

NYC Sugary Drink Campaigns

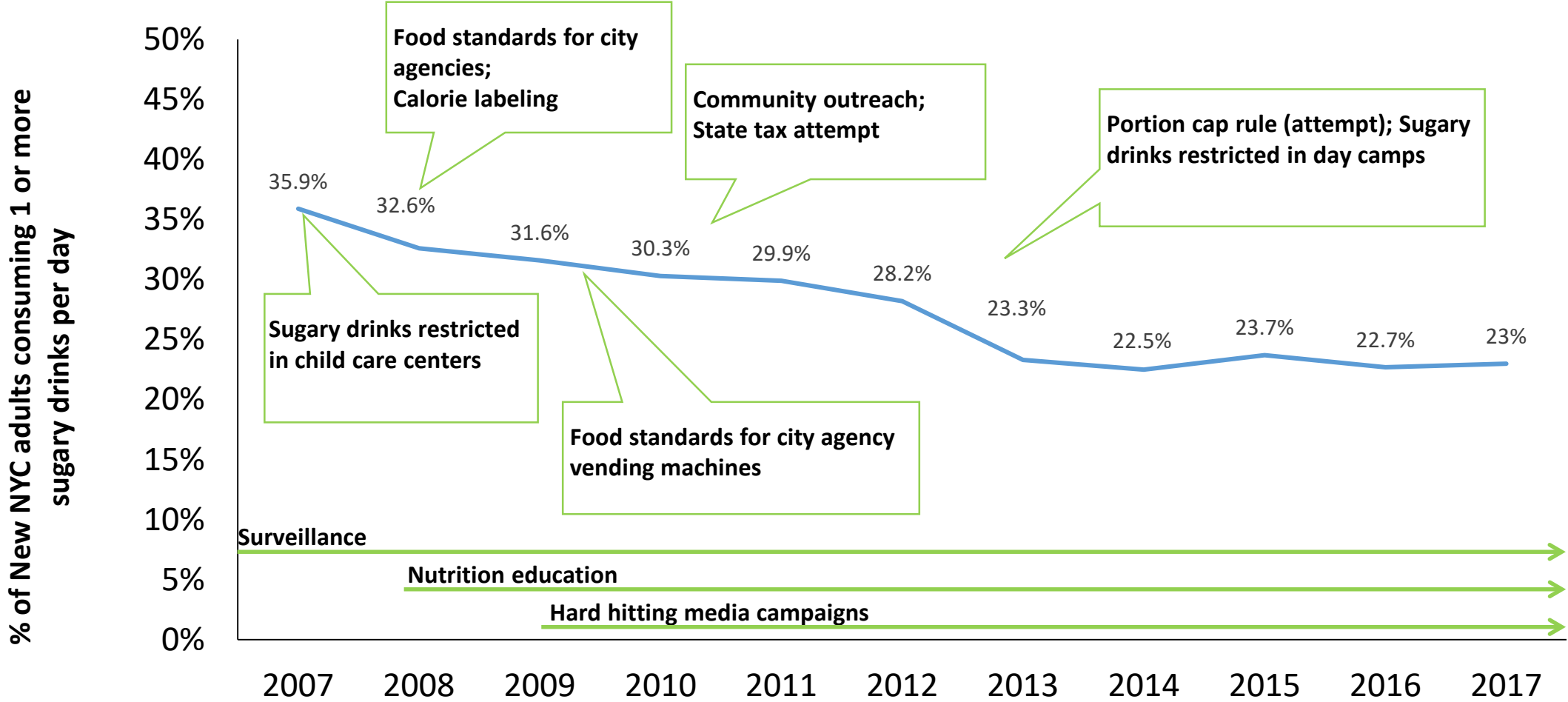
Jeni Clapp

Director, Nutrition Policy and Programs

NYC Department of Health and Mental Hygiene

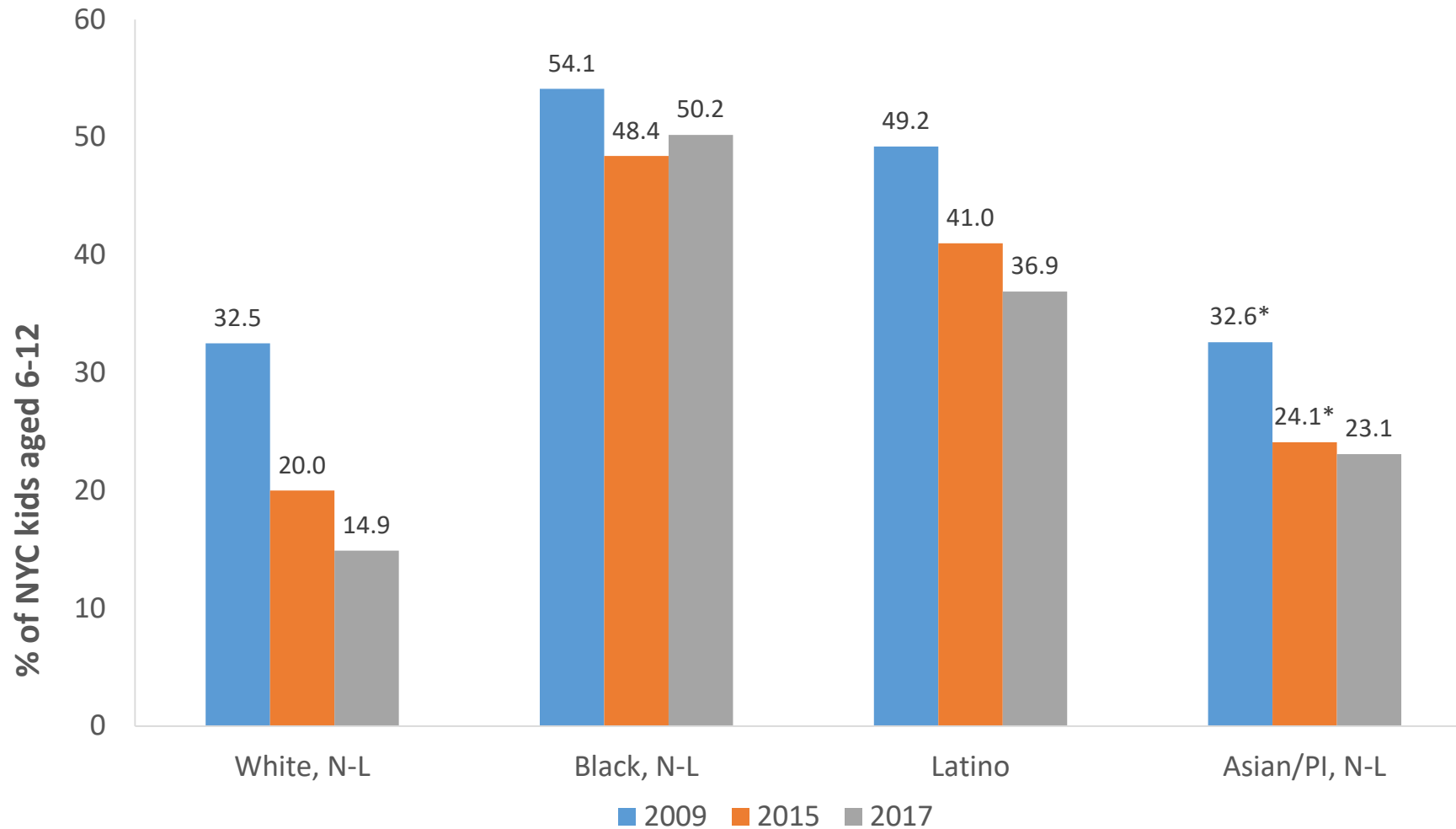
August 21, 2019

Sugary drink consumption has declined among NYC Adults



Source: New York City Health Department, Community Health Survey 2019.

It's still too high, particularly for kids



We are bombarded by advertising

Marketing promotes unhealthy foods

- Locally, 86% of food and non-alcoholic beverage ads in supermarkets and bodegas surveyed in South Bronx neighborhoods were for sugary drinks in 2012¹
- Nationally, 84% of food and beverage ads viewed by children promote foods high in saturated fat, trans fats, sugars, or sodium²

Marketing expenditures are vast

- \$1.8B spent by food and beverage companies on youth marketing³



“...we have to ensure our general market creative is relevant to Hispanics, particularly younger consumers.”

- Carlos Saavedra, PepsiCo Inc. director of cultural strategy for carbonated soft drinks, 2013

Sources:

1. Shop Healthy evaluation (Shop Healthy NYC Year 1 Evaluation Report – West Farms and Fordham, Bronx. New York City Department of Health and Mental Hygiene, May 2014. <https://www1.nyc.gov/assets/doh/downloads/pdf/epi/databrief44.pdf>
2. Powell LM, Schermbeck RM, Chaloupka FJ Nutritional content of food and beverage products in television advertisements seen on children's programming. Child Obese. 2013 Dec;9(6):524-31
3. <https://www.ftc.gov/sites/default/files/documents/reports/review-food-marketing-children-and-adolescents-follow-report/121221foodmarketingreport.pdf>

**How has NYC used media
to discourage sugary drink
consumption?**

What is our campaign development process?

- 1. Draft a creative brief**
- 2. Advertising companies submit creative concepts**
- 3. Focus group test the concepts**
- 4. Conduct pre-campaign online evaluation**
- 5. Air campaign**
- 6. Conduct post-campaign online evaluation**

Pouring on the Pounds



ARE YOU POURING ON THE POUNDS?

DON'T DRINK YOURSELF FAT.
Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

NYC Department of Health & Mental Hygiene
www.nyc.gov/health

- First original production
- Hard-hitting, shows graphic images
- Draws your attention and has shock value
- Generated millions of audience impressions, more than 300 media earned media placements, and more than 50,000 likes on Facebook



ARE YOU POURING ON THE POUNDS?
Sugary drinks can bring on obesity, type 2 diabetes and heart disease.

For healthy alternatives go to [facebook.com/EatingHealthyNYC](https://www.facebook.com/EatingHealthyNYC), call 311 or visit nyc.gov.

According to the Mayo Health Clinic, a 280-calorie person will burn 177 calories on their walking 1.5 mph. So it will take walking approximately 100 miles to burn that 68 packets of a 20 oz. Soda. Made possible by funding from The Department of Health and Mental Services.

NYC
Michael R. Bloomberg,
Mayor

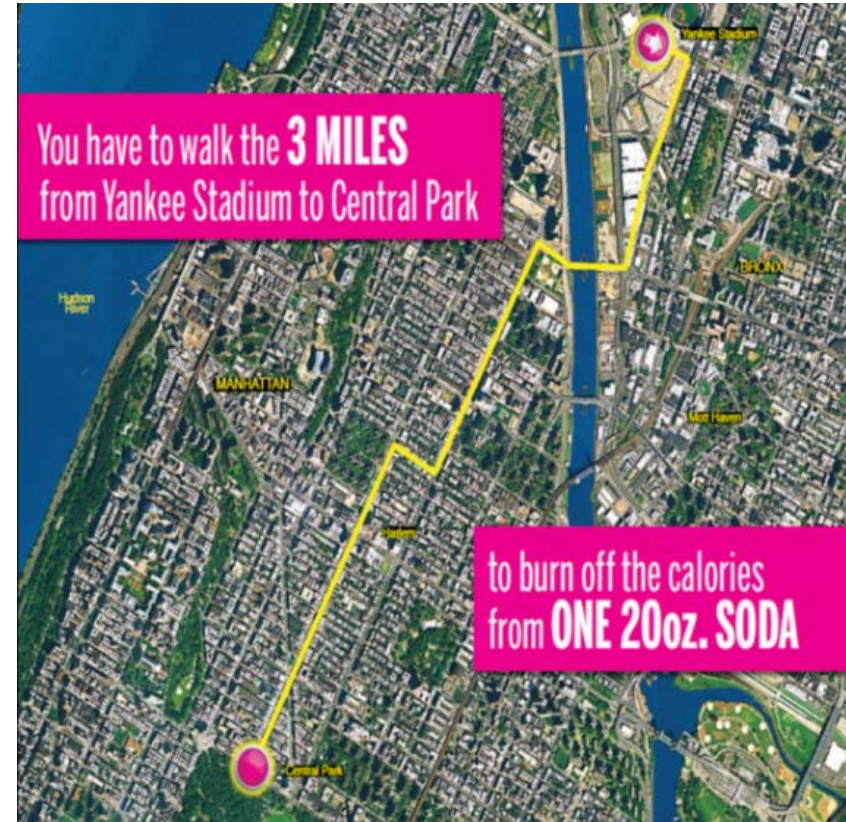
Health
Thomas Farley, M.D., M.P.H.,
Commissioner

ARE YOU POURING ON THE POUNDS?

You're drinking **68 PACKETS OF SUGAR** in just 4 sugary drinks a day.

20oz. Sweetened Tea + 20oz. Sports Drink
10oz. Large Lemonade + 20oz. Soda

NYC
Michael R. Bloomberg,
Mayor
Thomas Farley, M.D., M.P.H.,
Commissioner



ARE YOU POURING ON THE POUNDS?
Sugary drinks can bring on obesity, type 2 diabetes and heart disease.
FOR HEALTHY ALTERNATIVES: go to nyc.gov and search for Eating Healthy or call 311.

NYC
Health

According to the Mayo Health Clinic, a 280-calorie person will burn 177 calories on their walking 1.5 mph. So it will take walking approximately 100 miles to burn that 68 packets of a 20 oz. Soda. Made possible by funding from The Department of Health and Mental Services.

SPORTS DRINKS "SOUND" HEALTHY
but the added sugars in most of them can bring on obesity and diabetes

ARE YOU POURING ON THE POUNDS? Call 311 for your Healthy Eating Packet.

NYC
Michael R. Bloomberg,
Mayor
Thomas Farley, M.D., M.P.H.,
Commissioner

Portions

**PORTIONS HAVE GROWN
SO HAS OBESITY, WHICH CAN LEAD
TO MANY HEALTH PROBLEMS**

THEN NOW

CUT YOUR PORTIONS. CUT YOUR RISK.
» Call 311 for your Healthy Eating Packet

Made possible by funding from the Department of Health and Human Services
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NYC Michael R. Bloomberg
Mayor
Tommy L. Sothmann
Commissioner

**PORTIONS HAVE GROWN
SO HAS TYPE 2 DIABETES, WHICH
CAN LEAD TO AMPUTATIONS**

THEN NOW

CUT YOUR PORTIONS. CUT YOUR RISK.
» Call 311 for your Healthy Eating Packet

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NYC Michael R. Bloomberg
Mayor
Tommy L. Sothmann
Commissioner

Drinking Yourself Sick

Skinny Kids



YOUR KIDS COULD BE
DRINKING
THEMSELVES
SICK



SUGARY DRINKS can bring on obesity, which can lead to **DIABETES** and risk factors for **HEART DISEASE.**

ARE YOU POURING ON THE POUNDS?

CALL 311 FOR YOUR **HEALTHY EATING PACKET**

OR SEARCH **"SUGARY DRINKS"** ON NYC.GOV #PouringOnThePounds



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THIN ON THE OUTSIDE.
DANGEROUS FAT INSIDE.



SUGARY DRINKS
GROW DANGEROUS FAT
AROUND YOUR KID'S ORGANS.



Kim and Pura



Small changes today,
better health tomorrow

Call 311 or search **Healthy Eating**
on nyc.gov/health to get your
Guide to Healthy Eating and Active Living.

NYC
Health

Sour Side of Sweet



THE SOUR SIDE OF SWEET.

Advertisements make sugary drinks look good, but they don't show the whole picture. Obesity can increase your risk of diabetes, high blood pressure, and heart disease.

**Avoid sugary drinks.
Don't give them to children.**

Visit nyc.gov/health
and search "sugary drinks" to learn more.

NYC Health
Office of the Mayor
Mary T. Bassett, MD, MPH
Commissioner

Which One?



Considerations

- Define the rationale (celebratory, warning, ground softening)
- Identify target audience (specific market, local v regional)
- Propose a tone (empathetic, edgy, funny, hard-hitting, celebratory)
- Consider how to reach your audience (e.g. traditional media campaign, social media, experiential campaign)
- Develop, test, and refine the campaign
- Develop a launch plan



Thank you

Questions?

Jeni Clapp

jclapp@health.nyc.gov