



Pass on Pop: Soda-Free Sundays Campaign

Lauren Beatty
Director of Communications



Hilary Gee
Director of Health Policy

Agenda

- What: Pass on Pop campaign
- Why: Childhood obesity and the role of sugar-sweetened beverages
- How: Tools for a successful Soda-Free Sundays campaign

Pass on Pop

- Campaign to raise awareness about the role of beverages and impact of added sugar on health.
- Asking individuals, families and organizations to “Pass on Pop” each Sunday in 2014.
- Led by Kansas Action for Children with support from the Kansas Health Foundation.



Childhood Obesity

- 1 in 3 Kansas children are overweight or obese.
- Obesity and being overweight lead to long-term health risks and worse school outcomes.

THE HEALTHY CHOICE:
Let's make it easy for Kansas kids

**1 IN 3 KANSAS CHILDREN ARE
OVERWEIGHT OR OBESE**

 **A HEALTHY WEIGHT** can
*lower the risk of Type 2 diabetes,
heart disease and cancer.*

 **LEARN MORE AT
KAC.ORG/CHILDHOOD-OBESITY**

Role of Beverages



YOUR KID JUST ATE 26 PACKS OF SUGAR.

All those extra calories can bring on obesity, diabetes and heart disease.

(Large 32oz. soda)

Are your kids pouring on the pounds?
Find out at nyc.gov/health/drinkingfat

NYC
health

Michael R. Bloomberg,
Mayor
Thomas Pickle, M.D., M.P.H.,
Commissioner

Campaign Highlights

- 300 individuals and organizations have already taken the pledge!
- 25 organizational adopters, including:
 - United Methodist Ministries Health Fund
 - American Academy of Pediatrics, Kansas affiliate

PASS on POP:
Take the Soda-Free Sundays pledge!
kac.org/passonpop



Miss Kansas 2013 Theresa Vail is taking the pledge!

"Health and fitness have always been a priority in my life. I'm taking the pledge to skip soda on Sundays, and I hope all Kansans will join me and help spread the word by sharing the pledge with their families, friends, churches and co-workers."

Talk About It

Communicate with your members to explain why your faith community is signing on and how cutting back on sugar sweetened beverages fits with your mission and values.

- *It is not good to eat much honey, nor is it glorious to seek one's own glory. Proverbs 25:27*
- *Do you not know that your bodies are temples of the Holy Spirit, who is in you, whom you have received from God? You are not your own. 1 Corinthians 6:19*

Set the Example

- Ensure that fresh water is always available at meetings and events where food and beverages are served.
- Post information about the health benefits of reducing consumption of sugar-sweetened drinks near vending machines and in dining areas.



Share Your Commitment!

- “Like” the Pass on Pop Facebook page – we’ll offer tips you can share.
- Tell us why your faith community is choosing to Pass on Pop on our Facebook page.
- Tweet about your pledge and use the hashtag #PassOnPop.



What Else Can You Do?

- How can you connect this campaign to other health initiatives in your congregation?
- Did this discussion of the campaign give you any ideas for events or messaging?
- Do you expect pushback from members in your congregation? How can you respond?

THIS SUPERBOWL SUNDAY:

Eat the guac.
Skip the soda.



Pass on Pop

Why Sunday?

- It's easier to start small.
- Sunday is a good day to make changes as a community.
- Passing on soda just once a week is an easy way to improve overall health.
- When you realize how easy it is, you might decide to skip on other days as well!



Pass on Pop

What about diet soda?

- Even diet soda can be bad for your health. The artificial sweeteners found in diet soda can make you crave sweet foods and ultimately consume more calories.



Pass on Pop

Why focus on drinks ?

- All food and drinks with added sugar should be consumed in moderation.
- Unlike sweet foods, which are high in calories but will eventually make you feel full, sugar-sweetened drinks provide lots of calories but do not satisfy hunger.
- In fact, regular or diet soda consumption can make you crave more sweet foods.



Pass on Pop

I want my family or faith community to go soda-free, but I'm afraid it will upset people.

- Discuss why this is important to you and how it fits with your family or organization's values.
- Make sure alternative beverages are available and appealing! Try tea, seltzer or water infused with fruit, cucumber, or fresh ginger.



Pass on Pop

For more information:

- kac.org/passonpop
- [Facebook.com/passonpop](https://www.facebook.com/passonpop)
- Twitter #PassOnPop
- E-mail hilary@kac.org



Contact

Lauren Beatty

785-232-0550

lauren@kac.org

Twitter: @KansasAction

Hilary Gee

785-232-0550

hilary@kac.org

Twitter: @hgeeKAC