



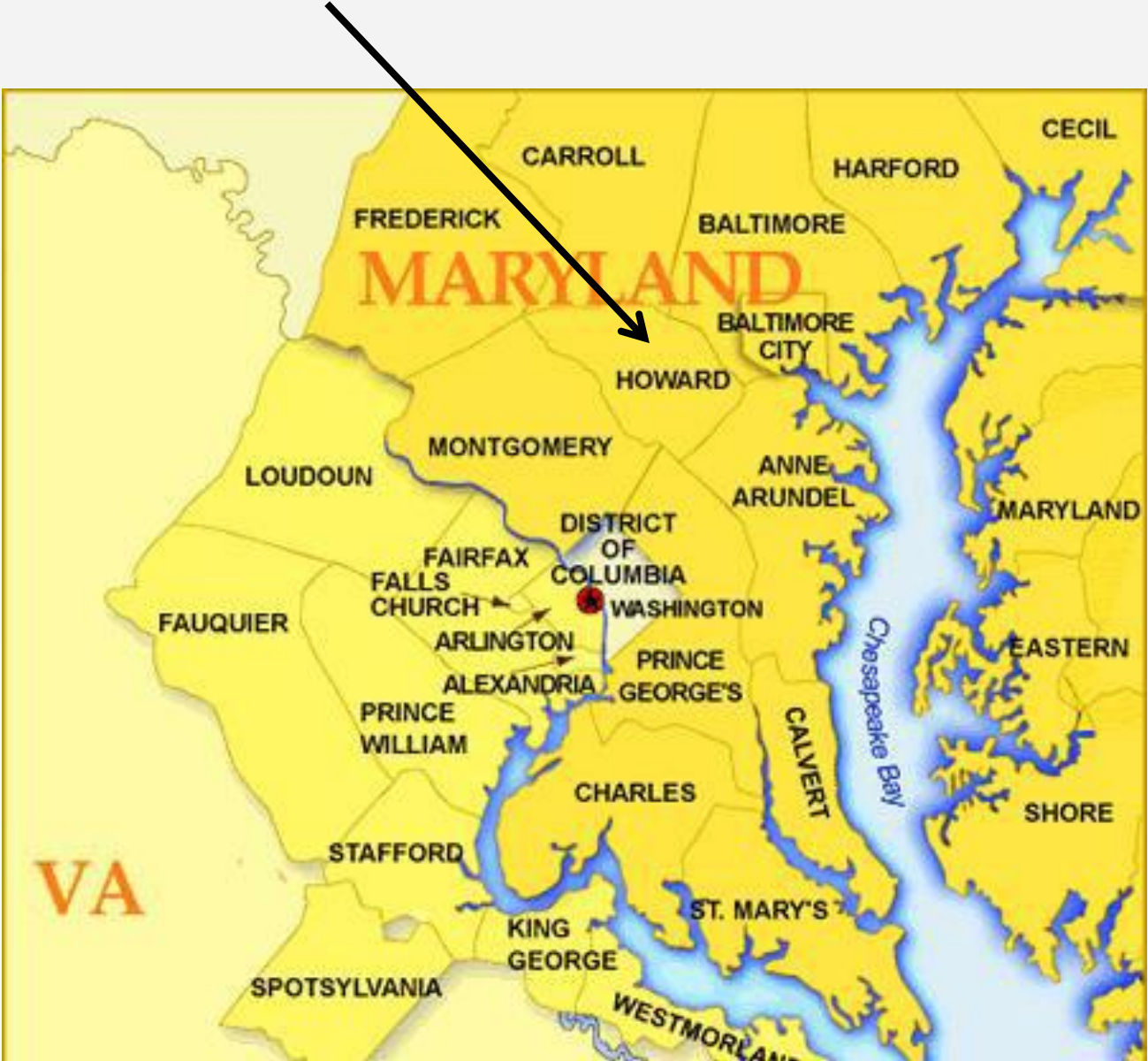
## Sending Big Sugar Packing – One Community's Story

**Glenn E. Schneider**  
**Chief Program Officer**  
**Horizon Foundation**

HOWARD COUNTY.  
*Unsweetened.*

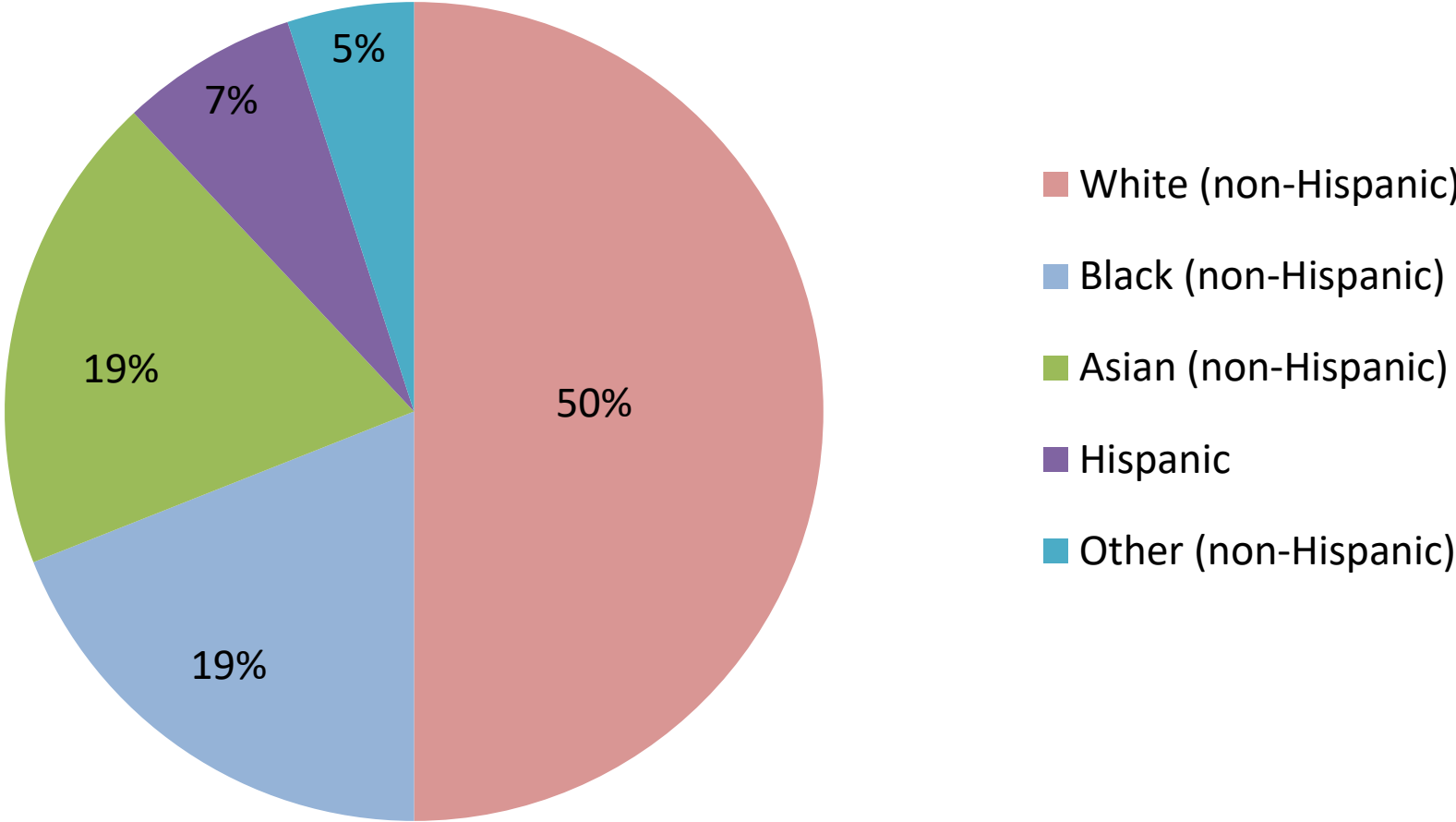


# The Horizon Foundation



# Howard County, MD Population (2019)

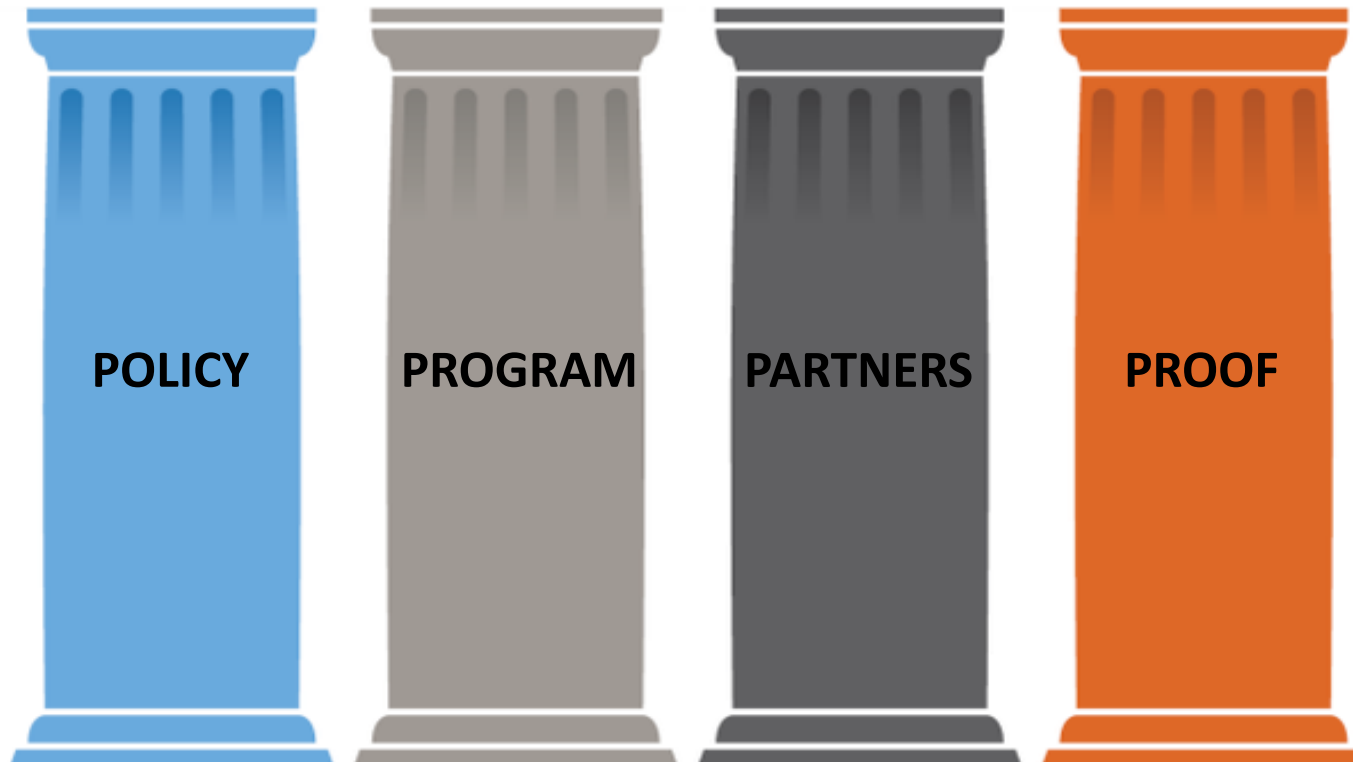
Total Residents = ~ 326,000





## **MISSION**

Our mission is to improve the health and wellness of people who live or work in Howard County.



## Role

Building and sustaining movements that lead to better health outcomes



# Strategic Priorities



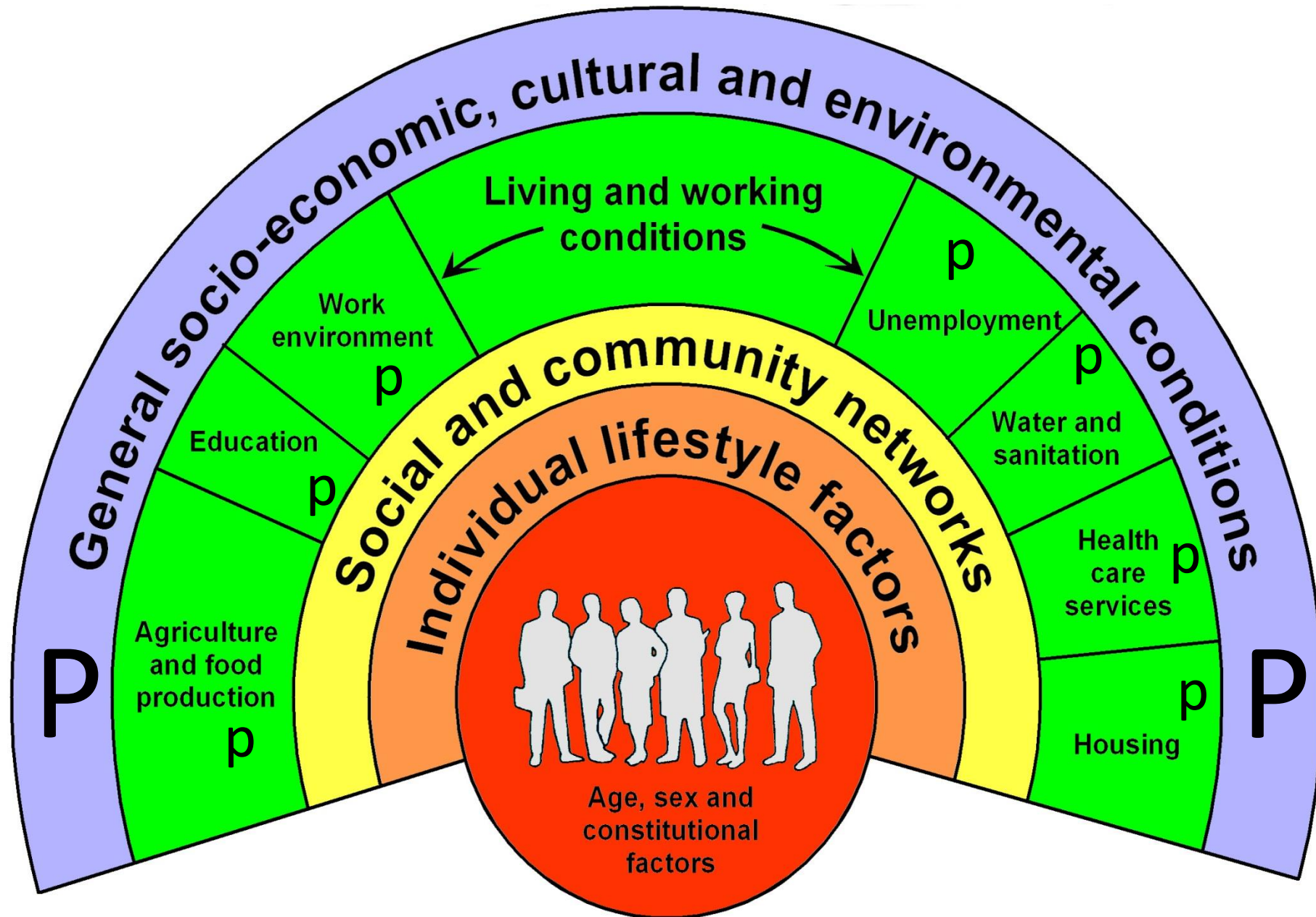
**Supporting Healthy Kids  
and Families**



**Promoting Healthy Aging**



**Ensuring a More  
Equitable Community**



Source: Dahlgren and Whitehead, 1991



Social marketing produces **environments**  
**supportive of policy and systems change**



Community & partner **engagement**  
leads to **policy and systems change**



Lasting behavior change requires  
policy and systems change



# Bucks and Brains



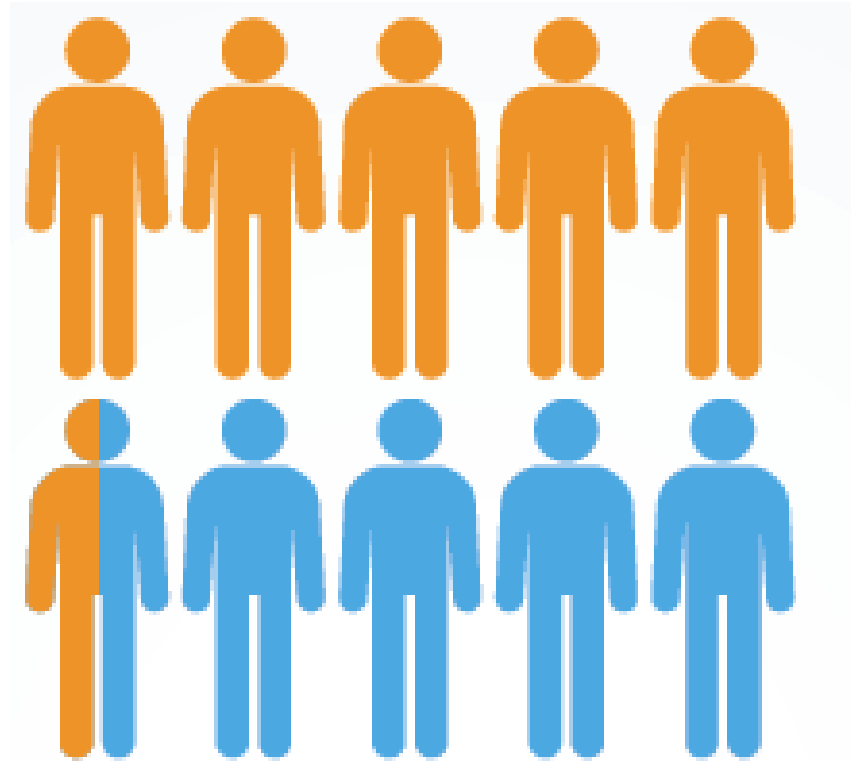
SOURCE: <https://www.corkcrm.com/w-2-vs-w-9-which-form-is-right-for-my-business/>



SOURCE: <https://fbbscn.wordpress.com/2013/10/14/the-three-questions-every-audience-asks-of-a-speaker/>



# Chronic Disease Deaths Still High



**55%** of deaths in the county are due to heart disease, stroke, diabetes or cancer — the same as the national average.<sup>1</sup>

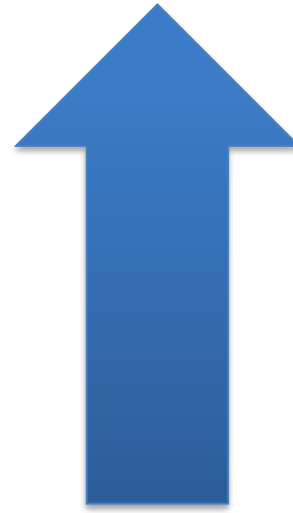
# Howard County Adults

HCHAS, 2018



High Blood  
Pressure

(27%)



High  
Cholesterol

(30%\*)



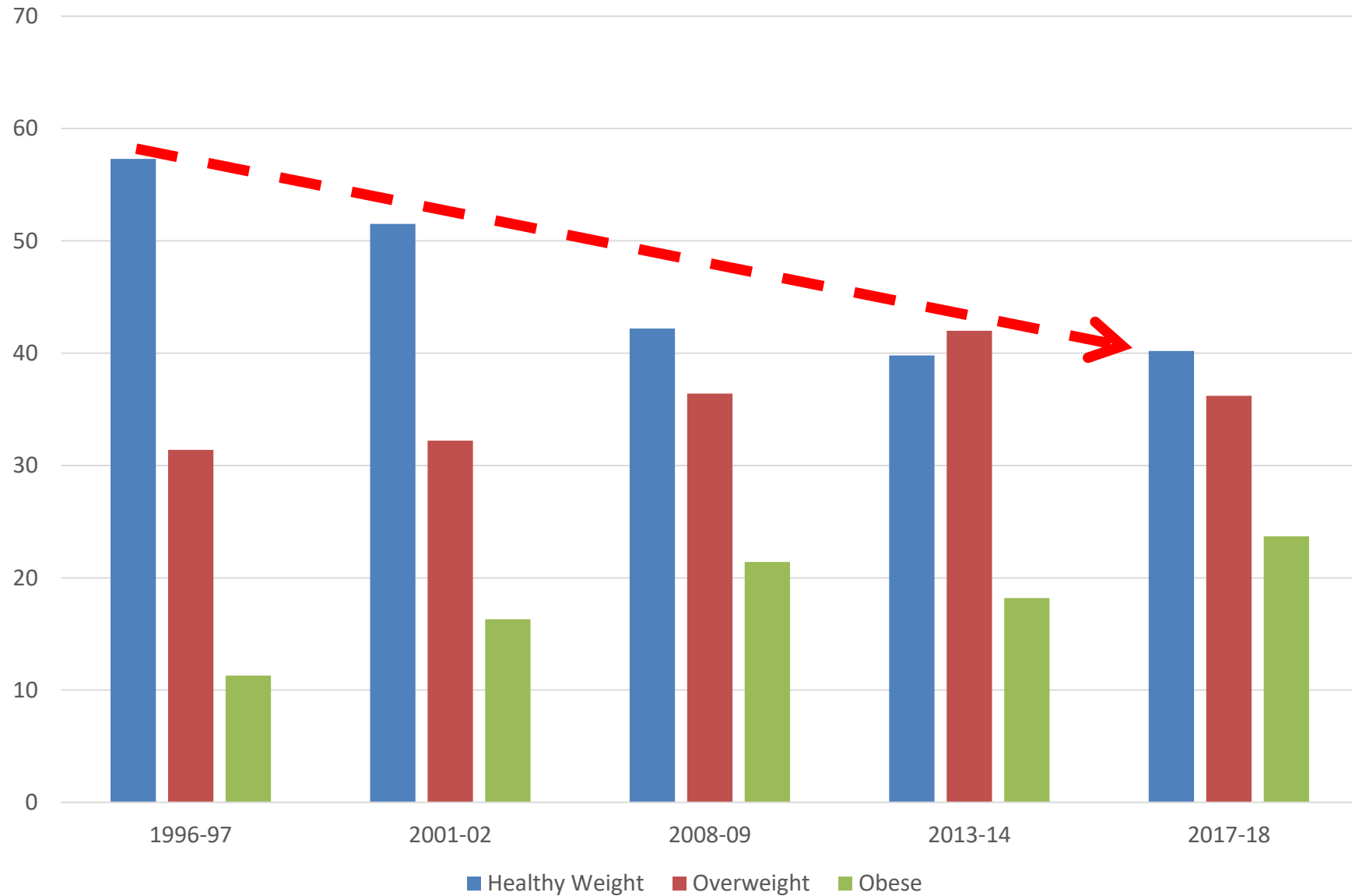
Excess  
Weight

(63%)

\* Of those who remembered getting their cholesterol checked

# Howard County Weight Status Trend

MD BRFSS 1995-2018





In search of the cause...



SOURCE: <https://daily.jstor.org/story-invention-potato-chip-myth/>

In search of the cause...



In search of the cause...



SOURCE: <http://bhhs57.tripod.com/july2012.html>

# In search of the cause...



SOURCE: [https://www.sendflowers.com/product/junk\\_food\\_bucket.htm](https://www.sendflowers.com/product/junk_food_bucket.htm)

In search of the cause...



# In search of the cause...



In search of the cause...



SOURCE: <http://3daquatics.com/>

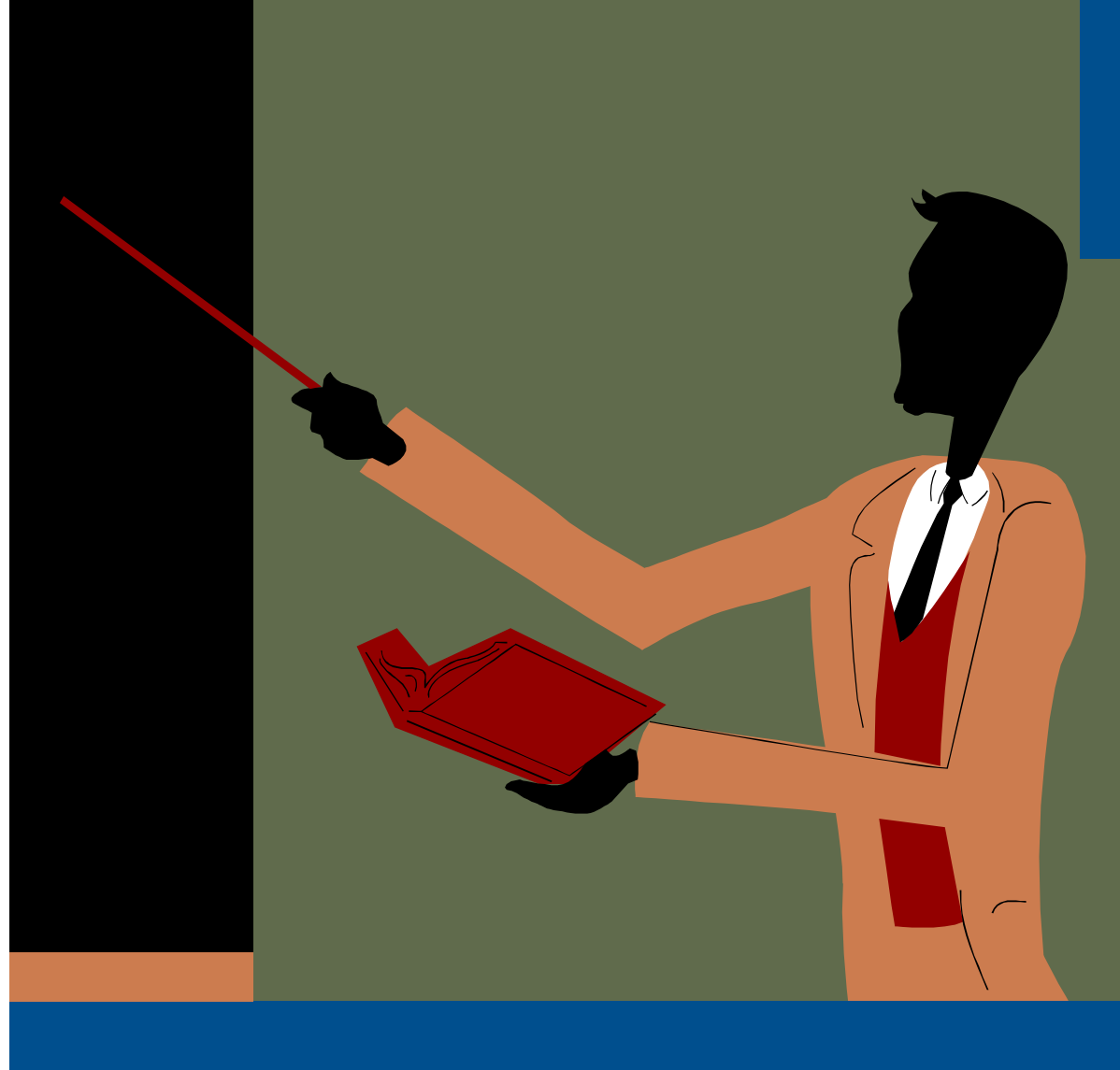
In search of the cause...



SOURCE: <https://www.menshealth.com/uk/building-muscle/a746582/gerard-butlers-300-workout-347544/>



# Expert Help



# Think Children...



30% Gym  
70% Diet

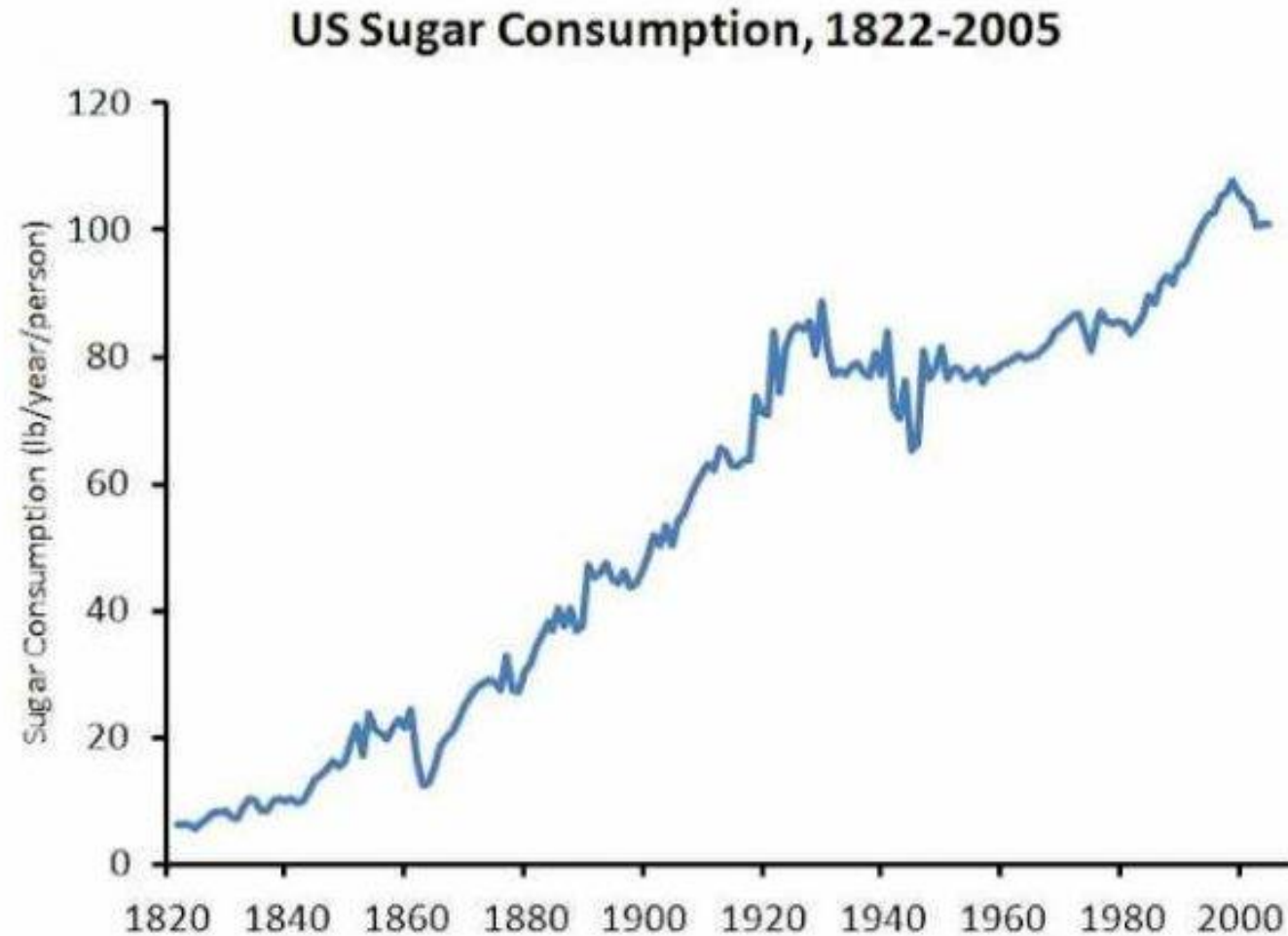
Ab's are made  
in the kitchen  
not in the Gym

Think Nutrition...

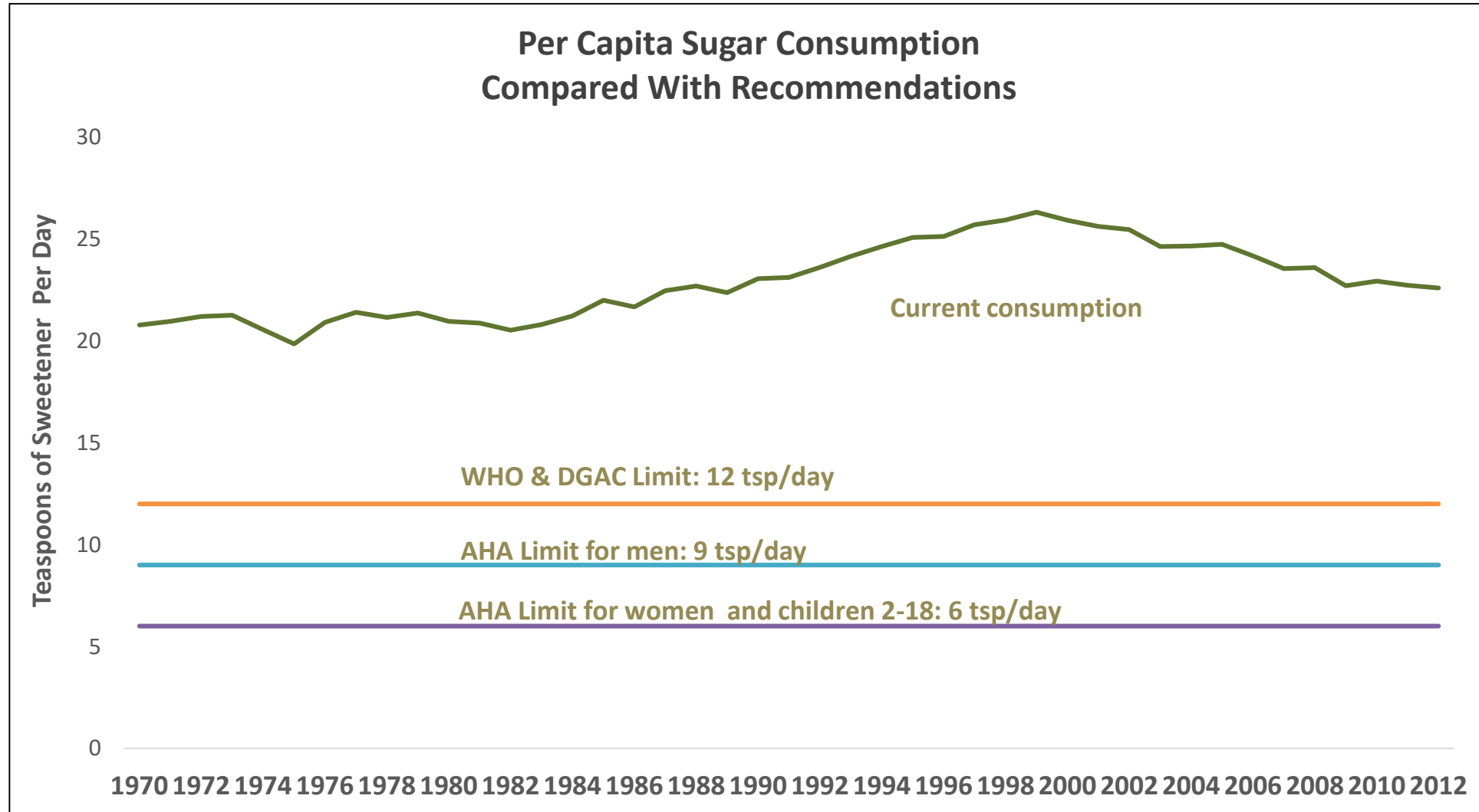
A close-up photograph of a pile of white granulated sugar on a light-colored wooden floor. The word "Sugar" is written in the sugar in a cursive, brown font. The sugar is piled up around the word, and the wooden floor is visible in the background.

Sugar

# Sugar consumption has exploded



# We consume much more than the daily limit...



# Best place to start? Sugary Drinks

**Sodas** 100 kcal/8 oz  
6 teaspoons of sugar



**Iced Teas** 50 kcal/8 oz  
3 teaspoons of sugar



**Sports/Energy Drinks**  
140 kcal/8 oz  
8.75 teaspoons of sugar



**Flavored Waters** 50 kcal/8 oz  
3 teaspoons of sugar



**Fruit Drinks**  
120 kcal/8 oz  
7.5 teaspoons of sugar



**Flavored Milk**  
44 kcal/8 oz  
2.75 teaspoons of sugar



# National Academy of Medicine Report



TODAY'S REALITY	TOMORROW'S VISION
<p>Sugar-sweetened beverages contribute more calories and added sugars to our diets than any other food or beverage.</p>	<p>Intakes of calories and added sugars from sugar-sweetened beverages are substantially reduced.</p>
<p>A majority of children's fast-food meals are high in calories, unhealthy fat, and salt, and fail to meet the Dietary Guidelines.</p>	<p>Fast-food and chain restaurants offer children's meals that meet the Dietary Guidelines.</p>
<p>Some government-run locations have not taken full advantage of making healthy, competitively-priced foods and beverages accessible.</p>	<p>All government-run locations serve foods and beverages recommended by the Dietary Guidelines.</p>
<p>Many low-income neighborhoods have limited access to healthy, affordable foods.</p>	<p>Everyone has access to food outlets that sell a variety of healthy, affordable foods.</p>
<p>During the process of making farm policies, there is little attention paid to how proposed policies could affect obesity and health.</p>	<p>A Presidential task force reports on the relationships between U.S. agriculture policies and the American diet.</p>



**Each day, 6<sup>th</sup> Grade daily drinkers have...**


**310 Calories**

> 20% daily recommended Calories

> 4x daily limit for added sugar

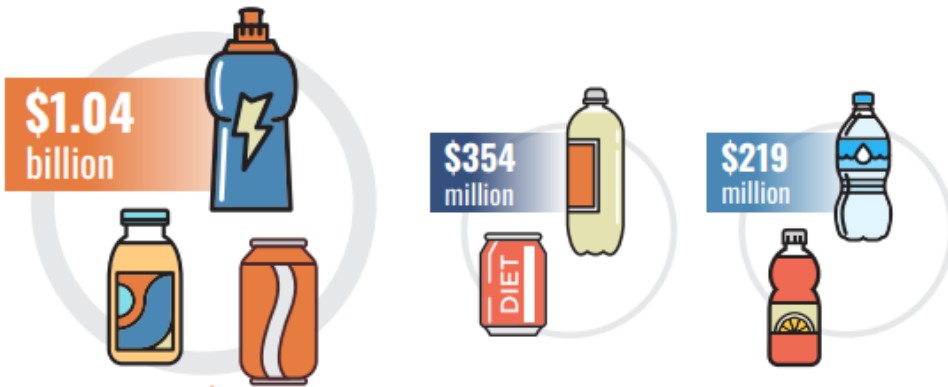
**...from sugary drinks alone**

# JANUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

# Sugary Drink FACTS 2020

In 2018 beverage companies spent over \$1 billion to advertise sugary drinks vs. \$573 million for diet and unsweetened drinks combined.

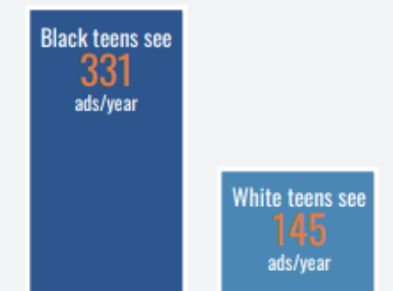


Sugary drinks (regular soda, energy drinks, sports drinks, sweetened iced tea)

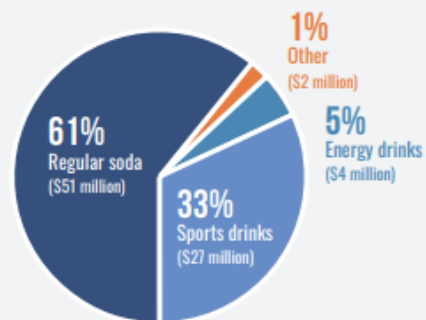
Diet soda and other diet drinks

Plain water and 100% juice

Companies continue to target Black and Hispanic youth with TV ads for sugary drinks.\*



Black teens saw 2.3 times as many ads for sugary drinks. Disparities in exposure were highest for sports drinks, regular soda, and energy drinks.



Companies spent \$84 million to advertise sugary drinks on Spanish-language TV, an increase of 80% vs. 2010.

\*Source: Nielsen, 2018 data

## Key Takeaways

Industry still spends most of its marketing \$\$ on unhealthy products

Industry targets youth

Industry targets youth of color

LEARN MORE AT: [www.uconnruddcenter.org/sugarydrinkfacts](http://www.uconnruddcenter.org/sugarydrinkfacts)

Sugary Drink FACTS 2020 assesses nutrition content and 2018 advertising spending, TV advertising exposure, and targeted advertising for sugary drinks.

# HOW ARE SUGARY DRINKS MARKETED?

## THE GOAL

More ounces per day  
per person



## THE STRATEGY

Increase share  
of stomach



## THE EXECUTION

Everywhere and  
all the time

- Available
- Accessible
- Affordable

Within an arm's reach  
of desire

# SUGARY DRINKS ARE AVAILABLE



AVAILABLE

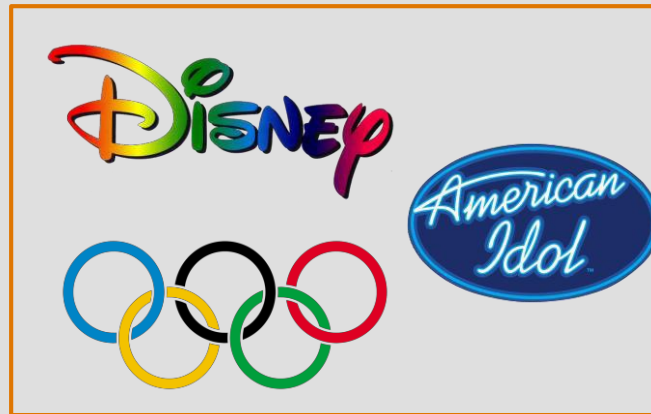


360°  
MARKETING

# SUGARY DRINKS ARE ACCESSIBLE



ACCESSIBLE



# SUGARY DRINKS ARE AFFORDABLE



AFFORDABLE



Social marketing produces **environments**  
**supportive of policy and systems change**





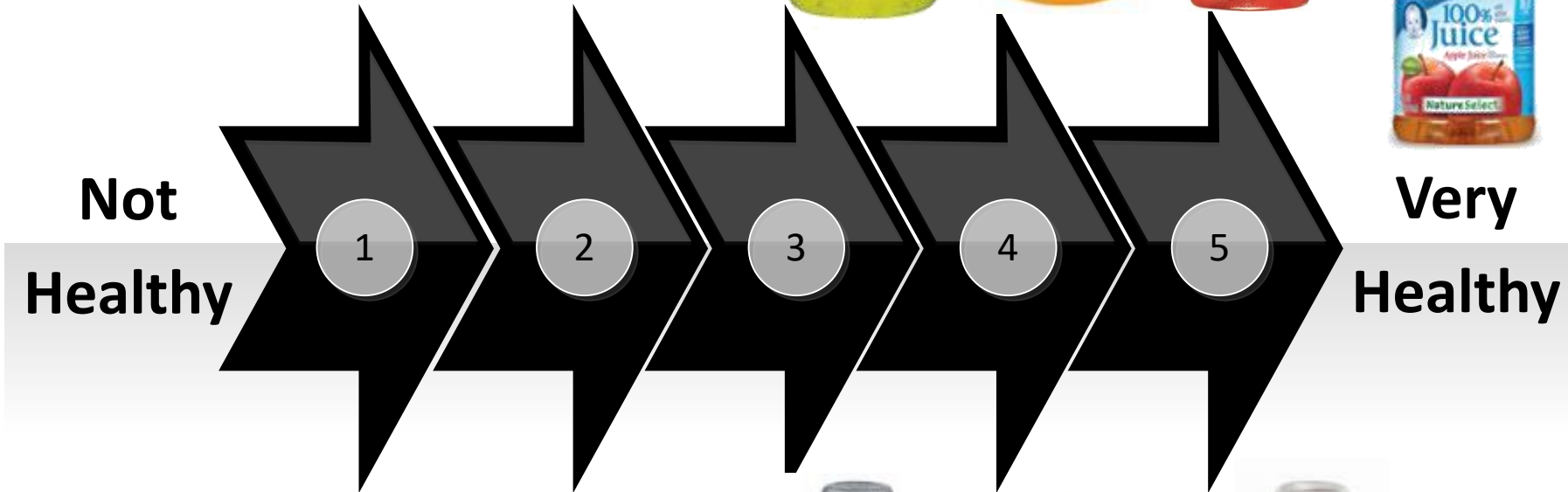
*Less Accessible*

HOWARD COUNTY.  
*Unsweetened.*



# We Moms

- Women are the sole or primary provider in 40.4% of U.S. households with children under age 18.
- Women made 69% of trips to supercenters, 68% to drug stores, 63% to supermarkets, 61% to wholesale clubs, and 43% to convenience/gasoline outlets.
- Women outspend men by \$14.31 per supercenter trip and \$10.32 per supermarket trip.
- Women make most food-buying decisions.

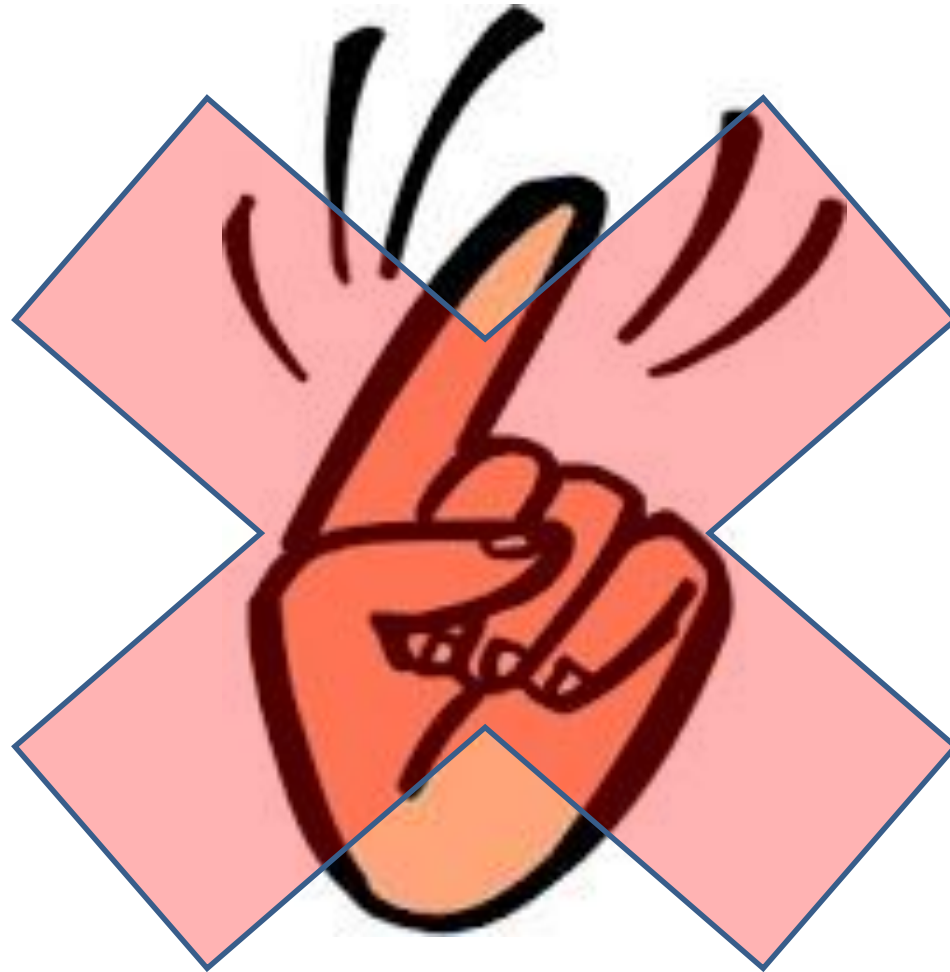


**Not  
Healthy**

**Very  
Healthy**



What did we learn?



# What did we learn?



SOURCE: <https://www.staples.com>

What did we learn?



HOWARD COUNTY.  
*Unsweetened.*






# Find a Beverage

Choose your options or do a quick search by drink name.

- No Caffeine
- Only Best for Kids

[+ Advanced Options](#)

SEARCH BY DRINK NAME  

**FIND IT!**



### Check to See if Your Beverage is a Better Beverage

Answer a few simple questions to find out if your drink qualifies.



### Switch the Drink

Find out what other delicious Better Beverages are out there, and switch your favorite for a new favorite.

**Dozens of choices a mom can love.**

























The best beverages for your family and where to find them in Howard County.

<http://www.betterbeveragefinder.org>



# Your Search Found 21 Results

Sort By: Ranking ▼ Items Per Page: 10 ▼

Product	Description	Ranking	Sweetener	Info
 Owater (Flavored)	Electrolyte-enhanced, unsweetened, zero calorie water with fruit flavors			
 Ayala's Herbal Water	Organic water infused with herbs			
 Metromint Water	Water infused with different varieties of mint			
 Hint Water	Lightly flavored essence water			
 Ayala's Herbal Water Lemongrass Mint Vanilla	Organic water infused with herbs			
 Ayala's Herbal Water Ginger Lemon Peel	Organic water infused with herbs			

## Search by Drink Name

Do a quick search by drink name.

or

## Find a Beverage

Flavored / Vitamin Drinks ▼

Sweetener Options ▼

No Caffeine

Only Best for Kids

**FIND IT!**

[Advanced Search](#)

## Icon Key


 Best Choice

 Good Choice

 Unsweetened

 Naturally Sweetened

 Artificially Sweetened

 Hybrid Sweeteners

 Best for Kids

# Ayala's Herbal Water Lemongrass Mint Vanilla



Organic water infused with herbs

**Drink Type:** Flavored / Vitamin Drinks

**Manufacturer:** Herbal Water

[Visit Website](#)

[Back to Results](#)

**Sweetener:** Herbs Or Essence Oils

[More about sweeteners](#)

Size	Calories	Sugar (g)
8 oz.	0	0
<b>Available Sizes Sold</b>		
12 oz	0.0	0.0
25.4 oz	0.0	0.0

**Flavors:**

- Lemongrass mint vanilla



Best Drink  
Choice



Naturally  
Sweetened



Best for  
Kids



## Search by Drink Name

Do a quick search by drink name.



or

## Find a Beverage

Type of Drink

Sweetener Options

- No Caffeine
- Only Best for Kids

**FIND IT!**

[Advanced Search](#)

## You May Also Like



Seagram's  
Sparkling  
Seltzer  
Water  
(Flavored)



Ayala's  
Herbal  
Water  
Cloves  
Cardamom  
Cinnamon



Polar Seltzer

Best Drink Choice Naturally Sweetened Best for Kids

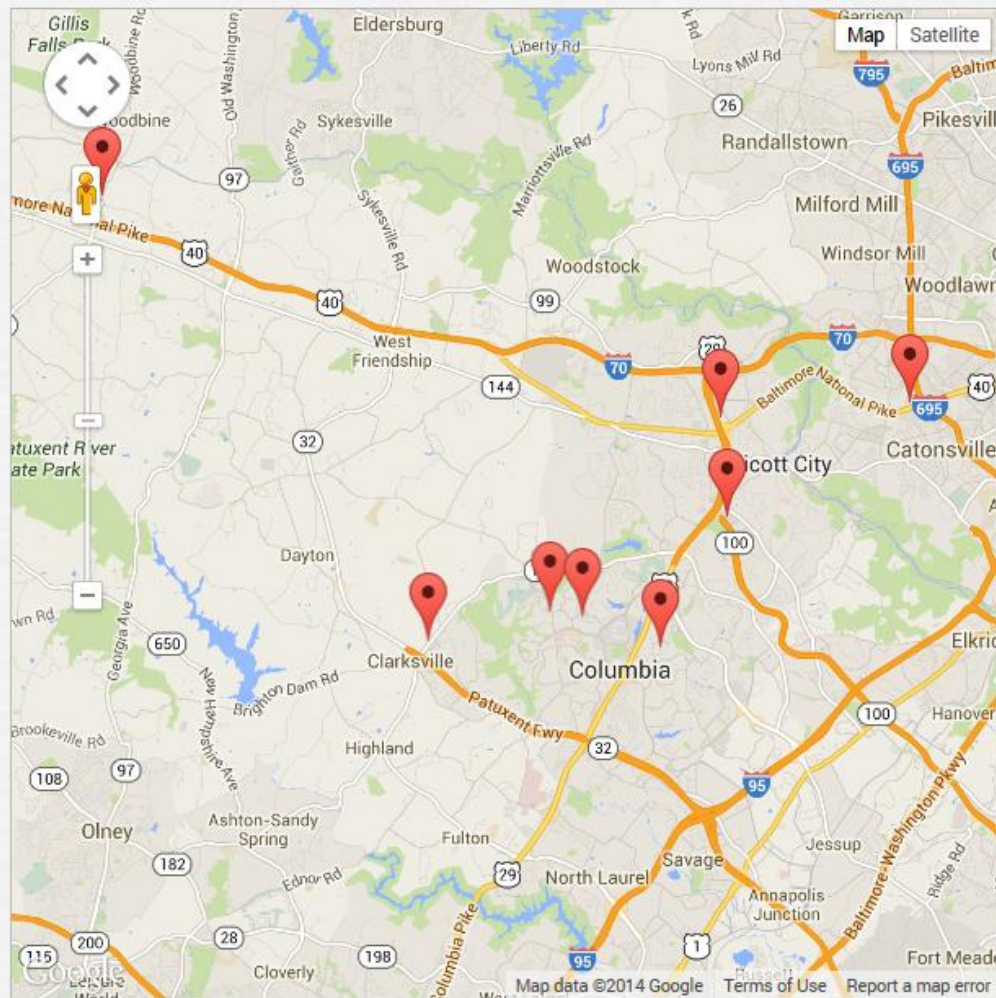
You May Also Like

Seagram's Sparkling Seltzer Water (Flavored)

Ayala's Herbal Water Cloves Cardamom Cinnamon

Polar Seltzer

Places to Purchase



David's Natural Market 5430 Lynx Lane, Columbia MD 21044 www.davidsnaturalmarket.com

Food Lion 5896 Robert Oliver Place, Columbia MD 21045 http://www.foodlion.com/

Food Lion 705 Lisbon Center Drive, Woodbine MD 21797 http://www.foodlion.com/

Safeway 5485 Harpers Farm Road, Columbia MD 21044 http://local.safeway.com/md/columbia-1553.html

Safeway 10000 Baltimore Ntl. Pike, Ellicott City MD 21042 http://www.safeway.com/IFL/Grocery/Home

Safeway 4370 Montgomery Rd, Ellicott City MD 21043 http://www.safeway.com/IFL/Grocery/Home

Roots Market 5805 Clarksville Square Drive, Clarksville MD 21029 http://www.rootsmkt.com/

Know of another store that carries this product? Let us know.

**In Last 3 Years Alone, 38 New Ads**

HOWARD COUNTY.  
*Unsweetened.*



# 38 Million Impressions

HOWARD COUNTY.  
*Unsweetened.*

HoCo Real People: Coaches Peter and Micah



# TV, Streaming, Social Media, and Digital Ads

HOWARD COUNTY.  
*Unsweetened.*



Community & partner **engagement**  
leads to **policy and systems change**







## Grand Prize & People's Choice Award:

### The Unsaturated Truth: Flavored Lies

Josh Tope, Aren Hartoni, Aaron Newton  
Atholton High School





## Provider Education

CMEs

Learning Collaborative

Posters for offices

Rack cards

Patient Education

Chart Reminders

Lasting behavior change requires policy change



# HOW CAN WE MAKE SUGARY DRINKS...

## LESS AVAILABLE ?

Change Policies,  
Laws, & Systems:

- Child Care
- School
- After-School
- Restaurant
- Food Assistance
- Food Store
- Public Places
- Workplaces
- Faith Communities
- Youth Sports

## LESS ACCESSIBLE ?

Change Rules:

- Marketing to Children
- Marketing in Food Stores
- Marketing in Food Assistance Programs

Wage

- Counter-Marketing Campaign
- Provider Campaigns

## LESS AFFORDABLE ?

Pass Laws to:

- Create Tax on SSBs & Drive-Thrus?
- Change Promotion Rules (e.g., no BOGO or other promotions allowed)

**Policy Roadmap for Interfering with Industry's Targeted Marketing**

# Policy Roadmap for Interfering with Industry's Targeted Marketing





<p><b>Launch counter-marketing campaign</b></p>	<p><b>Restrict sale of SSBs in and on public property</b></p>	<p><b>Improve private workplace nutritional environment</b></p>	<p><b>Restrict sale of SSBs in and near schools</b></p>	<p><b>Serve better drinks in childcare and afterschool programs</b></p>
<p>Add warning labels or signs @ point of purchase or on drinks</p>	<p>Change default drinks on kids' menus to exclude SSBs</p>	<p>Reduce food swamps, esp. in communities of color</p>	<p>Pass Healthy Retail Requirements</p>	<p>Raise the price of SSBs</p>

## Upgraded School System Wellness Policy

Howard County.  
**Making the Healthy Choice  
the Easy Choice.**

**The Howard County Public School System's Wellness Policy  
now ranks among the top third in the nation.**

How Well Did Howard County's  
**Wellness Policy Score?**



### **Comprehensive**

Overall Score:

Extent to which content  
area is covered in the policy



### **Strength**

Overall Score:

How effectively the content  
is stated and enforced



## Improved State Childcare Food/Drink Rules



## Passed and Fully Implemented Healthy Vending

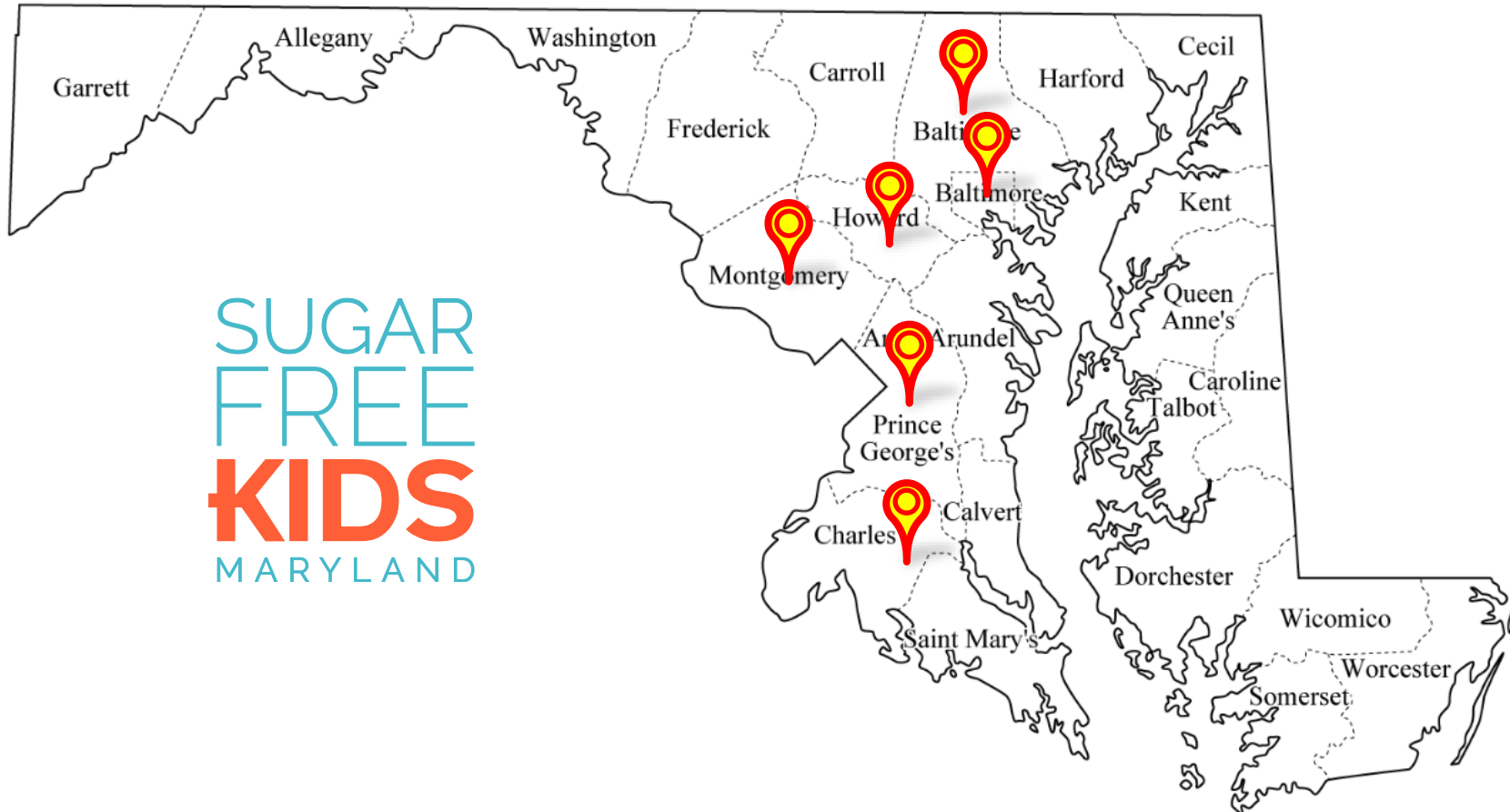




*Less Available*

# Healthy Vending Spreading Across State

At least 50% or more healthy options now available



SUGAR  
FREE  
**KIDS**  
MARYLAND

## **Passed County Sports/After-School Program Rules**



*Less Available*

## **Passed Healthy Kids' Meal Bills in Two Jurisdictions**



## Modeled Healthy Workplace Behaviors



**JOHNS HOPKINS**  
M E D I C I N E

"Making these healthy food choices easier will make a difference," he said. "No one should leave work for the day and come home less healthy than when they arrived."

-- Richard Safeer, MD, FACPM, FAAFP  
Medical Director, Employee Health and Wellness

## Helped Civic & Faith Communities Improve Food Practices



# RESULTS

# Soda sales are dropping in Howard County



SOURCE: <https://www.dailymotion.com/video/x31nl35>

**faster** than national rates.

# Evaluation Research

Research

JAMA Internal Medicine | [Original Investigation](#)

## Association of a Community Campaign for Better Beverage Choices With Beverage Purchases From Supermarkets

Marlene B. Schwartz, PhD; Glenn E. Schneider, MPH; Yoon-Young Choi, MS; Xun Li, PhD; Jennifer Harris, PhD; Tatiana Andreyeva, PhD; Mala Hyary, MPA; Nicolette Highsmith Vernick, MPA; Lawrence J. Appel, MD, MPH

**IMPORTANCE** Data are needed to evaluate community interventions to reduce consumption of sugary drinks. Supermarket sales data can be used for this purpose.

**OBJECTIVE** To compare beverage sales in Howard County, Maryland (HC), with sales in comparison stores in a contiguous state before and during a 3-year campaign to reduce consumption of sugary beverages.

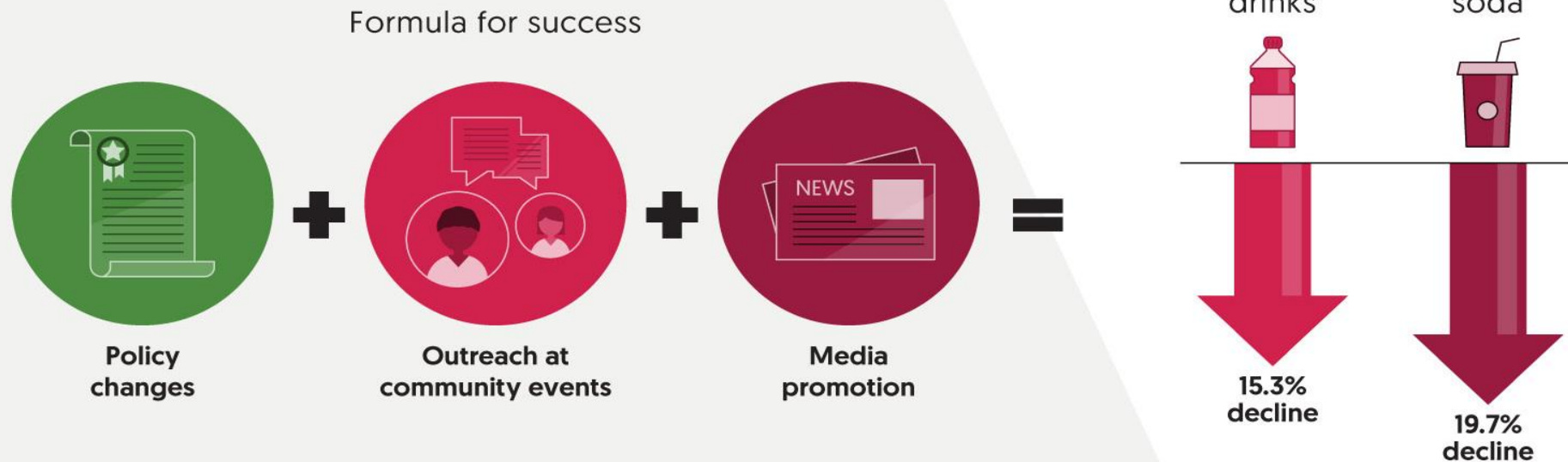
[← Editor's Note](#)

[+ Supplemental content](#)



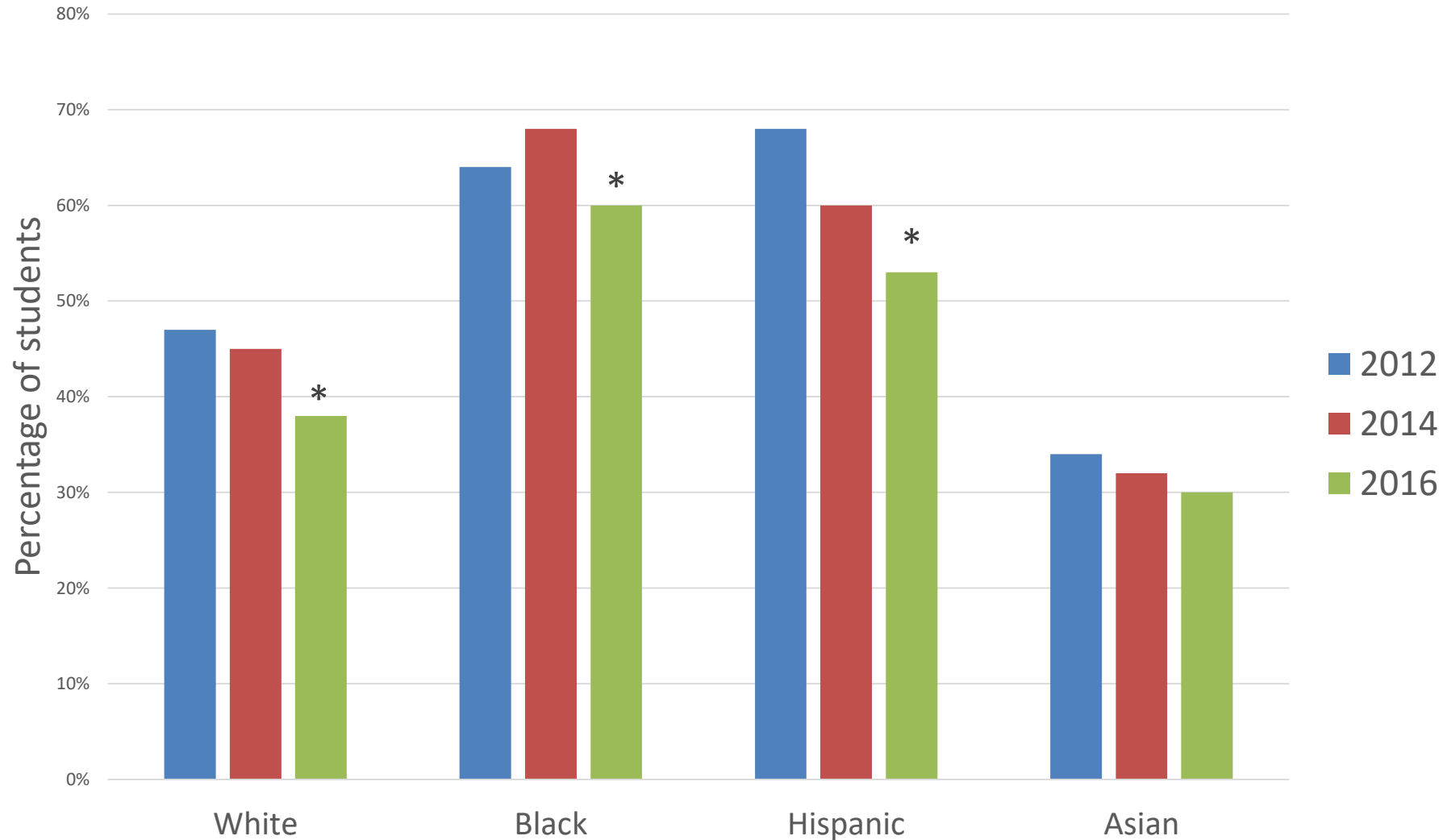
# Secret Formula

How Maryland's **Howard County Unsweetened** campaign encouraged residents to purchase fewer sugary drinks



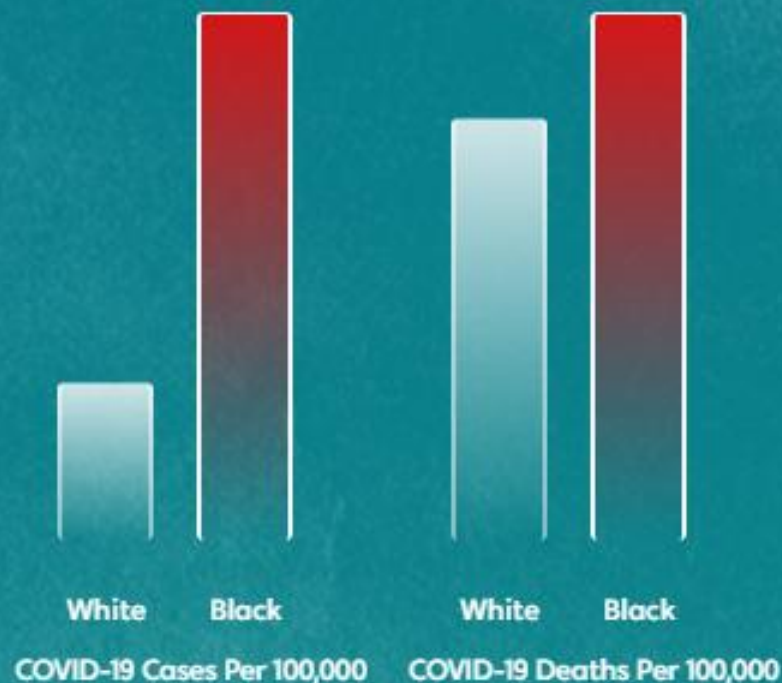
Learn more at: [UConnRuddCenter.org](https://UConnRuddCenter.org)

# Any daily sugary drink by race/ethnicity (Howard Co 6<sup>th</sup> Grade Survey)



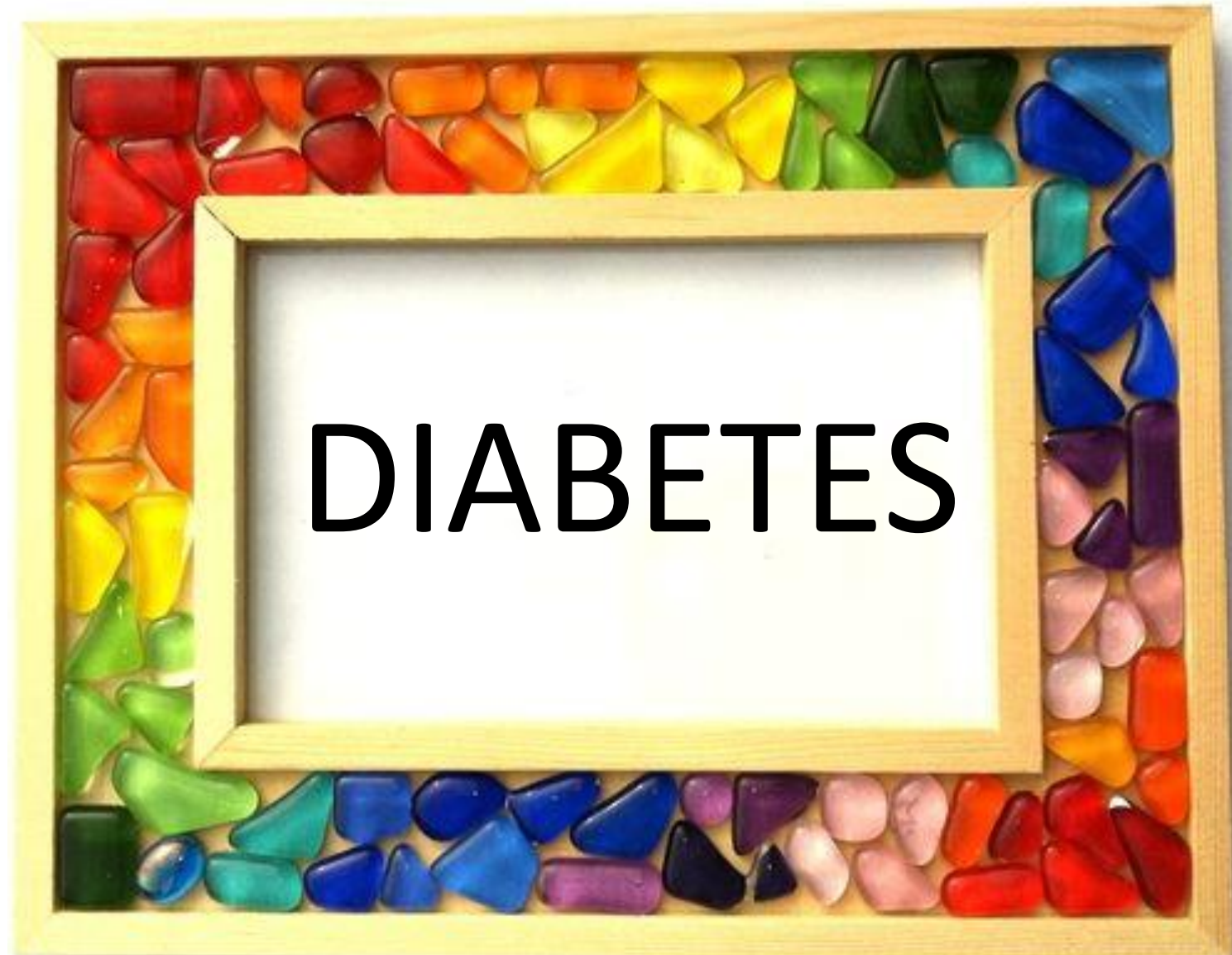
# What's Next?

The **rate of cases and deaths** within the **Howard County Black community** is **higher** than within the **White community** (per capita rates, when race is known).



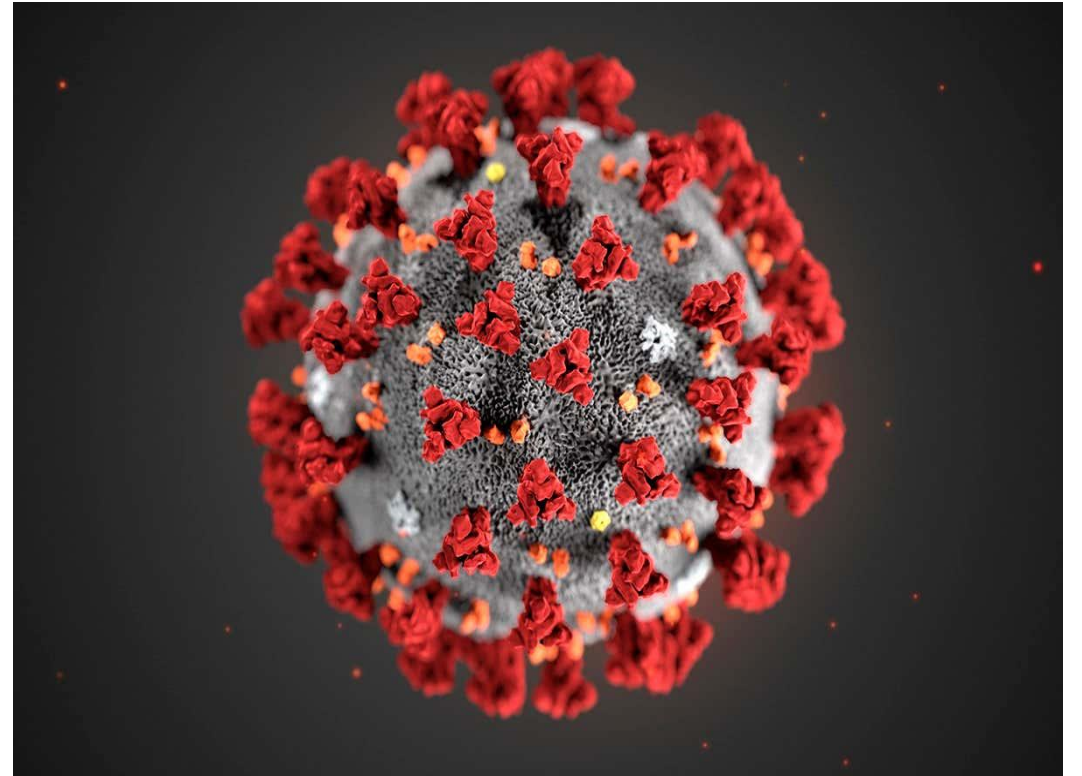
Source: Howard County Health Department, July 2020

# What's Next?



# COVID-19

People of color are contracting COVID-19 and dying from it at higher rates than Whites.



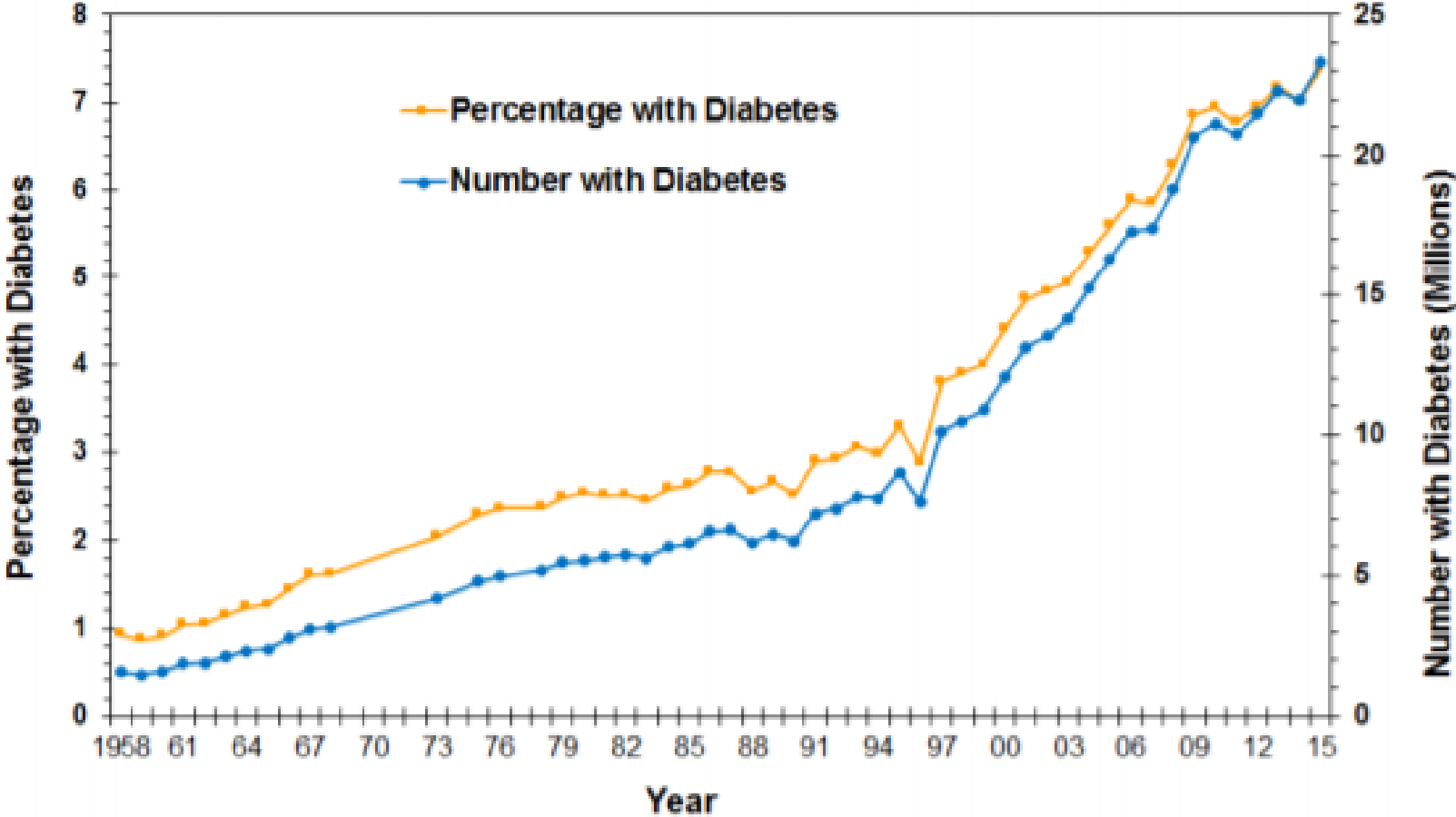


## Diabetes

Having type 2 diabetes increases your risk of severe illness from COVID-19. Based on what we know at this time, having type 1 or gestational diabetes may increase your risk of severe illness from COVID-19.

# Diabetes rates are dramatically rising across US (CDC)

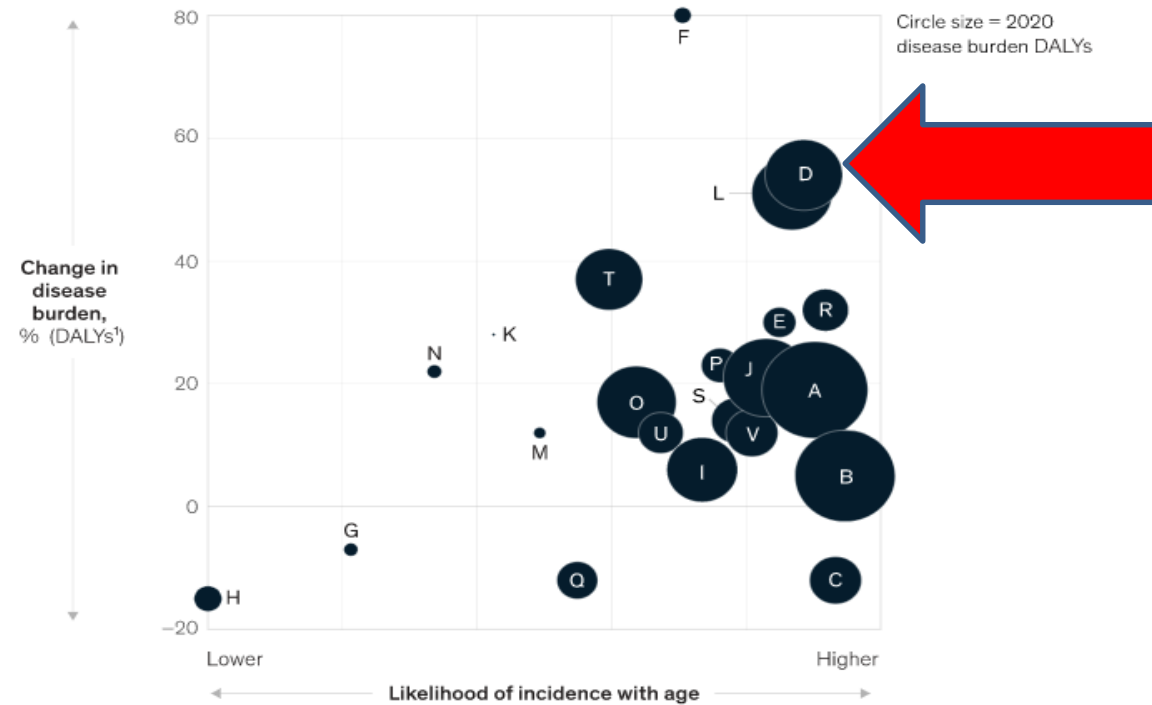
Number and Percentage of U.S. Population with Diagnosed Diabetes, 1958-2015



# Diabetes rates are expected to continue to climb

Over the next 20 years, the US disease burden is expected to increase by ~20 percent as age- and lifestyle-related diseases rise.

Baseline disease-burden forecast



- |                                |  |   |                                  |
|--------------------------------|--|---|----------------------------------|
| A Cancers                      | G HIV/AIDS and sexually-transmitted infections | L Neurological disorders                  | R Sense organ diseases           |
| B Cardiovascular diseases      | H Maternal and neonatal disorders              | M Nutritional deficiencies                | S Skin and subcutaneous diseases |
| C Chronic respiratory diseases | I Mental disorders                             | N Other infectious diseases               | T Substance-use disorders        |
| D Diabetes and kidney diseases | J Musculoskeletal disorders                    | O Other noncommunicable diseases          | U Transport injuries             |
| E Digestive diseases           | K Neglected tropical diseases and malaria      | P Respiratory infections and tuberculosis | V Unintentional injuries         |
| F Enteric infections           |  | Q Self-harm and interpersonal violence    |                                  |

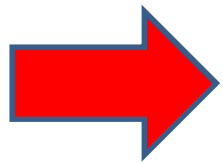
<sup>1</sup>DALY = disability-adjusted life year.  
Source: Global Burden of Disease Database 2016, Institute for Health Metrics and Evaluation (IHME); McKinsey Global Institute analysis



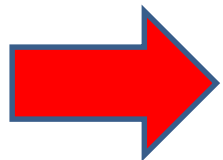
# US teens living with diabetes or prediabetes

**1999-2000: 9%**

**2016: 20%**



**33% boys / 38% girls born in 2000 will likely live with diabetes at some point in their lives**



**50% of African American & Latinx children born in 2000 will likely contract diabetes at some point in their lives**

# Significant Disparities Exist

In Howard County, at least **13.7%** of African American residents have diabetes compared to **5.8%** of their White counterparts.

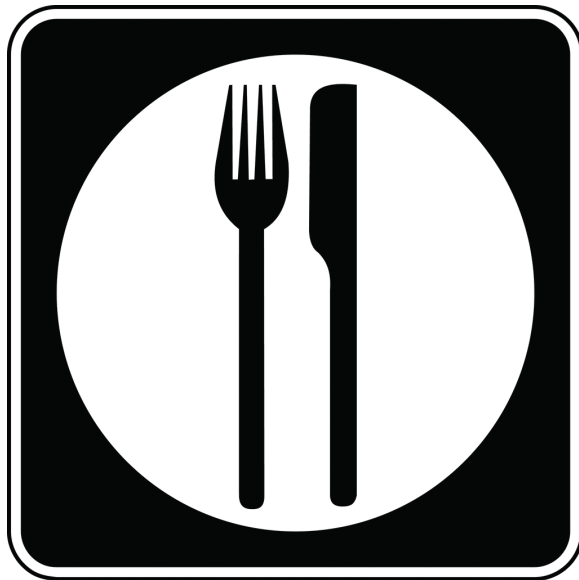
*Black patients are four times as likely as White patients to be seen in the emergency department for diabetes (2017):*



## The 2020 Vision for Health in Howard County

JANUARY 2020





# Primary Risk Factors for Diabetes

---

# What's next?

## LESS AVAILABLE ?

Change Policies,  
Laws, & Systems:

- Child Care
- School
- After-School
- Restaurant
- Food Assistance
- Food Store
- Public Places
- Workplaces
- Faith Communities
- Youth Sports

## LESS ACCESSIBLE ?

Change Rules:

- Marketing to Children
- Marketing in Food Stores
- Marketing in Food Assistance Programs

Wage

- Counter-Marketing Campaign
- Provider Campaigns

## LESS AFFORDABLE ?

Pass Laws to:

- Create Tax on SSBs & Drive-Thrus?
- Change Promotion Rules (e.g., no BOGO or other promotions allowed)

**Policy Roadmap for Interfering with Industry's Targeted Marketing**

Social marketing produces **environments**  
**supportive of policy and systems change**

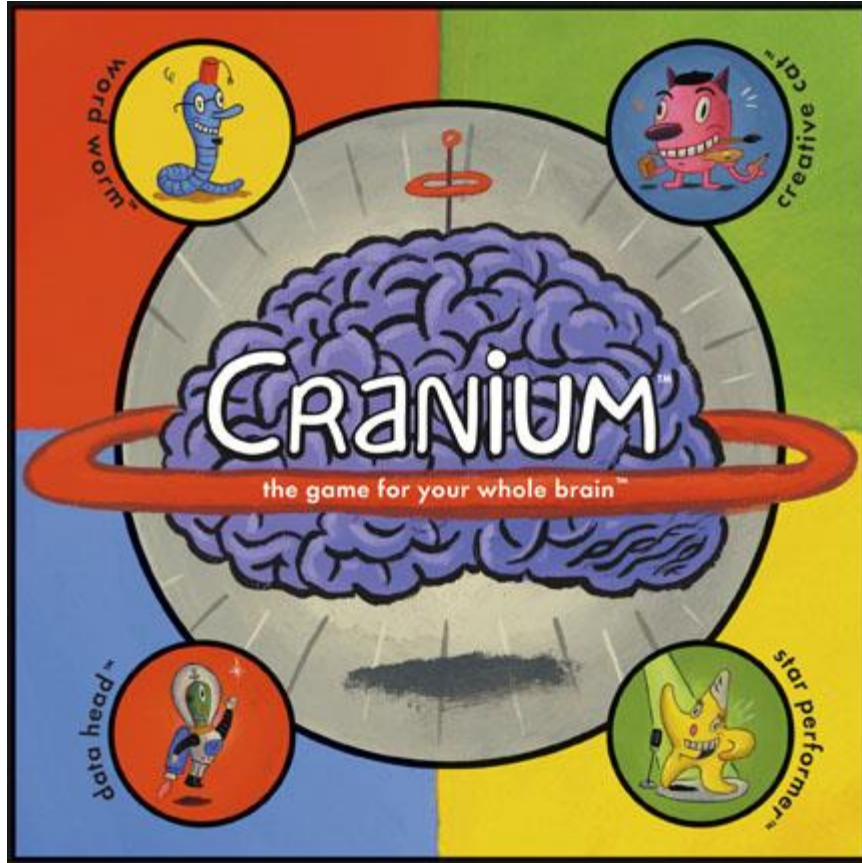


Community & partner **engagement**  
leads to **policy and systems change**



Lasting behavior change requires  
policy and systems change







# Questions?

*Glenn E. Schneider*  
Chief Program Officer

**The Horizon Foundation**

phone: 443-766-1217

cell: 443-812-6955

[gschneider@thehorizonfoundation.org](mailto:gschneider@thehorizonfoundation.org)

[www.thehorizonfoundation.org](http://www.thehorizonfoundation.org)

