

Healthier Beverage Initiative



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

What is the problem?



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

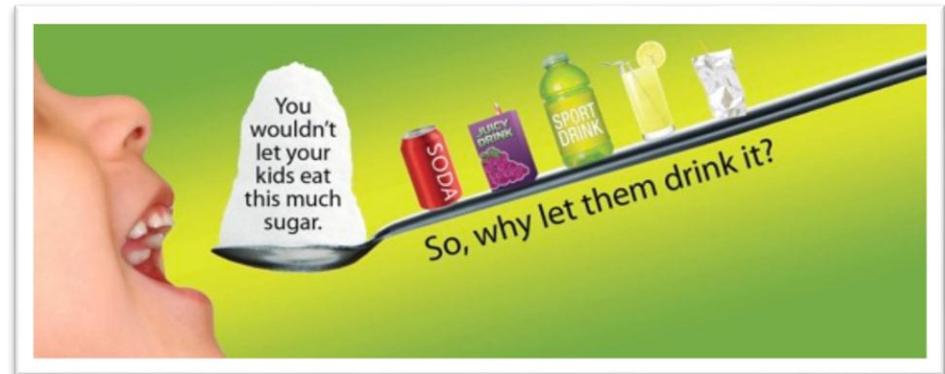
Major
contributors to
rising obesity
rates in both
adults and
children

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!

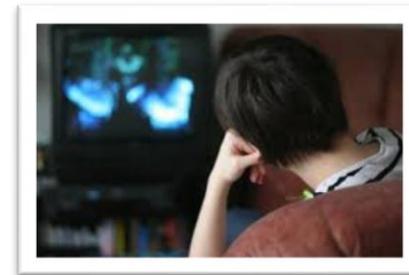


Why Minneapolis Health Department is involved...

- 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

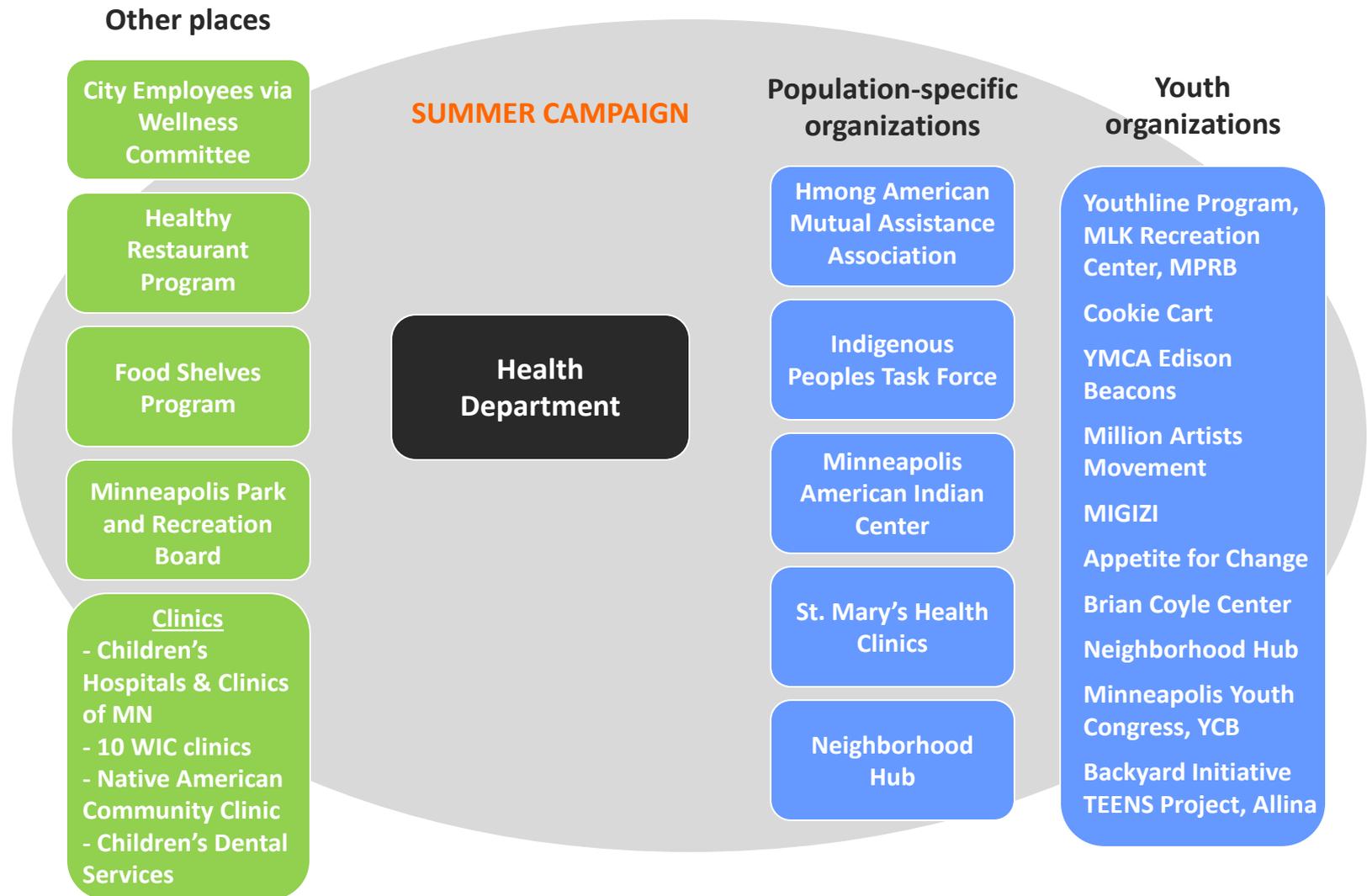
PEOPLE

Raise awareness

PLACES

Pursue organizational practice
changes

Who have we engaged?



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 •

Minneapolis Health Department | mpls

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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!

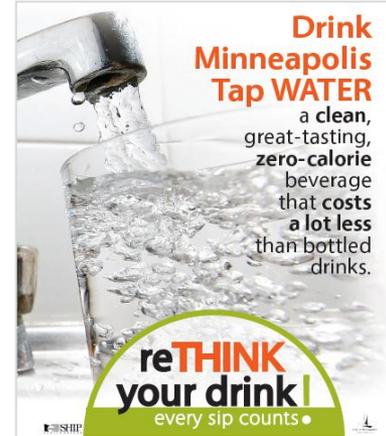
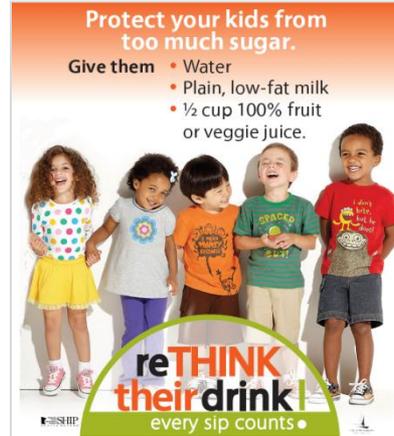
| | |
|--|--|
| <p>20 oz. Dej qab zib</p> = <p>30 na thi caij luv thij</p> | <p>32 oz. Dej muaj zog (sports drink)</p> = <p>25 na thi khiav kev</p> |
| <p>16 oz. Dej muaj zog (energy drink)</p> = <p>20 na thi dhia hlua</p> | <p>XAIV</p> <p>DEJ DAWB</p> |

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

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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...



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

■ 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





① Minneapolis American Indian Center, MAIC

② Allina's Backyard Initiative TEENS Project



Minneapolis American Indian Center



Mary LaGarde
Executive Director
Minneapolis American Indian Center

September 28, 2015

Native Strong Project: NB3 Final Report by MAIC

- Barriers to preventing diabetes, heart-disease and cancer:
 1. Lack of knowledge
 2. Lack of access to affordable healthy foods and knowledge of how to prepare them
 3. Lack of access to affordable options for physical activity
 4. Expectation that chronic health diseases are inevitable

Native Strong Project: NB3 Final Report by MAIC

Of 100 youth, 41% of males and 37% of females were normal or underweight status. The rest were overweight or obese.



Why ReThink Your Drink?

- 1) Minneapolis American Indian Center (us)
- 2) Division of Indian Work
- 3) Dog Soldier Academy
- 4) Little Earth of United Tribes
- 5) Minnesota Indian Women's Resource Center
- 6) Native American Community Development Institute

- Working together to develop and implement Healthy Beverage Policies
- Rippling effect on the community: youth, families & elders, staff, and visitors
- Policy is applied to all beverage sources within organizations (vending, café, events, activities)
 - *Minneapolis American Indian Center*
- Varied policy versions adopted, with majority opting for stricter versions
- Movement within the community
- Growing ReThink Your Drink work

Backyard Initiative



Carl Loble

BYI Teens Entering Existing Networks (TEENS) Project Group Leader

Christy Dechaine, Allina Health

Community Health Improvement Coordinator

September 28, 2015

The Backyard Initiative



The Backyard includes the neighborhoods of Ventura Village, Phillips West, Midtown Phillips, Central, Powderhorn Park and Corcoran in Minneapolis.

The Backyard Initiative (BYI) is a dynamic partnership between Allina Health, the Cultural Wellness Center and the residents of South Minneapolis to support the community's capacity to take care of its own health.

The BYI does its work through Citizen Health Action Teams (CHATs) – community-led health improvement projects organized around a specific health-related issue or approach.



- Awareness about the sugar content in everyday drinks - especially drinks marketed as “healthy”
- Community involvement in increasing access to healthy beverages over sugary drinks, particularly in South Minneapolis



We reached out to youth at Phelps Park in South Minneapolis and led several educational activities.



September 28, 2015

We tabled two days at the Midtown Global Market and spoke with a culturally diverse group.



September 28, 2015

50 community residents signed up on the ReThink website as campaign supporters.

100 Midtown Global Market visitors stopped to be engaged by the team.

10 children participated in the Phelps Park learning activities.

Highlight

Witnessing community members apply the ReThink information to their personal lives.



September 28, 2015

This impact was possible due to the real peer-to-peer relationships that members of the BYI TEENS Project have with South Minneapolis community residents.

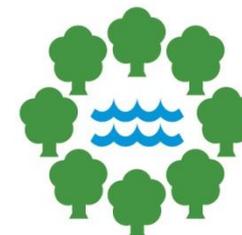
Future ReThink activities can invest in the power of relationships among community residents to:

1. Continue to raise awareness about sugary drinks
2. Continue to invest in healthier beverage environments in Minneapolis communities.



What's on the Horizon for ReThink Your Drink?

- Continuing efforts in specific populations; expanding to East African population in 2016
- Exploring partnerships with the University of MN and American Heart Association
- Broadening partnerships with public partners
 - Minneapolis Public School
 - Minneapolis Park and Recreation Board
- Improving the City's beverage environment
 - Vending
 - New City Hall restaurant



Raise awareness

- Similar educational campaigns
- Warning Label Laws

Create healthier beverage environments

- City-level ordinances
- Levy tax on sugary drinks

Special thanks to:

- City's Communications Department
- Human Resources and City's Wellness Committee
- City's Public Works Department
- Minnesota Department of Health

and of course

- Our partners!

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ReThink Your Drink Minneapolis