

PRESENTATION GUIDE: “BE SUGAR SAVVY”

INGREDIENTS FOR A DYNAMITE DEMONSTRATION

Supplies

- ➡ 1 baggie filled with 26 sugar cubes
- ➡ 1 empty 20 ounce soda bottle

Handouts

- ➡ “Be Sugar Savvy” Presentation Guide
- ➡ Soda Label and Calculation
- ➡ Sugar Shockers!
- ➡ Show Me the Sugar!
- ➡ Frequently Asked Questions About Sugar

STEP 1- WE ARE EATING TOO MUCH SUGAR

[Ask the audience] How much sugar do you think the average American eats in a year?

[Answer] Almost 100 pounds a year...which is more than a quarter pound of sugar a day!

It’s no wonder that two out of three Americans are overweight or obese—the average person eats more than a quarter pound of sugar a day! This is equal to about 26 teaspoons (or 26 cubes) of sugar. Here, let me show you. This is what 26 teaspoons of sugar looks like.

[Hold up 26 sugar cubes in a baggie]

Extra calories from all this sugar lead to weight gain and obesity, and can contribute to serious health problems such as diabetes, certain cancers and heart disease.

STEP 2 - RE-THINK YOUR DRINK

You’re probably wondering “is it really possible that people eat this much sugar?” And “where is all this sugar coming from?”

We’re talking about the extra sugar that manufacturers add to food and drinks. Most of the added sugar in our diets comes from sodas and other sweetened beverages. So let’s begin to *think about what we drink*. For example, take a look at how much sugar is in a 20-ounce soda, since this is a common size. We’ll start by reading the label.



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Use The Label

- The label tells us there are 17 teaspoons of sugar in this bottle. How do we know that by reading the label?

[Pass out label with calculation]

- If we look at the label for the whole package, there are 69 *grams* of sugar in this bottle. Since grams are a measure that most people don’t use, let’s change the grams into teaspoons...How many *teaspoons* of sugar are in this bottle?

4 grams of sugar equals one teaspoon.

If you divide 69 by 4, you get about 17 teaspoons.

How Much Sugar Is In That Bottle?

- Let’s see what 17 teaspoons of sugar looks like.

[Ask for a volunteer to count out 17 sugar cubes from the baggie]

- Please count out 17 teaspoons/cubes of sugar and put them in this 20 ounce bottle. I’ll help you count. [Count: 1-2-3-4-5...keep going! ... you’re halfway there...] O.K. Take a look at this bottle. This is the amount of sugar in this one soda.

- Let me ask you a question...would you put this much sugar in your coffee?

Here’s something else that might surprise you. The calories from adding just one 20-ounce soda a day to your diet for a year, is the same amount of calories in **26 pounds of body fat** — all empty calories from added sugar.

[Ask the audience] How long do you think you would have to walk briskly to burn off the 250 excess calories from one 20-ounce soda?

[Answer] To burn off the calories from a 20-ounce soda, an average 150 pound adult would have to walk at moderate speed for about an hour!



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So...now...don't you want to re-think your drink ?

STEP 3 - SHOW ME THE SUGAR!

I know some of you are thinking: “I’m safe. I don’t drink soda every day.”

- ➡ That’s great! But soda is not the only place we find an abundance of sugar in our diets. Eating and drinking large amounts of sugar has become way too easy. Most processed or packaged foods and beverages contain some added sugar, and many contain a shocking amount.

*[Pass out **Sugar Shockers** list (Popular Food Items Ranked by Amount of Sugar)]*

Sugar Shockers

Remember how we said the average person eats about 26 teaspoons of sugar a day? Well look how easy it is to get to that amount:

- ➡ Let’s start at the beginning of the day with a bowl of cereal, like the popular Kellogg’s Special K, and a cup of coffee. If you look at the **Sugar Shockers** list, you’ll see that 1 cup of Special K contains one teaspoon of sugar, and you added one teaspoon of sugar to your coffee.

[Count out 2 sugar cubes from baggie and place on your demo table]

- ➡ It’s a great idea to be mindful of our health and so at lunch, let’s have a Subway Salad with sliced turkey and Fat Free Italian Dressing. As you can see from your Sugar Shockers list, the salad with dressing totals 9 grams of sugar, which is about 2 teaspoons. We’re doing OK so far!

[Count out 2 more sugar cubes from baggie and place on your demo table]

- ➡ However, when we add in our 20 ounce soda (which, as you remember, contains 17 teaspoons of sugar), we’ve had a total of 19 teaspoons of sugar for lunch!



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- ➡ So, we’ve had 2 teaspoons of sugar for breakfast and 19 for lunch, which totals 21 teaspoons. It’s only mid-day and we’re almost up to the daily average of 26 teaspoons of sugar— we have just 5 teaspoons for the rest of the day!

[Hold up baggie containing only 5 sugar cubes]

- ➡ Now it’s the afternoon and we’re ready for a little break. Looking at your Sugar Shockers list, see if you can pick out one or two items that you or your family might eat in a typical day and see how close you get to 5 teaspoons of sugar.

[Ask the audience] Which snacks did you pick?

Here’s what I’ve chosen:

- ➡ I feel like having some chocolate and so I’ve chosen a Snickers bar. When I check the Sugar Shockers list, I see that this snack contains 8 teaspoons of sugar! So let’s see where we are now in our total teaspoons of sugar for the day...

[Count out the remaining sugar cubes from baggie— It is now empty!]

- ➡ With this snack, I don’t even have enough sugar cubes left in the bag to count out 8. I’ve eaten more sugar than the daily average, and I’m short by 3 cubes!
- ➡ So through breakfast, lunch and an afternoon snack, we’ve already had 29 teaspoons of sugar — which is more than the daily average! If you thought it was hard to imagine eating 26 teaspoons of sugar a day—well, we’re there already. See how quickly the sugar adds up, and we haven’t even had dinner or dessert!



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Food/Beverage Item	Container Size	Sugar Grams	Sugar Teaspoons
Special K Cereal	1 cup	4	1
Coffee with 1 tsp of Sugar	8 oz. cup; 1 tsp of sugar	4	1
Subway Salad w/ Fat Free Dressing	1 salad; 2oz. of dressing	9	2
Regular Cola	20 oz. bottle	69	17
Snickers Bar	2 oz.	30	8
TOTAL Teaspoons			29

Here’s something to think about: if we had chosen to drink water for lunch instead of soda, and had an apple for an afternoon snack, we would be at only 4 teaspoons through breakfast, lunch and a snack—which is way below the 26 teaspoon daily average!

STEP 4 - BE SUGAR SAVVY

So what else can we do, besides switching to water, to have a healthy diet? First, we need to know how to find the added sugar in foods and beverages, so we can limit it.

[Pass out *Show Me the Sugar!* handout]

Show Me The Sugar

- ☛ Take a look at the product shown on this handout — it’s a box of cereal bars. The box tells you that they are heart healthy, they lower both blood pressure and cholesterol, and the product is named “Smart Start.” But the Nutrition Facts label tells us that one small bar has 12 grams of sugar, which is 3 teaspoons.

- ☛ It’s important to know where to find the hidden sugars in any product. Take a look at your handout for a list of common names for sugar-in-disguise. *Can someone in the audience read the list of common names for sugar?*



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- ➡ Now that we’ve heard all these different names, let’s look at the Smart Start Healthy Heart Bars Ingredients List to find all the sugar. The words highlighted in red are all names for sugar in this one product. *Let’s say them aloud together...*

[Ask the audience] How many times is sugar listed in this one product?

[Answer] 12

A Low-Sugar Lifestyle

So how can we lead a healthier, low sugar lifestyle? Here are three tips:

1. Limit added sugar as much as possible. It is best to eat fresh, whole foods, especially fresh fruits and vegetables, and limit processed and packaged foods.
2. Drink water instead of sugary drinks. Water is best and has absolutely no sugar. Try replacing at least one sugary drink with water every day. You can add a slice of orange, lemon, or cucumber for almost no calories and lots of flavor.

Other healthy drink options are non-fat milk, unsweetened iced tea and 100% fruit juice in limited amounts — not more than four to six ounces a day. *Once in a while* diet soda is OK; it doesn’t contain the added sugar, but is still not a healthy drink alternative.

3. Get regular physical activity—the US Health and Human Services guidelines recommend 2½ hours of moderate intensity a week, which is about 20 minutes every day or 30 minutes each weekday.

Remember: one small change will make a big difference. If the only change you make is drinking one less 20-ounce soda per day for a year, you will eliminate 91,250 calories—which is the number of calories in 26 pounds of body fat.

Added sugar is everywhere. So...**Be Sugar Savvy!** Know how to find it; know how to limit it; and know how to replace it with healthy options.

