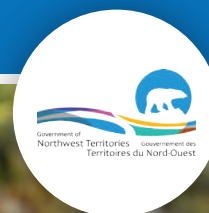


NWT HEALTHY COMMUNITIES Toolkit

Pop & Energy Drinks

DROP THE POP CAMPAIGN



Drop the Pop...

The purposes of the Drop the Pop Campaign is to encourage students, families, schools and communities:

- to drink healthy beverages, especially water;
- to eat a wide variety of healthy, local foods from the land, water, gardens, & other sources;
- to learn new skills and knowledge in order to be more self-sufficient, and;
- to foster long-term healthy food intakes so families can maintain and/or improve their overall well-being.



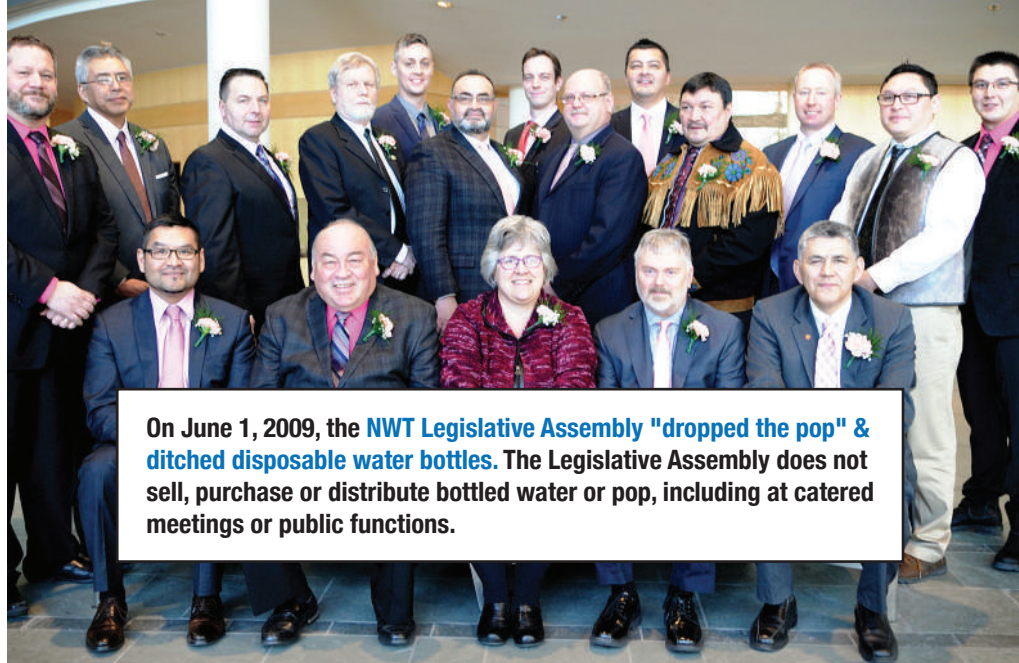
The Drop the Pop Campaign continues to provide funding to schools to support healthy children, communities and families. To be eligible for funding, your organization must:

- be located in the NWT;
- consent to publish your organization's name and activities in connection with any **Drop the Pop** NWT coverage in the media and/or in any promotional materials, and;
- be linked to the education system.



Let's celebrate our NWT Success...

- As far as we know, all schools have now **'dropped the pop'** - so most schools now have no pop and other sugary drinks in their vending machines, or sold/served at school events.
- Over the years, schools have used the 'Drop the Pop' funding for a wide range of excellent projects that promote healthy eating, healthy drinks, traditional foods, teas. All of these activities have increased the awareness about the harmful effects of sugary beverage consumption in schools and communities.
- The Department of Health and Social Services no longer has a pop vending machine in our premises!
- In 2009, the NWT Association of Communities passed a resolution which urged NWT municipalities to phase out bottled water at their facilities where appropriate and where safe drinking water is available.
- In 2016, The Hamlet of Aklavik took the health of its community members into its own hands and banned the sale of energy drinks at all Municipal Buildings.



On June 1, 2009, the **NWT Legislative Assembly "dropped the pop" & ditched disposable water bottles.** The Legislative Assembly does not sell, purchase or distribute bottled water or pop, including at catered meetings or public functions.

What's the big deal with Pop & Energy Drinks?

Childhood obesity is on the rise, as are diseases linked to excess weight such as Type 2 diabetes, cancers and heart diseases (these are some of the leading causes of death in the north). It is estimated that more than 1 in 4 children in Canada is either overweight or obese.

According to Statistics Canada, sweetened beverage consumption increases with age, especially for regular soft drinks. **By ages 14 - 18, 53% of boys and 35% of girls consume soft drinks daily.**

Why drinking water is the way to go...

Water is so important to health that our bodies would stop working properly without it. Water makes up more than half of our body weight so a person can't survive for more than a few days without it. Our blood contains a lot of water and carries oxygen to all the cells in our bodies. Our bodies also get water from fluids such as milk, which is among the best choices for healthy growth and development. Fruits and vegetables also contain a lot of water along with many other nutrients.

What about dental health & sugary drinks?

Dental cavities is associated with toothache, missing school, and problems with daily life activities (eating, smiling and sleeping). Children with poor oral and general health are about twice as likely to report poor school performance and three times more likely to miss school as a result of pain caused by cavities. Not only are cavities painful and preventable, it is very expensive to fix and pull teeth. Preventing treatments costs has the potential to greatly improve the quality of life for children and youth and save our limited health care resources over the long-term.

On the other hand, good dental health can have a positive effect on Northwest Territories children. Good oral health starts early in life (even before we are born) with healthy eating, brushing and flossing habits of parents that they pass on to their children.



Reasons to Avoid Pop & Energy Drinks:

The Sugar

A single can of soda contains the equivalent of **10 teaspoons of sugar**. A single energy drink contains 5 teaspoons of sugar. This amount of sugar, especially in liquid form, skyrockets the blood sugar and causes an insulin reaction in the body. Over time, this can lead to diabetes or insulin resistance, not to mention weight gain and other health problems.

Phosphoric Acid

Soda contains phosphoric acid, which interferes with the body's ability to absorb calcium and can lead to osteoporosis, cavities and bone softening. Phosphoric Acid also interacts with stomach acid, slowing digestion and blocking nutrient absorption.

Artificial Sweeteners

In diet sodas, aspartame is used as a substitute for sugar, and can actually be more harmful. It has been linked to almost a hundred different health problems including seizures, multiple sclerosis, brain tumors, diabetes, and emotional disorders.

Caffeine

Most sodas and all energy drinks contain caffeine, which has been linked to certain cancers, breast lumps, irregular heartbeat, high blood pressure, and other problems. It has a particular impact on young bodies.

Obesity

Greater risk of being overweight due to the high levels of sugar and calories.

Lack of Nutrients

There is absolutely no nutritional value in soda whatsoever.

Dehydration

Because of the high sugar, sodium and caffeine content in soda, it dehydrates the body and over a long period of time can cause chronic dehydration.

Bad For The Teeth

Drinking soda regularly causes plaque to build up on the teeth and can lead to cavities, enamel erosion, tooth decay and even gum disease.



*Nunavut & the Yukon
partner with us to
Drop the Pop in favour
of healthier beverages.*

**For more information on Drop
the Pop NWT, contact:**

Health Promotion

Aboriginal Health and
Community Wellness

Department of Health and
Social Services

8th Floor, Center Square
Tower, Box 1320
Yellowknife, NT X1A 2L9

Phone: 867-767-9064
ext. 49231

Fax: 867-873-3585



For more information on the *Drop the Pop Campaign* please visit <http://dropthepopnwt.hss.gov.nt.ca>

Section/Number: Healthy Eating – 05	Approval Date: (DD/MM/YY)
Subject: The Sale of Pop/Soda Drinks not to be authorized in Community Government Buildings Policy	Amendment Dates:
<p><u>Policy</u></p> <p>The sale of Pop/soda drinks not be authorized in the buildings of <u>Community Government Name</u>.</p> <p>Pop is one of society’s favorite beverages. Though it is popular with men, women, and children, drinking pop has many serious health consequences.</p> <p>Pop is high in sugar and calories. Drinking pop may cause drinkers to gain weight with adverse health risk with no nutritional value. The sugar consumption in pop is causing tooth decay. The acid in pop has shown to erode tooth enamel and leads to cavities and other dental issues as well.</p> <p><u>The Community Government Name</u> is taking an active approach to maintain the health, safety, and welfare of our community members by not authorizing the sale of pop/soda drinks in the buildings of <u>Community Government Name</u>.</p>	
<p>Definitions</p> <p>N/A</p>	

Guidelines:

1. Health habits are heavily influenced by the supply of food in different settings and community governments have a predominant role to play in the development of healthy food environments.
2. The rate of obesity and Type 2 Diabetes is of serious concern and this condition affects the health, quality of life, and well-being of the population, in addition to generating significant social costs.
3. The Government of the NWT alone cannot stop the obesity and diabetes epidemic and must count on the contribution of Community Governments.
4. Community Government Name wishes to take an active role in promoting health and well-being by helping community members adopt a healthy lifestyle.
5. Numerous community buildings, including sports and recreation facilities, are frequented by children and adolescents.
6. Like many public health organizations, the Community Government Name is concerned with the growing consumption of pop/soda drinks by young people.
7. The consumption of pop/soda drinks is known to cause poor dental hygiene resulting in cavities, enamel erosions and tooth decay.

Attachments

Drop the Pop SMP

References

Drop the Pop NWT

<http://dropthepopnwt.hss.gov.nt.ca/faqs.htm>

Section/Number: Healthy Eating – 06	Approval Date: (DD/MM/YY)
Subject: The Sale of Energy Drinks not to be authorized in Community Government Buildings Policy	Amendment Dates:
<p><u>Policy</u></p> <p>The sale of energy drinks not be authorized in the buildings of <u>Community Government Name</u>.</p> <p>The main component of energy drinks is sugar and caffeine. Caffeine is a powerful stimulant of the cardiovascular system, central nervous system, respiratory system and the skeletal muscles. Many Energy Drinks on the market are advertised with caffeine content ranging from 50 to over 500mg per can/bottle.</p> <p>Energy drinks contain enough stimulating ingredients to cause anxiety, insomnia, dehydration, stomach upset, nervousness, flushed face, and accelerated heart rate. The consumption of energy drinks has been linked to headaches, seizures, psychiatric events, strokes, withdrawal symptoms, tooth erosion, and even death.</p> <p><u>The Community Government Name</u> is taking an active approach to maintain the health, safety, and welfare of our community members by not authorizing the sale of energy drinks in the buildings of <u>Community Government Name</u>.</p>	
<p>Definitions</p> <p>N/A</p>	

Guidelines:

1. Health habits are heavily influenced by the supply of food in different settings and community governments have a predominant role to play in the development of healthy food environments.
2. The rate of obesity and Type 2 Diabetes is of serious concern and this condition affects the health, quality of life, and well-being of the population, in addition to generating significant social costs.
3. The Government of the NWT alone cannot stop the obesity and diabetes epidemic and must count on the contribution of Community Governments.
4. Community Government Name wishes to take an active role in promoting health and well-being by helping community members adopt a healthy lifestyle.
5. Numerous community buildings, including sports and recreation facilities, are frequented by children and adolescents.
6. The consumption of energy drinks can carry health risks for some groups in the population, including children and adolescents.
7. Like many public health organizations, the Community Government Name is concerned with the growing consumption of energy drinks by young people.
8. The consumption of energy drinks when practising a sport can carry health risks and consequently, the sale and consumption of such beverages is irrational in places of physical activity.

Attachments

Drop the Pop & Energy Drink SMP

References

Association pour la santé publique du Québec http://www.aspq.org/documents/file/resolution-energy-drinks_en.pdf