

Sample: 6 Customize Your Visual Presentation

**Create your talking points on the attached “notes” pages.
See Sample Healthy Beverage Presentation Template**

1. Title slide with photo: “Healthy Beverages Action in American Indian and Alaska Native Communities”
2. The problem
3. Overweight and diabetes – making the link
4. Future generations are at risk
5. Soda example – drinking one 20 ounce soda everyday can contribute enough extra calories to equal 27 pounds a year for a healthy 120 pound person.
6. Healthy beverages policies
7. Nutrition and learning link
8. Tribal wellness policies – nutrition
9. Report card
10. Dispelling the myths
11. You are part of the solution!
12. Website link. Learn more, read the Action Tool Kit
13. Title slide with photo
14. Healthy Beverages Action Team – credits



Healthy Beverage Presentation Template



Slide 1



WE ARE SWEET ENOUGH!

Jean Charles-Azure, MPH, RD
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Primary Slide Contributors

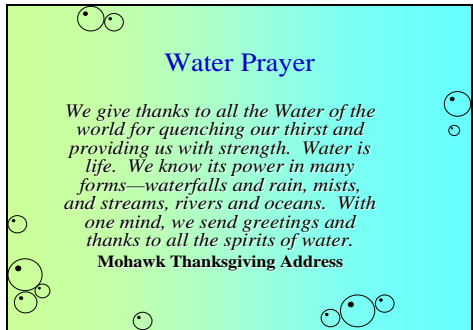
Slide 2



Healthy Beverage Action Team

- Jean Charles-Azure
- Elaine Little
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- Kathy Charles
- Mary McEnery
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- Gary Quinn
- Delores Starr
- Eriko Grover
- HHS ELs

Slide 3



Water Prayer

We give thanks to all the Water of the world for quenching our thirst and providing us with strength. Water is life. We know its power in many forms—waterfalls and rain, mists, and streams, rivers and oceans. With one mind, we send greetings and thanks to all the spirits of water.

Mohawk Thanksgiving Address

Slide 4

WHY DOES IT MATTER?

- Obesity Rates Increasing
- Diabetes Rates Increasing
- High rates of Dental Caries
- Soda intakes increasing (3X)
- Milk intakes decreasing
- 5-15% dietary energy intake increase
- Portion sizes increasing

Slide 5

Indian People are Concerned

- 25 emails asking for a program
- Lummi Tribal Resolution
- Increasing Health Care Costs
- Human Suffering

Slide 6

Timing is Right

- USDA requires school lunch participants to prepare a wellness plan
- Former President Clinton drafts an agreement with beverage industry.
- More interest in decreasing intakes of sugary beverages

Slide 7

Behavioral Health is Important

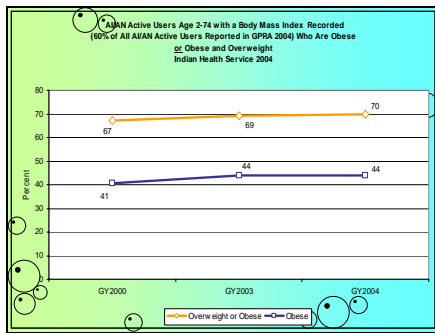
- Behavior Change
- Motivation
- Fear is not a helpful motivator
- Knowledge and Skills
- Change is Important
- Change is Difficult
- Changing Nutritional Environment

Slide 8

Mobilizing Indian Communities

- Capitalize on strengths & resources
- Community Ownership
- Community Buy-in
- Community Directed
- Community Based
- Collaboration of Partners

Slide 9



Slide 10

TRENDS

- Americans drinking more soda pop than ever before
- 1999: 50 GALLONS/person (USDA 2005)
- American teens consume ½ quart weekly or almost a GALLON per week
- AI/AN consume soft drinks at more than twice the US national average rate

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PORTIONS

- Bigger serving sizes
- Drank more frequently
- 1950s – 6.5 ounces
- 1990s – 20 ounces
- One 12 ounce soda contains an average of 10 teaspoons of sugar and 150 calories

Slide 12

Portion Distortion

SODA

<p>20 Years Ago</p>  <p>85 Calories 6.5 ounces</p>	<p>Today</p>  <p>How many calories are in today's portion?</p>
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Slide 13



Slide 14

Resources


- *A New Proposed Guidance System for Beverage Consumption in the United States*, The American Journal of Clinical Nutrition, Vol. 83, No. 3, 529-542, March 2006
- **Soon to be released the *Healthy Beverage Action Kit*, Indian Health Service, 2006**

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Resources

- JADA 109 Aug 1984 – (cariogenicity of soft drinks) Ismail-Burt-Eklund
- Caries and beverage consumption – University of Iowa (Marshall, Levy, Broffett, Eichenberger, Burns Stumbo) Pediatrics 2003 Sep.

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Tooth Decay 

- Tooth Decay is a bacterial disease
- Dental Caries is an infectious disease.
- Cavities are identified as a bacterial infection caused by a specific bacteria.
- That bacteria is called streptococcus mutans.
- Which lives in the plaque in your mouth.

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Infectious Disease

- Transmitted mainly from mother.
- New Research:
- Probiotics
- Chlorahexidine gels
- Xylitol in gum
- Varnish
- Caries testing



Streptococcus mutans Transmission

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Tooth Decay 

- ◆ Infection of the tooth
- ◆ Bacteria living on the tooth uses sugar(carbs)
- ◆ Bacteria produce acid
- ◆ Acid dissolves the minerals out of the tooth
- ◆ The tooth softens
- ◆ Tooth surface breaks

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Chain of Tooth Decay

- Plaque (bacteria) feeds off of sugar(Carbs)
- To make Acid.
- The amount of time the acid stays on your teeth determines how fast your teeth will decay.

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Decay Process

Multi-factorial infectious disease

• Fermentable Carbohydrate
• Pathogenic *Streptococcus Mutans*

Slide 21

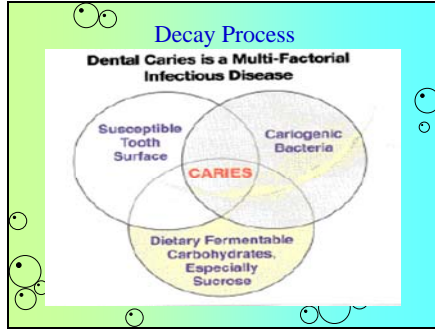
Dental Caries: Etiology

TOOTH
Age
Fluorides
Morphology
Nutrition
Trace Elements
Carbonate Level

SUBSTRATE
Oral Clearance
Oral Hygiene
Salivary Stimulants
Frequency of Eating
Carbohydrate (type, concentration)

FLORA
Strep, Mutans
(Substrate)
Oral Hygiene
Fluoride in Plaque

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Slide 23

More Than Double Trouble


- Pop is sweetened, acidic, caffeinated carbonated drink!
- Sugar + Acid + caffeine + Phosphorus + =
- Tooth Decay
- Obesity (Harvard research-childhood obesity)
- Caffeine dependency
- Weakened Bones(1994 Harvard study)

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Consistency of sugar(cariogenicity)
Ismail, Burt and Eklund JADA Aug 1984

- Little Research: Vipeholm study had the greatest acceptance.(6 year experiment with pts who ate Carmel or toffee)
- Several studies show sucrose rinses have significant increase in decay. (Stephans,Von der Fehr)
- NHANES (1971-74 24 hrs) frequency between meals more important than actual amount.
- NHANES(1988-94 Heller, Burt, Eklund)) increase DMFS age 25

Slide 25



Acid Production

- Sugar between meals will produce acid for 20 minutes.
- Drink 3 soda pops between meals and you will have 180 minutes of acid production.
- Plus 60 mins for 3 meals.
- Your mouth is producing acid for 4 hours.

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	ACID*	SUGAR**	
	Low = Bad	Per 12 oz. Serving (1 can)	
PURE WATER	7.00 (neutral)	0.00	
BANANA	4.01	10.20g	
DIET BARGS	4.25	0.00	
DIET 7UP	4.27	0.00	
SPRITE	3.57	9.00g	
DIET DR. PEPPER	3.41	0.00	
DIET COLA	3.30	0.00	
DIET MOUNTAIN DEW 3.34	0.00		
<i>Orange-Mint acid 3.29</i>	<i>11.00g</i>		
MOUNTAIN DEW	3.22	11.0 tsp	
FRESH A	3.20	0.00	
ORANGE SLICE	3.17	11.50g	
DIET PEPSI	3.05	0.00	
NESTLE	3.00	5.00g	
SUGAR	3.00	10.00g	
GUARANA	2.95	3.00g	
DR. PEPPER	2.92	9.50g	
SOLAR	2.85	9.20g	
Hi-mint Fruit Punch	2.82	10.00g	
Orange-Mint made with 2.80	11.20g		
COKE CLASSIC	2.53	9.3 tsp	
PEPSI	2.49	8.8 tsp	
BATTERY ACID	1.0 (OUCH)	0.00	

* Laboratory tests. University of Minnesota School of Dentistry, 2000
 **USDA 4.2 Grams = 1 teaspoon sugar

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Fluoridated dental association Mouth Wise

REGULAR SODA

- Carbonated water
- High fructose corn syrup
- Sucrose
- Coloring
- Phosphoric acid
- Citric acid
- Natural Flavors
- Caffeine



Contents

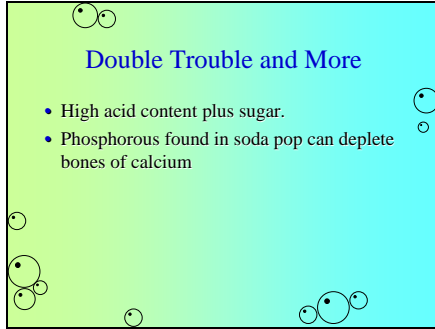
DIET SODA

- Carbonated water
- Caramel color
- Aspartame
- Phosphoric acid
- Citric acid
- Potassium benzoate
- Natural flavors
- Citric acid
- Caffeine

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Double Trouble and More


- High acid content plus sugar.
- Phosphorous found in soda pop can deplete bones of calcium



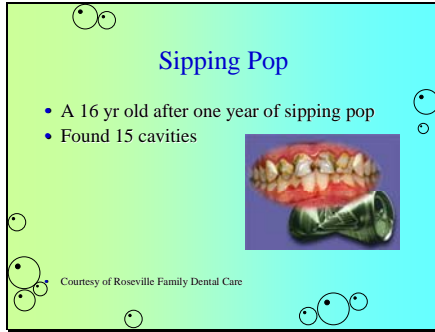
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Sipping Pop

- A 16 yr old after one year of sipping pop
- Found 15 cavities



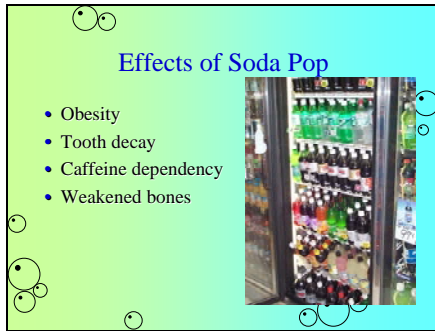

Courtesy of Roseville Family Dental Care



Slide 30

Effects of Soda Pop

- Obesity
- Tooth decay
- Caffeine dependency
- Weakened bones



Slide 31

Caffeine

- Fluid loss
- Sleep disruption
- Irritable
- Children stomach pains

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• 12-ounce beverage milligrams

Jolt 77.2	Mountain Dew 55.0	Diet Mountain Dew 55.0	Mellow Yellow 52.8	Tab 46.8	Diet Coke 45.6	Diet Coke with Lime 45.6	Shasta Diet Cola 44.4	Diet RC 43.0	Diet Dr. Pepper 41.0	Mr. Pibb 40.0	Red Flash 40.0	Slim-Fast Cappuccino Delight Shake 40.0	Storm 38.0	Pepsi-Cola 37.5	Diet Pepsi 36.0	Diet Wild Cherry Pepsi 36.0	Aspen 36.0	Coke C2 34.0	Lemon Coke 34.0	Diet Cherry Coke 34.0	Diet 31.5	A&W Creme Soda 29.0	Nestle Unsweetened Iced Tea 26.0	Barely Root Beer 23.0	• Sun-Fast Chocolate Flavors 20.0	• Lemon Brisk, All Varieties/Canada Dry Diet Cola 1.2	7-Eleven	• (Banj's Root Beer)	• (Squee Maid Orange)	• (Sliced)	• (Fresca)	Red Bull (8.2 oz) 80.0	Pepsi One 55.5	Mountain Dew Code Red 55.0	Kick Citrus 54.0	Surge 51.0	Diet Coke with Lemon 45.6	Diet Vanilla Coke 45.6	Shasta Cherry Cola 44.4	RC Cola 43.0	Dr. Pepper 41.0	Diet Sunkist Orange 41.0	Sugar-Free Mr. Pibb 40.0	Sunkist Orange 40.0	Ruby Red 39.0	Big Red 38.0	Pepsi Twist 37.5	Wild Cherry Pepsi 38.0	Diet Pepsi Twist 36.0	Coca-Cola Classic 34.0	Cherry Coke 34.0	Vanilla Coke 34.0	Stapple Flavored Teas (Reg. or Canada Dry Cola 30.0	Nestle Sweet Iced Tea 26.5	A&W Diet Creme Soda 22.0	Stapple Sweet Tea 12.0	Diet Kin Colas/Sprite/0	Mug Root Beer/0	Sun Drop Orange/0	A&W Royal/0	Sierra Mist/0
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Beverage caffeine content

Brewed Coffee	85
Instant Coffee	60
Decaffeinated coffee	3
Tea	50
Cocoa	5(=250 milligrams of theobromine)
Cola - type soft drinks average	35 pr can
Mountain Dew	55
Diet Coke	45
Coca cola classic	35
Pepsi	37.5

Milligrams

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Caffeine




- 180 milligrams of caffeine can cause nausea, vomiting, diarrhea, cramps and muscle twitching in a 40 lb child.
- 184 milligrams of caffeine in 2 20 oz bottles of mountain dew.

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Theories on Contemporary versus traditional foods

- Islanders of the South Pacific led a disease free life that afflicted Europe of the 18th centuries'.
- The belief was the apparent freedom from caries the primitive races enjoyed was attributed to their natural diet.




Slide 36

Theories Continued

- Anthropology studies report rapid increases in dental caries that occur when an indigenous society comes in contact with the diet and lifestyle changes of high – income nations.
- World War II studies rationed no sugar.
- South Atlantic Islands increased contact.
- Hopewood House- vegetarian diet

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Theories Cont.



- Native American diets:
- Traditional- hunters, foragers, gatherers
- Northern Plains foods consisted of :
- Turnips, wild game and berries. Calcium was retrieved from bone marrow of wild game.
- More lactose intolerant babies.

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Native American Introduction to refined foods.



Hunters ,foragers, gatherers
Farmers- flour – sugar- rations-land allotments
Boarding Schools-Desserts-refined sugar
Ranchers- Commodities – High sugar and fat content
More recently improved commodities.

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Cont

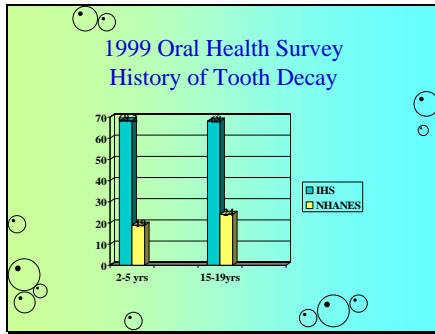
- Hunters: Early eruption patterns of teeth
- Seen today through screening.
- Born with teeth.
- Introduction of refined foods. High caries
- BBTD ECC
- Sugared drinks – cool aid, soda pop

Slide 40

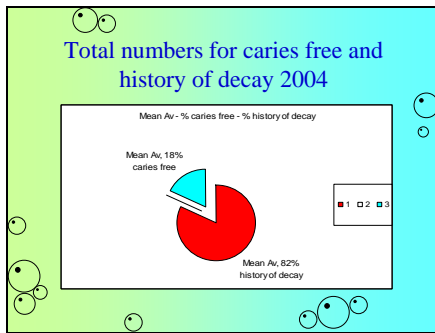
Poor Health

- Diabetes
- Obesity
- Dental Caries
- Periodontal disease
- Heart disease
- Cancer etc.

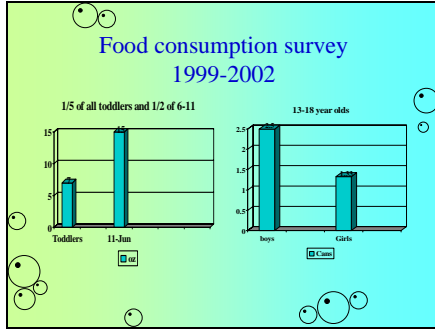
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Slide 43

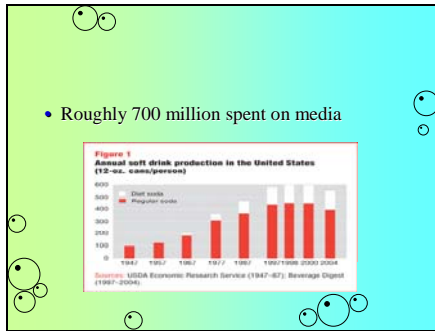


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Caries and Beverage consumption University of Iowa

- Contemporary changes in beverage consumption such as regular soda pop, regular powdered beverages and to a lesser extent 100% Juice was associated with increase in dental caries.
- Milk had a neutral association

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Remineralization

- Minerals are deposited
- Fluoride increases the remineralization rate
- Need to Drink fluoridated Water



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Water

- Bottled Water no fluoride.
- Now substituting other drinks
- Sports drinks
- Energy drinks.



Slide 48

Sports Drinks



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Sports Drinks

- Organic Acids – Break down calcium
- High in caffeine
- Not regulated by federal drug administration.
- Water should be the first choice.

Slide 50

Energy Drinks

- Caffeine and Sugar.



Slide 51

**Active Students/Sports, Track etc
WebMD Medical News**


- Makes the grade -- Sports drinks qualify because research shows their light flavor and sodium encourage kids to drink up to 90% more than plain water to stay better hydrated.
- OK (if it's the only drink available) -- Water falls in this category because it's a good thirst quencher, but research shows kids find it challenging to drink enough. And water doesn't replace the electrolytes kids lose through sweat.
- Falls short -- Fruit juices, fruit drinks, and soft drinks don't have the right amount of electrolytes and contain too much sugar -- which can upset the stomach and slow a child down.

By Davies Reviewed by Nazario 2003

Slide 52

Schools

- Clinton agreement w/ beverage industry!
- Children spend an average of 6 hrs/day.
- Easy Access to vending machines
- Pouring Contracts
- Sip all day
- Selling Obesity



Slide 53


**Vending Machines
Advertise Drinks**



Slide 54

**Most beverages don't have enough
calcium needed**

- 9-13 year olds need 1300 mg/day of calcium



Slide 55



Slide 56

Proposed Beverage Guidance

- Beverage Guidance Panel
- American Journal of Clinical Nutrition , Vol 83, No. 3, 529-542, March 2006
- B. Popkin, L. Armstrong, G. Bray, B. Caballero, F. Balz, W. Willett

Slide 57

Factors Considered

- Energy and nutrient density
- Contribution to caloric intake and body weight
- Contribution to the daily intake of essential nutrients
- Evidence for beneficial health effects
- Evidence for adverse health effects

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Levels for Adults


- Level 1: Water
- Level 2: Tea & Coffee
- Level 3: Skim, Low Fat Milk & Soy Bev
- Level 4: No Calorie Sweetened Beverages
- Level 5: Caloric Bev's w/ some nutrients
- Level 6: Calorically Sweetened Beverages

Slide 59

Calcium deficiency
Food intake survey CSF -11 1994-96

- 44% boys and 58% girls ages 6-11
- 64% boys and 87% girls ages 12-19
- 55% men and 78% of women ages 20+


- More bone fractures
- Osteoporosis



Slide 60

Water

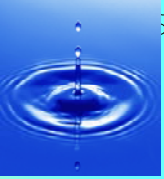
- Nature's way of telling us something.
- More than half of your body weight is water.
- Water gives you energy
- Helps digest food
- Contains needed minerals.
- Keeps you healthy.



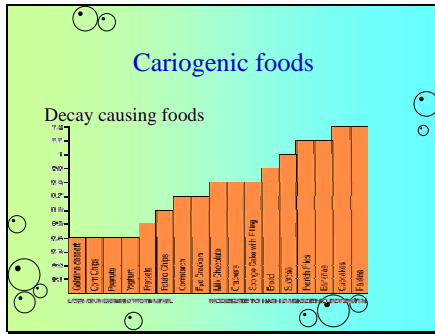
Slide 61

Water the First Choice

- Essential nutrients of life
- Men need 10-12 cups
- Women need 8-10 cups
- Fluoridated water.



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Slide 63

Prevention Programs

- Xylitol programs
- F1 varnish programs
- School sealant programs
- Drink the water campaigns.
- NOW **Decreasing Pop Consumption**

Slide 64

California Endowment

- Apply standards to 100% of beverages offered in their schools.
- 100% compliance
- Eliminate advertising of beverages that don't comply.
- Price healthy beverages cheaper.
- Give students more choices of healthy drinks

Slide 65


Health Beverages Kit

- The best thing for Indian Country.
- Drink Sensible
- Healthy drinks.

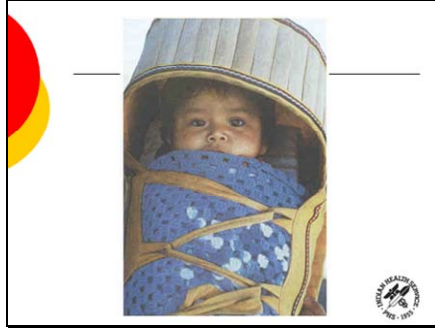


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Questions ?



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Healthy Beverage Action Kit

- Your Comments are welcome
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- jcharles@hqe.ihs.gov (301) 443-0576
