

Sugary Drinks What's In The Energize Tool Kit After 10 Years?



Session Overview

- Purpose
- Energize background
- Why a 'multipronged' approach?
- 10 tools & stories
- What we have learnt



Energize Background

Funding:



Medical Leader, Dr David Graham

Other Funding:



Managed by:



Project Manager,
Stephanie McLennan

Delivery Partners:



Collaborate with:

Academic Leader, Prof Elaine Rush



Where are our children drinking sugar?

school canteen, cultural events, fundraisers, from friends lunches, class rewards, prizes, lunch order, sport & rec clubs, celebrations, shared meals, interschool tournaments, end of term festivities, holiday programmes, sports competitions, birthdays, player of the day voucher, camps, brought from home, Friday Buy Day, afterschool care, interschool tournaments, before during & after a game, school fair ...



Who is supplying it?

canteen, teachers, PTA, principal, school food suppliers (e.g. bakeries), families, event organisers, BOT, sports club coordinators, after school care organiser, local shops, holiday programme leader, coach, school volunteers, sponsors ...



Why a 'multipronged' approach?

Different environments and people

- Access – Where are they drinking sugar?
- Dealers – Who is supplying it?
- Schools – Rural/urban, ethnicity, socio economic, size, curriculum delivery ...
- Audience – children & adults



10 Tools

1. The People
2. Newsletter Nuggets
3. Tip Sheets
4. Education Sessions
5. Home Play Challenge
6. Food Prep
7. Displays
8. Reference Booklet
9. Lunchbox Handout
10. Water Week



1. The People





GETTING MESSAGES **HOME**

Simple,
affordable
ideas for
families

Attractive Resources:
colourful, bright pictures

Healthy
relationships
with schools

2. Newsletter Nuggets

SPORTS NUTRITION TIP

Sports Drinks vs Water



Sports drinks were originally designed for elite athletes to help them recover from their demanding training and competing requirements. If our body doesn't need it but we drink it: we don't get the benefit of the drink, we just get 14 tsp of sugar! Water is the best sports drink for us, so get slurping!



WAI, HE AHA AI?

Aawhinatia ai te wai i te tinana, kei maroke, aawhinatia ai hoki te wai kia mahi tika ai ngaa waahanga katoa o te tinana. Kia mahara ake, ki te timata too hianu haere kei te maroke haere too tinana, engari raa me maatua whai wai too tinana, noo reira, kia kaha te inu!



Voda NZ 9:40 am 100%



Forest Lake School

1 minute ago

Kia ora whānau. The junior school learned about the effects of sugary drinks yesterday. Make water and low fat milk your first choice drink! 😊

EVERYDAY DRINKS

MAKE WATER AND LOW FAT MILK YOUR FIRST CHOICE!



Water has no sugar and milk is great for building strong bones and teeth.

! A lot of drinks are full of sugar. Too much sugar is bad for your teeth and doesn't give growing children the goodness they need.



Treats

Fizzy drinks, cordial, sports drinks, fruit juice and energy drinks have between 10 and 20 teaspoons of sugar in each bottle. Keep them for special occasions.



NGAA MOKAMOKA AA-KAI

WAI-RANU HUARA-AKAU INU HUARA-AKAU RAANEI

WAI-RANU HUARA-AKAU

100% wairanu huaraakau

Kei te takiwaa o te 4% te
nui o te huka kua taapiritia

Kei te pai i eetahi waa

INU HUARA-AKAU

• Kei te takiwaa o te 5% te iti o
• te wairanu huaraakau kei roto
• I te nuinga o te waa he huka
• kua taapiritia

• Parea ki raahaki kia tuu
• raa anoo ai he kaupapa
• whakahirahira



FIZZY DRINKS

Did you know there are 10 teaspoons of sugar in a 330ml can of fizzy drink?

Keep fizzy drinks for special occasions and remember that H₂O is the way to go!



Developed by Sport Waikato 2013



3. Tip Sheets



H₂O
IS THE WAY TO GO!!

In summer and winter you need to drink water to keep your body hydrated and working well. Every day we lose water from our body; drinking water replaces it.

ADD SOME FLAVOUR

ALWAYS CARRY A WATER BOTTLE WITH YOU

KEEP A JUG OF WATER IN THE FRIDGE

TIP! Sweet drinks contain lots of sugar - they are special occasion drinks.

16 tsp sugar
20 tsp sugar
4 tsp sugar
7 tsp sugar



NGAA INU OIA RAA

Wai & Miraka

HE TOHUTOHU!

Ngaa inu wai huka e kikii ana i te huka, ngaa momo kaaore he hua aa-tinana o roto

Pareā ki rāhaki kia tuu rāa anoo ai he kaupapa whakahirahira



DURING SPORT

TOP UP ... with water

You don't need to eat at half time. Eating may give you the stitch, so stick to water. If you feel you need something, have a piece of fruit.

AFTER SPORT

REHYDRATE ... with water

to replace the fluids you lost during your sport

TIP! Sports drinks are full of sugar (some have up to 14 teaspoons!) and are designed for elite athletes. The only drink we need is water which is free and has no sugar. If you want to, add fruit for extra flavour.

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4. Education Sessions



TEACHERS SUMMARY

Session 1: Sugary Drinks

Session Overview:

- Identify some of the ingredients in drinks.
- Discuss the effect of these ingredients have on our body.
- Discuss the amount of sugar that is in drinks and group into categories based on their sugar content.

Key Messages:

- Water and milk are our first choice drinks.
- Kids don't need sweet drinks.
- Water is always on tap, freely available and has no added sugar.
- Milk is great for building strong bones and teeth.

Part 1: What's in these drinks?

- **Sugar:** Provides you with empty calories (ie. there is no nutritional value in the drinks compared with what you could get from consuming food of the same energy amount). Sugar damages teeth causing tooth decay. Eating/drinking too much sugar and not doing enough exercise to burn it off may lead to weight gain.
- **Caffeine:** A stimulant which is very addictive. When consumed caffeine speeds everything up, including the heart making it very dangerous for children. Caffeine also has the ability to leach/pull calcium out of the bones.
- **Calcium:** Helps to keep bones and teeth strong. Very important in children as still growing and need to maximise their bone density when young.
- **Water:** Helps to keep us hydrated and rehydrates us when we become dehydrated through sweating, breathing, going toilet, and in hot weather.



5. Home Play Challenge



Hotsteppa

AGE
11 years
HoMETown
Te Kuiti

HotSTEPPA'S HISToRY
Won tickets to a Rugby World Cup match.
Plays with his family in the local touch competition.
MVP for school touch team.

FAVOURITE FOOD & DRINK
Homemade burgers and H₂O bro.

FAVOURITE ACTIVITIES
Touch, rugby, league.

SPECIAL ABILITIES
Illiant pass and wicked side step.

STEPPA'S CHALLENGES
Touch: Challenge your whānau to a game.
On Fire: Build your fitness.
Like a Pro: Make a target and practice.
Catch em' If you can!
Back: An old kiwi favourite.
On: Practice your rugby or Ki-o-Rahi skills.
Demon: Make a sprint track & beat your time.

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ProJee's Superfruit Smoothie

Ingredients:
Small banana or ½ can tinned fruit (drained)
200ml cold trim milk
4 tablespoons yoghurt

Method:
Mash up banana or fruit with a fork or potato masher.
Put all ingredients into a shaker or blender and mix until frothy.
Pour into a glass and enjoy.

Serves: 1





6. Food Prep

KAI TIME
with Energize

Kai time community cooking at Rhode Street School
Come and cook some **EASY, LOW COST** family feeds that **TASTE GOOD**, and are **HEALTHY** too!

Time: 1.30pm
Start date: Tuesday 17th Feb (wk3)
Wednesday 25th Feb (wk4)
Tuesday 3rd March (wk5)
Tuesday 10th March (wk6)
Tuesday 17th March (wk7)

Contact Tony Hill,
021 907 984 for
more information

RHODE STREET SCHOOL



7. Displays

SWEET DRINKS...

...are **FULL OF SUGAR** without goodness.
Keep them for **SPECIAL OCCASIONS**.
The best choices are **WATER OR LOW FAT MILK**.

Drink	Sugar Content
Fruit drink, 800ml	20 tsp sugar
Sports drink	11 tsp sugar
Fizzy cola can	10 tsp sugar
Juice 250ml	6 tsp sugar
200ml glass of cordial	4 tsp sugar
Energy drink small can	7 tsp sugar

EVERYDAY DRINKS...

Make **water and low fat milk** your first choice!

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Reference Booklet



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What is Project Energize?	
Why eat healthy?	
How much should we eat?	
How to read a food label	
Class rewards & parties	
Ideas for healthier staff morning/ afternoon teas	

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Drinks

Make it easy for people to fill water bottles or have a glass of plain cold water.

Cold water – can be sold by the bottle

Hot water – can be sold by the cup – perhaps have lemons or mint on hand?

Coffee – espresso/filter; use low fat milk (green or yellow top)

Tea – a selection of teas (herbal and normal); low fat milk (green or yellow top)

Fruit juice – freshly squeezed; no added sugar (water these down to reduce sugar content). Do not provide fruit drinks as these contain mainly sugar and water and only a small amount of fruit juice

Fruit smoothies – use fresh fruit; low fat milk/ yoghurt



9. Lunchbox Handout



10. Water week

Did you know..

**Having a
headache
is a sign of
dehydration**



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water week - 1

Did you know..

**We lose
water from
our body by:**

- Sweating**
- Breathing**
- Going to the
toilet**



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water week - 2

sportwaikato
out there and active

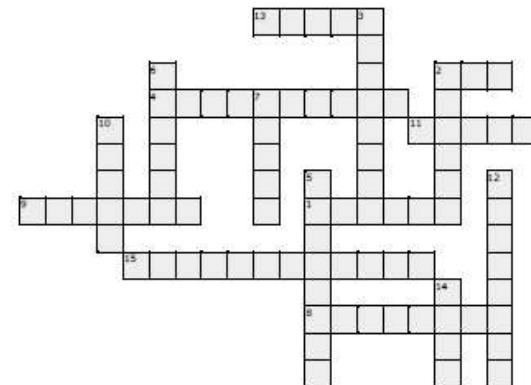




Name: _____

Water, Wai, Water

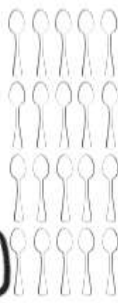
Please complete the crossword puzzle below



Across:

1. Our brain is percent water
2. A can of fizzy drink contains teaspoons of sugar
4. Fizzy drinks, energy drink, fruit drinks, diet drinks are all drinks
8. Found in Coca Cola and energy drinks
9. Around percent of our body is made up of water
11. Flavour your own water by adding
13. Calcium is important for growing strong
15. First choice drinks (3 words)

EVERYDAY DRINKS - WATER & MILK



20 teaspoons of sugar



2 teaspoons of sugar



10 teaspoons of sugar



sportwaikato
out there and active



What we've learnt

1. One size doesn't fit all
2. Gain trust
3. Ensure messages are:
 - Positive
 - Fun & visual
 - Consistent
 - Persistent
 - Accessible and appropriate



eat healthy
be active
have fun!

