



RevYourBev757 Policy

Healthy Alternatives to Sugary-sweetened Beverages

Policy Background

Sugar-sweetened beverages like soda, sweet tea, sports drinks, and energy drinks are the single largest source of calories in the American diet. The average American drinks nearly 42 gallons of sugary beverages a year, the equivalent of 39 pounds of extra sugar every year. In Virginia, 33% of 5–19 year olds drink at least one sugar-sweetened beverage every day. These drinks offer “empty” calories, meaning they have no nutritional value, and do nothing to support health.



Numerous studies indicate that higher consumption of sugar-sweetened beverages leads not only to an increase in an individual’s risk of obesity but also of developing type 2 diabetes, heart disease, and additional health problems. Addressing sugary beverage consumption is a wonderful opportunity for organizations to make positive and impactful changes in leading healthier lives.

Policy Statement

Our Organization commits to promoting healthy lifestyles by providing healthy alternatives to sugar-sweetened beverages through our programs to assist community members to lead healthier lives.

Our organization will adhere to the RevYourBev757 policy to support healthy beverage consumption by:

- **Providing healthy alternatives, such as water, 100% Fruit Juice & Low-fat Milk.**
- **Reading *Drink Nutrition Labels* for sugar content.**
- **Sharing the RevYourBev757 message and serving as good role models for health.**

Organization Name: _____

Address: _____

Official(s)
Name/Title: _____

Signature(s): _____ Effective Date: _____

Please fax or email copy of signed statement to: 757-668-6425 or CINCH@evms.edu

Resources: Nutrition standards Healthy Drinks, <http://www.hsph.harvard.edu/nutritionsource/healthy-drinks/>; CDC Rethink Your Drink, http://www.cdc.gov/healthyweight/healthy_eating/drinks.html; California’s ‘Kick the Can’ campaign, <http://www.kickthecan.info/>

For more information please contact us at cinch@evms.edu or visit www.cinchcoalition.org. CINCH is program of EVMS Pediatrics, to engage the community to improve children’s health.

