



The Sugary Truth

Would you eat 26 packets of sugar?

Most of us would probably say “no”, but if we consume just one large non-diet soda each day, that is what we are consuming.

The New York City Health Department is launching a new awareness campaign, similar to their last year's "Pouring On the Pounds" campaign, it urges New Yorkers to consider what goes into a large serving of sweetened soda. The answer: a shocking 26 packets of sugar. Sugared beverages add millions of empty calories to diets each year, and roughly 3 out of 5 New Yorkers (and Americans) are overweight or obese.

"Sugary drinks shouldn't be a part of our everyday diets," said Dr. Thomas Farley, New York City Health Commissioner. "Soda has fueled the obesity epidemic as portion sizes have grown and marketing of these products has intensified. We still have a long way to go to reduce the consumption of sugar-sweetened drinks, but it's encouraging to see that New Yorkers are starting to move away from these products."

The Health Department's new ad is part of a continuing effort to encourage that trend. Last summer the agency caught New Yorkers' attention with a subway poster that showed soda turning to blubber as it tumbled from a bottle into a glass. **"Are you pouring on the pounds?"** it asked. **"Don't drink yourself fat."** A few months later came an online video in which a man downs a glass of the same fatty substance, pretending to enjoy it.

The posters, which debuted in mid-August in the subway, go a step further, showing the actual sugar content of a 20-ounce bottle of soda (16 packets) - or a 32-ounce bucket (26 packets). **"Few of us would knowingly eat that much sugar in one sitting, let alone feed it to our kids,"** Dr. Farley said. "This campaign raises a compelling question: ***If you wouldn't eat it, why drink it?***" Each image is accompanied by a reminder that sugar consumed in these quantities can lead to obesity and other health consequences such as heart disease and diabetes.

Take a look at the posters below and go drink some WATER!

Amy Bertram, PT, APT, CFI, CCI

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ARE YOU POURING ON THE **POUNDS?**

DON'T DRINK YOURSELF FAT.
Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

NYC Department of Health & Mental Hygiene
Michael R. Bloomberg, Mayor
Thomas Farley, M.D., M.P.H., Commissioner



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

Become a fan at [facebook.com/drinkingfat](https://www.facebook.com/drinkingfat)

NYC Health Michael R. Bloomberg, Mayor
Thomas Farley, M.D., M.P.H., Commissioner