



American
Heart
Association.

water

the original sports drink

Join us in building a healthier Minnesota youth sports community. Commit to reducing sugary drink consumption. Let's make water the drink of choice for peak sports performance, happy hearts and healthy brains.

Healthy Beverage Toolkit for Youth Sports

*The American Heart Association Mission:
To be a relentless force for a world of longer, healthier lives.*

By 2020, the American Heart Association wants to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent. How? By focusing on changing systems and policies that support wellbeing and **further empower children to live heart and brain-healthy lives.**

One way we're doing this is by helping to reduce consumption of sugary drinks in Minnesota children and teens. **Why?** It's simple, because sugary drinks is the biggest source of added sugar in the American diet.

We are working to meet people where they are and across their entire lifespan, from infancy to adulthood. **We can't do it alone.** That's why we work with other like-minded organizations – YOU - and rely on support from volunteers.

the not-so-sweet facts about sugary drinks

- The average child between the age of 9-18 years consumes between 23.2 to 34.3 teaspoons of added sugar per day.¹
- Sugary drinks are the biggest source of added sugar in the American diet.¹
- Added sugar sneaks into seemingly “better for you” beverages, such as sports drinks, fruit drinks and flavored milks. Even though these drinks may not be as high in sugar as soda pop, they provide empty calories.
- According to the 2016 Minnesota Student Survey, nearly one-third of Minnesota's 5th, 8th, 9th and 11th graders reported they drank one or more sports drinks per day.²
- Added sugars include syrup, molasses, cane juice, fruit juice concentrate, as well as most ingredients ending with the letters “ose” (like fructose and dextrose).
- Children who consume higher amounts of sugary drinks have a 55% greater chance of being overweight or obese compared to those who consume less sugary drinks. Sugary drinks consumption has been shown to increase body fat mass.^{3, 4}
- Projections show that 59% of today's 2-year-olds will have obesity when they are 35.⁵
- Sugary drinks consumption also contributes to tooth decay and cavities.

Johnson, RK, et. al. Dietary Sugars Intake and Cardiovascular Health: A Scientific Statement from the American Heart Association. *Circulation*. 2009;109:1011-1020. Minnesota Student Survey, 2016
Te Morenga, L, et al. Dietary sugars and body weight: Systematic review and meta-analyses of randomized controlled trials and cohort studies. *British Medical Journal*. 2013;346.
Ma J, McKeown NM, Hwang S-J, Hoffmann U, Jacques PF, Fox CS. Sugar-Sweetened Beverage Consumption Is Associated with Change of Visceral Adipose Tissue Over 6 Years of Follow-Up. *Circulation*. 2016;133:370-7
Ward et. al. Simulation of Growth Trajectories of Childhood Obesity into Adulthood. *New England Journal of Medicine*. 2017;377:2145-2153.



we need your help. our ask:

1. **ADD a healthy beverage policy or commitment** to reduce sugary beverages including sports drinks to your organization handbook, website and/or code of conduct. If families/teams choose to provide a post-game snack, have a written policy to exclude sugary drinks.
2. **INCLUDE a statement** on hydration in your organization's handbook/website - water should be the sole source for hydration for youth engaging in sports.
3. **PROMOTE water** as the sole source and best option for hydration at competitions and practice. Helmet and/or water bottle stickers, buttons and promotional posters that promote water as the preferred sports drink are available for distribution – just ask!
4. **EDUCATE kids and parents** about added sugar content of sports drinks.



let's create a culture of healthy hydration

- Hydrate with water, not sports drinks or caffeinated energy drinks.
- Fuel up with healthy meals, not sugary drinks like sports drinks.
- The use of sports drinks for the average child participating in sports is unnecessary. Sports drinks have been marketed to replace fluid and electrolytes lost in sweat during and after exercise suggesting improved athletic performance. Children obtain the necessary vitamins, minerals and calories needed from the regular meals they consume. Sports drinks provide unnecessary amounts of added sugar to the diet that can contribute to obesity and tooth erosion.
- Energy drinks contain added sugar, caffeine and other stimulants that may increase the chances of developing an abnormal heart rhythm and it increases blood pressure that can strain the heart. These products have no business in a child or adolescents' diet.
- Sugar comparisons like the graphic help to demonstrate and visual the dramatic amounts of sugar.

recommended resources to get started

- "Water: the Original Sports Drink" Toolkit
- [Cut Out Added Sugars Infographic](#) – downloadable, printable PDF
- [Sip Smarter Infographic](#) – downloadable, printable PDF
- [Sugary Drinks Campaign Toolkit](#) – social media graphics, printable PDFs, etc.

questions? contact Sueling Schardin, MPH, RD

Community Impact Director, American Heart Association • 952-278-7902 • sueling.schardin@heart.org



Join us. Sign a pledge for a healthier generation of athletes!

We, _____ (*organization name*) commit to building a healthier Minnesota youth community by making water the beverage of choice during practice, team trainings and competitions/games. By making this commitment, we are helping _____ (*number of youth athletes in organization*) growing Minnesota kids make healthier choices and to live longer, healthier lives.

For the 2019 season, commit to:

- ADD a healthy beverage policy or commitment to reduce sugary beverages including sports drinks to your organization handbook, website and/or code of conduct. If families/teams choose to provide a post-game snack, have a written policy to exclude sugary drinks.
- INCLUDE a statement on hydration in your organization's handbook/website - water should be the sole source for hydration for youth engaging in sports.
- PROMOTE water as the sole source and best option for hydration at competitions and practice. Helmet and/or water bottle stickers, buttons and promotional posters that promote water as the preferred sports drink are available for distribution – just ask!
- EDUCATE kids and parents about added sugar content of sports drinks.

Organization Leader _____

Title _____

Date _____

