Giridhar Mallya, MD, MSHP
Philadelphia Department of Public Health
March 30, 2012

www.foodfitphilly.org
Children’s Average Daily Servings of Sugar-Sweetened Beverages by Respondent Race and Child Age

Jordan et al, Results from the Annenberg Philadelphia Healthy Lifestyles Initiative (PHLI) Survey, August 2010.
Media campaigns

- Do you know what your kids are drinking?
- Raising awareness among caregivers of young children about the negative health effects of sugary drinks and encouraging people to cut back
“Time for a Change” (TV)
Buses and subway

A large soda has as much sugar as how many candy bars?

To find out, text "FACT4" to 30364.

Message and data rates may apply. Text STOP to end. Text HELP for help.
Corner Stores

**Healthier Choices Here**
Sugary drinks can contribute to diabetes and other diseases.
We sell water and other healthy drinks.
Learn more at FoodFitPhilly.org or text “DRINKS” to 30364.
Message and data rates may apply. Text STOP to end. Text HELP for help.

**ALERT**
Do you know what your kids are drinking?
Sugary drinks can contribute to diabetes and other diseases.
Find healthier choices in this store.
Visit FoodFitPhilly.org or text “DRINKS” to 30364.
Message and data rates may apply. Text STOP to end. Text HELP for help.
Do you know what your kids are drinking?

Jordan et al, Annenberg Public Policy Center
Do you know what your kids are drinking?

Jordan et al, Annenberg Public Policy Center
Do you know what your kids are drinking?

Sugar in Drinks
Scale is 1 - 7

Amount of sugar

High

Low

Baseline  Wave 2  Wave 3  Wave 4  Wave 5  Wave 6  Wave 7  Wave 8

Pepsi  Hugs  Hi-C  Sunny D  Gatorade  LF Choco  Diet Pepsi

Jordan et al, Annenberg Public Policy Center
Do you know what your kids are drinking?

Intention to Substitute
Scale 1 to 7

High

Low

Baseline | Wave 2 | Wave 3 | Wave 4 | Wave 5 | Wave 6 | Wave 7
---|---|---|---|---|---|---
Caregiver | Target Child

Jordan et al, Annenberg Public Policy Center
Workplaces – healthy vending

- City of Philadelphia
- Over 260 vending machines undergoing changes—healthier mix, smaller sizes, calorie labeling, and healthy marketing—affecting 25,000 employees