

July 2002

Enforce Existing Policies to Soft Drink Products Being Sold and Offered as Promotional Giveaways in Schools and Encourage Additional Governance Regarding Access.

Whereas, schools are an increasing source of access to soft drinks through foodservice, vending and promotional giveaways;^{1 2 3 4}

Whereas, soft drinks contain sugar and/or caffeine;^{5 6 7}

Whereas, excess energy intake results in obesity and soft drinks result in excess energy intake;⁸

Whereas, the USDA recommends people eating 1600 calories/day not eat more than 6 tsp/day of refined sugar, 12 tsp/day for those eating 2200 calories and 18tsp for those eating 2800 calories;⁹

Whereas, there has been an increase in children and adolescent soft drink intake;
^{2 10}

Whereas, a major source of added sugars in the United States is soft drinks;¹¹

Whereas, teenage boys consume 34 tsp. of sugar/day with 44% from soft drinks and teenage girls consume 24 tsp of sugar /day with 40% from soft drinks;¹²

Whereas, for every additional serving of sugar sweetened drinks consumed, there was up to a 60% increase in children's risk of becoming overweight;⁸

Whereas, calcium is important for building strong bones and teeth;^{2 13}

Whereas, milk is the main source of calcium in children's diets and soft drinks have been displacing milk, with the potential long term impact of low bone density;^{2 13 14}

Whereas, the risk of osteoporosis depends in part on how much bone mass is built in early life (92% by age 18 for girls);¹⁵

Whereas, among frequent consumers, regular soft drink consumption promotes tooth decay because it bathes the teeth in sugar water for long periods of time;¹⁶

Whereas, caffeine can cause nervousness, irritability and sleeplessness, which can impact a child's ability to learn;^{11 17}

Whereas, caffeine's addictiveness may keep people hooked on soft drinks;¹¹

Whereas, schools are banned from selling soda in the school cafeteria during lunchtime;¹⁸
¹⁹

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Whereas, when children are surrounded by unhealthy foods at school, the effect of nutrition education is diminished;⁴

Whereas schools are signing exclusive beverage contracts that include soft drink vending and giveaways;^{1 3 20}

Whereas, schools are placing vending machines within access of cafeterias and providing access at all times, including lunchtime;^{1 3 21 22}

Be it resolved that SNE will send letters to Congress to support ways to reduce consumption of soft drinks in school settings by:

- 1) Enforcing current regulations regarding hours of soda availability in schools and applying these regulations to other federal food programs, such as CACFP;
- 2) Eliminating vending machines in preschools and elementary schools;
- 3) Requiring healthy choices be available and actively promoted when vending machines are in place;
- 4) Allocate funds to further research the effectiveness of making environmental changes in schools.

In addition SNE will urge the Secretaries of Agriculture and Health and Human Services to draft policies that could be adapted by state and local districts.

SNE will also encourage its members to work with local students, parents, schools and other community partners to help them identify and secure appropriate funding sources and promote a healthier school environment.

Cost: Composing and mailing petition. The following would be willing to draft the letter and submit it to the Board for their consideration.

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Name

Signature

Contact Information

¹ Story M, Hays M, Kalina B (1996). Availability of foods in high schools; Is there cause for concern? J Am Diet Assoc 1996; 96:123-126.

² Harnack L, Stang, J, Story M (1999). Soft drink consumption among U.S. children and adolescents; Nutritional Consequences J Am Diet Assoc, 1999, 99: 436-441.

³ General Accounting Office, Public Education: Commercial Activities in Schools (GAO/HEHS-00—156), Washington, DC, September 2001.

⁴ USDA. Foods sold in competition with USDA school meal program: A report to congress. Washington, DC, January 2001.

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⁶ Ellison RC, Singer MR, Moore LL, et al. Current caffeine intake of young children; amount and sources. *J Am Diet Assoc* 1995; 95:802-804.

⁷ USDA. Tips for Using the Food Guide Pyramid for Young Children 2to 6 Years Old (Program Aid 1647). Washington, DC, 1999.

⁸ Ludwig DS, Peterson KE, Gortmaker SL. Relations between consumption of sugar-sweetened drinks and childhood obesity; a prospective, observational analysis. *Lancet* 2001; 357:505-508.

⁹ USDA. The Food Guide Pyramid. Home and Garden Bulletin No. 252, October 1996.

¹⁰ Morton, JF, Guthrie JF. Changes in children's total fat intakes and their food group sources of fat 1989-91 versus 1994-95: implications for diet quality. *Fam Eco Nut Rev*, 1998;11(3):44-57.

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¹² Jacobson MF, Liquid candy: How Soft Drinks are Harming America's Health. Washington, DC:Center for Science in the Public Interest, 1998.

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¹⁴ Wyshak G. Teenaged Girls, carbonated beverage consumption and bone fractures. *Arch Ped Adol Med*, 2000; 154:610-613.

¹⁵ Institute of Medicine. Dietary Reference Intakes; Calcium, Phosphorus, Magnesium, Vitamin D, and Fluoride. 1997: 4-28.

¹⁶ Ismail AI, Burt BA, Eklund SA,. The carcinogenicity of soft drinks in the United States. *J Am Dental Association* 1984; 109:241-245.

¹⁷ American Psychiatric Association. Diagnostic and Statistical Manual of Mental Disorders, 4th ed. Washington , DC. 1994.

¹⁸ USDA. National School Lunch Program and School Breakfast Program; Competitive Foods , Final Rule. Federal Register 50:20545-20547, May 17, 1985.

¹⁹ Healthy School Meals for Healthy Americans Act of 1994. Public Law 103 – 448 § 203, 108 Stat. 4699 and 4738.

²⁰ Nestle M.. Soft Drink "Pouring Rights": Marketing Empty calories. *Pub Health Rpt* 2000; 115:309-309.)

²¹ General Accounting Office. School lunch program: role and impacts of private food service companies (GAOO/RCED-96-217). Washington, DC, August 1996.

²² Fox MK, Crepinsek MK, Connor P, Battaglia M. School Nutrition Dietary Assessment Study –II. Washington, DC: USDA, 2001.

Recommended Resource:

Nestle M. *Food Politics: How the Food Industry Influences Nurtition and Health*. University of California Press. Berkeley and Los Angeles California. 2002.