

SODABRIETY CHALLENGE

Office of Borough President James S. Oddo



**SSBs
are the
largest
source of
added
sugar
to a
person's
diet
in the
US.**



**On
average,
80%
of
youth
consume
SSBs
daily.**

so·da·bri·e·ty

noun

the name given to a school-based initiative designed to decrease the amount of sugar sweetened beverages (SSBs) consumed in schools.

OUTLINE

- Each school will create a Challenge Advisory Council (CAC). The CAC will consist of 12 members: 2 teachers (preferably health or Physical Ed) and 10 students (at least 2 from each grade).
- It is suggested that each CAC will meet 10 times: 5 planning meetings, 4 meetings during the challenge, and 1 wrap up.
- The CAC will campaign to recruit student participants for the Sodabriety Challenge who will keep a log of their beverage consumption. The CAC will be charged with designing a campaign to promote the 30 day challenge to consume only sugarless liquids such as water or unsweetened iced tea. During the challenge, schools may use different methods to engage participants.

EXAMPLES:

- Morning assembly on Sugar and Type II Diabetes
- Daily morning announcements relating to facts about SSBs, etc.
- Text messaging to promote water as an alternative to SSBs.
- Provide incentives (ex: raffles) for students who keep accurate and complete logs.
- Set up tables during lunch, initially to recruit participants, conduct surveys as well as subsequently to collect data from participants (spreadsheet).
- If possible, CAC may get data from vending machines/cafeteria, etc. about number of SSBs sold.

KICK THE CAN!

