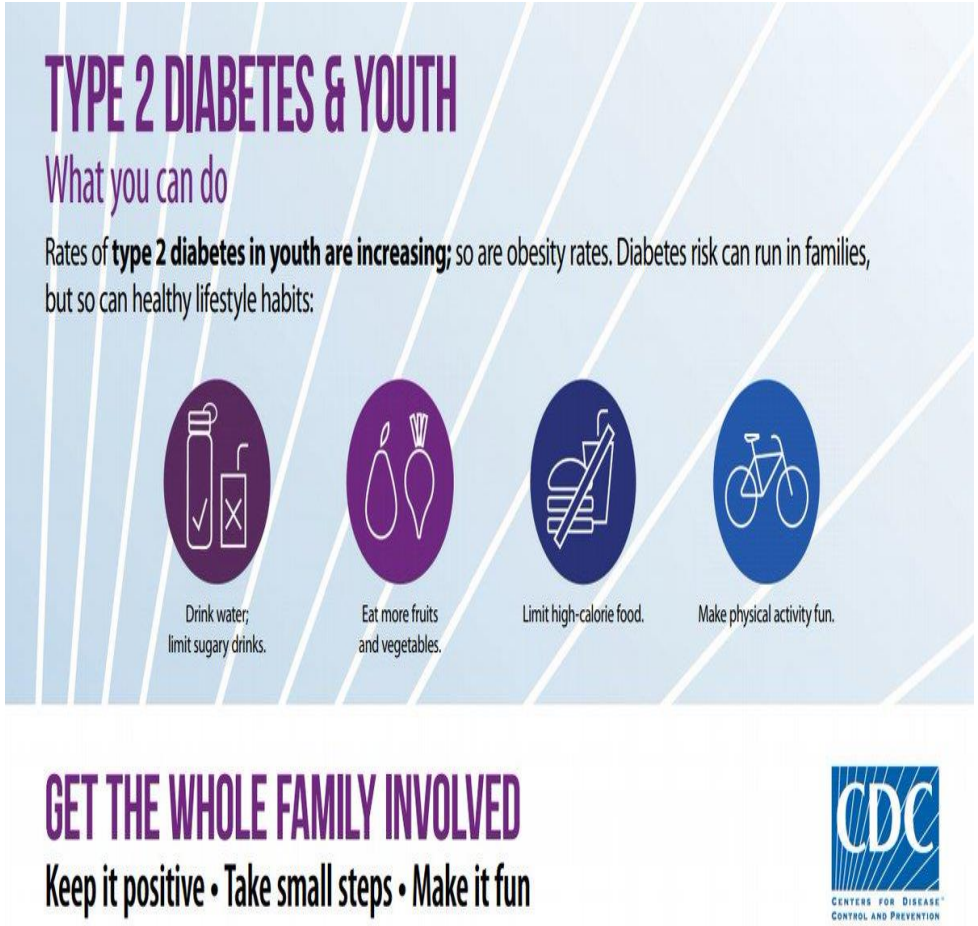
Image source: Sugar Recommendation Healthy Kids and Teens Infographic

Beverages

- In the U.S., two-thirds of adults and one-third of children are overweight or obese, and soft drinks that contain sugar are implicated as a major factor contributing to this health problem.
- Populations at the highest risk of developing obesity, those who drank one to two SSBs per day, were reported as African Americans, Mexican Americans, lower-education and lower-income.

Image source: https://compassurgentcare.com/truth-childhood-obesity/

Consumption Of Sugar-Sweetened Beverages And Health Risks



- Studies support that SSBs increase the risk of Type 2 Diabetes (T2D) in at-risk populations.
- Studies have also shown that a body weight beyond “overweight” is a risk factor for T2D as well as cardiovascular disease, cancer and even death.
- Additionally, there is sufficient evidence connecting obesity with gastroesophageal reflux disease (GERD) symptoms, which can also cause erosion of the teeth and tooth wear.

Consumption Of Sugar-Sweetened Beverages And Health Risks

- Sugary drinks cause damage to the surface of the tooth's enamel, which can lead to dental erosion over time.
- Higher intake of added sugars is associated with increased dental caries in children, which can affect the level of dental caries as adults.
- SSBs provide sugar sources that are associated with the growth of bad bacteria in the mouth that contribute to periodontal disease, dental caries and tooth loss.

Image sources: https://angellsdentistry.wordpress.com/2015/08/04/dental-erosion-linked-to-low-ph-levels/ & https://vadentist.com/caries-cavities-kids/

CDPH- Rethink Your Drink Program

- **Choose Most Often Drinks with no added sugars** - drinks that contain no sugar to small amounts of natural sugar

✓Drink tap water with ice or water that has been refrigerated and add sliced fruit, mint or cucumbers for flavor.

✓Have fat-free or 1% milk; 2-3 servings a day.

✓Only drink juice that is 100% vegetable or fruit juice and limit consumption to ½ cup a day; add water to dilute.

Make Every Sip Count

Education On Healthy Drink Options

Education On Healthy Drink Options

American Heart Association

- **Choose water** – Replace sugary drinks with water. That may be challenging if you don't like water. Here's how to drink more water:

✓ Carry a refillable water bottle or keep a cup near by to make water the easy choice.

✓ Add slices of your favorite fruits for a boost of flavor.

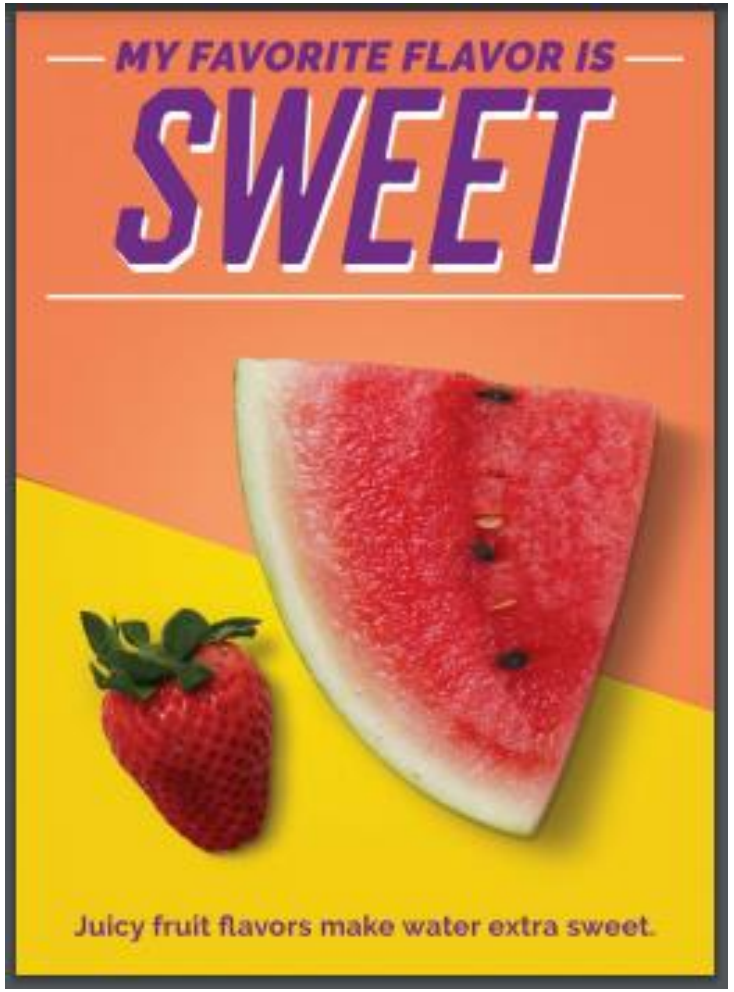
✓Try seltzer or sparking water if you prefer fizzy carbonated drinks.

Sip Smarter Infographic

Education On Healthy Drink Options
https://rethinkyourdrinkday.com/partners

Rethink Your Drink Beverage Cards:

- Water Beverage Card
- Tangy Beverage Card
- Sweet Beverage Card
- Herbal Beverage Card
- Tropical Beverage Card



Help to Identify Drinks With Added Sugar

- **Read nutrition labels and ingredients** – Beverages like energy drinks and fruit juice advertise that they are healthy but usually are loaded with calories and added sugars.
- **Common forms of added sugars are** sucrose, glucose, fructose, maltose, dextrose, syrups, concentrated fruit juice and honey.

Help Identify Drinks With Added Sugar

How much sugar is in your drink?

Choose health. Drink water.

Online Videos

Help Identify Drinks With Added Sugar

- How Much Sugar Is In Soda? Re-Think Your Drink! – Kaiser Permanente
- How to Swap Out Sugary Drinks
- 5 Tips for healthy kid's drinks

Online Activity

- What's Your Beverage Breakdown?

How to choose better drinks - Tips to Follow In Your Home

- RYD Cucumber Mint Breeze Recipe
- RYD Drink Label Cards
- Head Start: Brush Up On Oral Health
- SPA-Head Start: Brush Up On Oral Health
- Cut Out Added Sugars – Infographic
- SPA- Cut Out Added Sugars – Infographic

NPAB SSB Campaign

- **Before:** Nutrition, Education, Obesity Prevention Branch (NEOPB)
- **Now:** Nutrition and Physical Activity Branch (NPAB)

- Planning: MEDIA CAMPAIGN
- Launch in July 2024
- Had a brief meeting with NPAB
- Outreach: State and local level
- They would need help in reaching out to LOHP's from OOH.

Moving Forward: Brainstorming Ideas

How this WG can promote and expand RYD activities and the Campaign??

- Webinars for health professionals
- Trainings for health educators/teachers/school staff
- Create a tracking template for LOHPs to plan and track their events

Additional Resources

- https://www.cdc.gov/diabetes/prevent-type-2/type-2-kids.html
- https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html
- https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/Pages/RethinkYourDrink.aspx
- https://www.dentalcare.com/en-us/professional-education/ce-courses/ce381/motivational-interviewing
- https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar/rethink-your-drink-reducing-sugary-drinks-in-your-diet
- https://oralhealthsupport.ucsf.edu/taxonomy/term/1051
- https://oralhealthsupport.ucsf.edu/sites/g/files/tkssra861/f/wysiwyg/When%20sugar%20is%20NOT%20so%20sweet%20GUIDE.pdf

Questions

Or

Comments ?