



Join the Echallenge

Start today. Take on the **Life's Sweeter Challenge**.
Limit soda and other sugary drinks in your home, your
workplace, and your community.

Join the Challenge to protect our children, our families, our
co-workers, and ourselves from the harmful effects of soda
consumption, one of the biggest contributors to obesity
in America.

Support a realistic goal to help reduce consumption of soda
and other sugary drinks from 10 cans per week to a maximum
of three per week by 2020, a healthy target proposed by the
American Heart Association.

Sign up for the Challenge today!



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HERE ARE A FEW IDEAS TO GET STARTED:

Your Organization/Company/Institution Can:

- Stop or limit serving sugary drinks, such as colas, energy drinks, sweetened teas, and sports drinks at meetings and events.
- Remove or limit sugary drinks from on-premise vending machines, cafeterias, and other snack-sale outlets.
- Set the price of soft drinks in cafeterias and vending machines higher than other beverages.
- Provide healthy drink alternatives and access to drinking water.
- Educate employees on the negative effects of soda and other sugary beverages.
- Educate employees on the benefits of choosing healthier drinks.
- Encourage public officials to mount programs to reduce consumption of sugary beverages.



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You & Your Family Can:

- Drink fewer sugary drinks, such as colas, energy drinks, sweetened teas, and sports drinks.
- Stop serving sugary drinks, carbonated or not, to children under 6, limit them for older children, and provide healthy drink alternatives for children of all ages.
- Educate your children and family on the negative effects of sugary beverages and encourage them to choose healthier alternatives.
- Join with neighbors, friends, and parents' groups to urge schools, child-care settings, after-school programs, parks, recreational facilities, pools, zoos, and other youth venues in your community to stop selling carbonated and non-carbonated sugary soft drinks and to provide access to fresh drinking water.



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WHY JOIN THE CHALLENGE?

- More than two-thirds of American adults and one in three children are overweight or obese.
- Health-care costs related to obesity total about \$150 billion per year.
- Sugary drinks, few of which have any nutritional value, account for half of all added sugars in the average American diet.
- Research has demonstrated a direct relationship between consumption of sugary drinks and an increase in the risk of overweight and obesity, which in turn promote diabetes, heart disease, stroke, and many other health problems.
- Consumption of calories from sugary drinks doubled between 1977 and 2002; in the mid-1990s, consumption of sugary drinks began to exceed the intake of milk.



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MORE REASONS TO JOIN THE CHALLENGE:

- Sugary drinks' empty calories displace calories from foods, such as low-fat milk, that are rich in nutrients.
- The sizes of standard sugary drink containers have exploded in the past decades, expanding from Coca-Cola's 6.5 ounces in the 1950s to 20 ounces today. That size serving contains about 16 teaspoons of sugar. Many fast food restaurants offer even larger portions (with convenience stores offering half-gallon cups) and unlimited free refills, which promote excessive consumption.
- Each additional sugary drink consumed per day increases the likelihood of a child's becoming obese by about 60 percent, according to one study.
- According to the FTC, in 2006, the carbonated beverage industry spent \$492 million marketing directly to youth.



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