

# Kids, Teens and Soft Drinks

(Get ready to gulp.)



# Some Hard Facts about Soft Drinks



Today, kids and teens drink three times more pop than 20 years ago. They drink twice as much pop as milk.



Children consume 100 more calories per day than 10 years ago. Most of these calories come from pop, juice, fast food and candy.



12-19 year-old boys who drink pop consume an average of 81 gallons of pop per year. Girls the same age drink an average of 61 gallons.



A 12-oz. can of Mountain Dew contains 11 teaspoons of sugar. A person who drinks two cans per day consumes more than 1.5 pounds of sugar per week from Mountain Dew alone.

# Some Hard Facts about Soft Drinks



A 20-oz. Bottle of Mountain Dew contains 92 milligrams of caffeine, nearly equivalent to an adult dose of NoDoz.



It takes two hours of moderate walking to burn off the calories in one 20-oz. bottle of pop.



Serving sizes have tripled since the 50s. Today, a 20-oz. bottle of pop is becoming standard and a 64-oz. “Big Cup” is not uncommon.



7-Eleven's 64-oz. Double Gulp has close to 800 calories, more than one-third of many people's daily calorie requirement.

# Some Hard Facts about Soft Drinks



Soft drinks have no nutritional value. That's why they're often called "liquid candy" or "sugar water."



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\_\_\_\_\_ Soft drink companies pay schools big bucks in vending machine contracts to encourage pop drinking.



Some schools earn more than \$100,000/year from these contracts.



No wonder milk consumption in schools has declined 40% in the past 20 years.

# Soft Drinks are Hard on Adolescent Health

(Get ready to gasp.)



# Childhood Obesity: A Growing Health Epidemic



- Childhood obesity has tripled in the past 20 years.
- High calories from fast food, pop, juice, candy and other non-nutritious food combined with insufficient physical activity are putting unhealthy pounds on kids.
- Obesity is linked to Type II diabetes, heart disease, stroke, cancer and other chronic diseases.
- One of every 50 American youngsters has Type II diabetes, a life-threatening disease that previously struck only older adults.
- 80% of obese adolescents remain obese as adults.

# Soft Drinks: Calorie Content

## Number of Calories

	12-oz. Can	20-oz. Bottle	64-oz. Big Cup
Sunkist Orange Soda	190	325	1,040
Mountain Dew	165	275	880
Dr. Pepper	160	250	800
Pepsi	150	250	800
Coke Classic	140	250	800
Sprite	140	250	800
7-Up	140	250	800

# Kids and Teens in Calcium Crisis



- Diets of kids and teens fall far short of calcium recommendations.
- 30% of 1-5 year-olds do not get enough calcium.
- 70% of preteen girls and 60% of preteen boys are calcium deprived.
- 70% of teen boys and 90% of teen girls fall short of calcium recommendations.
- Calcium is needed to build strong bones, prevent bone fractures and develop healthy teeth.
- Reduced milk consumption during critical bone-building years is putting kids at risk for osteoporosis.



# Calcium Counts

## Daily Calcium Recommendations

1-5 year olds	800 milligrams
6-10 year olds	800-1200 milligrams
11-18 year olds	1200-1500 milligrams

## How much calcium is in your children's diet?

Milk (1%)	8 oz.	300 mg.
Cheddar Cheese	1.5 oz.	306 mg.
Low-Fat Fruit Yogurt	8 oz.	314 mg.
Calcium-Fortified Orange Juice	8 oz.	300 mg.
Cooked Frozen Spinach	1/2 cup	139 mg.
Canned White Beans	1/2 cup	95 mg.

# Kids and Caffeine Addiction



- 180 milligrams of caffeine in a 40-pound child can cause nausea, vomiting, diarrhea, cramps and muscle twitching.
- There are 184 milligrams of caffeine in two 20-oz. bottles of Mountain Dew.
- There are 210 milligrams of caffeine in three 20-oz. bottles of Diet Coke.
- Caffeine is a diuretic, which causes fluid loss and increases risk of dehydration.
- Caffeine can lead to sleep disruption and insomnia.
- Caffeine withdrawal can cause anxiety, tension, irritability, headaches and stomach aches.

# Soft Drinks: Caffeine Content

## Number of Milligrams of Caffeine

	12-oz. Can	20-oz. Bottle	64-oz. Big Cup
Mountain Dew	55	92	293
Pepsi One	55	92	293
Diet Coke	42	70	224
Dr. Pepper	40	67	213
Pepsi	37	62	197
Sunkist Orange Soda	35	58	197
Coke Classic	34	57	181

# Sip All Day. Get Decay.



- Sugar in pop combines with bacteria in mouth to form acid.
- Diet or “sugar-free” pop contains its own acid.
- Acid attacks teeth. Each acid attacks lasts about 20 minutes.
- The acid attack starts over with every sip. Ongoing acid attacks weaken tooth enamel.
- When tooth enamel is damaged, bacteria in mouth cause cavities.
- Sealants only protect tooth chewing surfaces. Pop decay tends to occur where sealants can’t reach.
- Kids and teens are more susceptible to pop decay because their tooth enamel is not fully developed.

# Soft Drinks: Sugar Content

## Number of Teaspoons of Sugar

	12-oz. Can	20-oz. Bottle	64-oz. Big Cup
Orange Slice	11.9	19.8	63.5
Minute Maid Orange Soda	11.2	18.7	59.7
Mountain Dew	11.0	18.3	58.7
Barq's Root Beer	10.7	17.8	57.1
Pepsi	9.8	16.3	52.3
Squirt	9.5	15.8	50.7
Dr. Pepper	9.5	15.8	50.7
7-Up	9.3	15.5	49.6
Coke Classic	9.3	15.5	49.6
Sprite	9.0	15.0	48.0

# Soft Drinks and Schools: The Unreal Thing



- Soft drink companies pay schools huge sums to place pop vending machines in elementary, junior and senior high schools.
- Higher pop consumption = higher school profits. Many companies insist on exclusive contracts with unhealthy profit incentives that promote heavy pop consumption.
- School profits buy sports equipment, scoreboards and fund extracurricular activities at the expense of kids' health.
- Pop companies are promoting brand loyalty, addiction to caffeine and sugar at a young age.
- How many pop vending machines are in your schools?
- How much do your schools profit from these contracts?
- Are your children a profit center for their schools?

# Kids, Teens and Soft Drinks

(Get ready to act.)



# You have clout. Use it for the health of your kids.



Public school policies are made with your tax dollars. You have a right to expect nutritious food and beverage choices in your schools. Share this information with other parents. Start a petition drive. Write to your school board. Call your school superintendent. Contact your state legislators. Tell them to:

- Add healthy choices to vending machines – milk, water, 100% fruit juice, fresh fruit and cheese.
- Abolish exclusive pop contracts with unhealthy profit clauses.
- Adopt incentive programs tied to healthy choices.
- Eliminate resealable containers to avoid prolonged sipping.
- Change advertising on vending machines to promote healthy choices.
- Turn off vending machines between classes.
- Ban beverage drinking during classes.
- Create a District Nutrition Advisory Committee to develop policy, monitor vending contracts and food and beverage choices.



# Want More Information?

[www.mndental.org](http://www.mndental.org)

[www.midwestdairy.com](http://www.midwestdairy.com)

[www.ActionForHealthyKids.org](http://www.ActionForHealthyKids.org)

[www.saveharry.com](http://www.saveharry.com)

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