

**GET
HEALTHY
PHILLY**
Healthy, Active & Smoke-Free

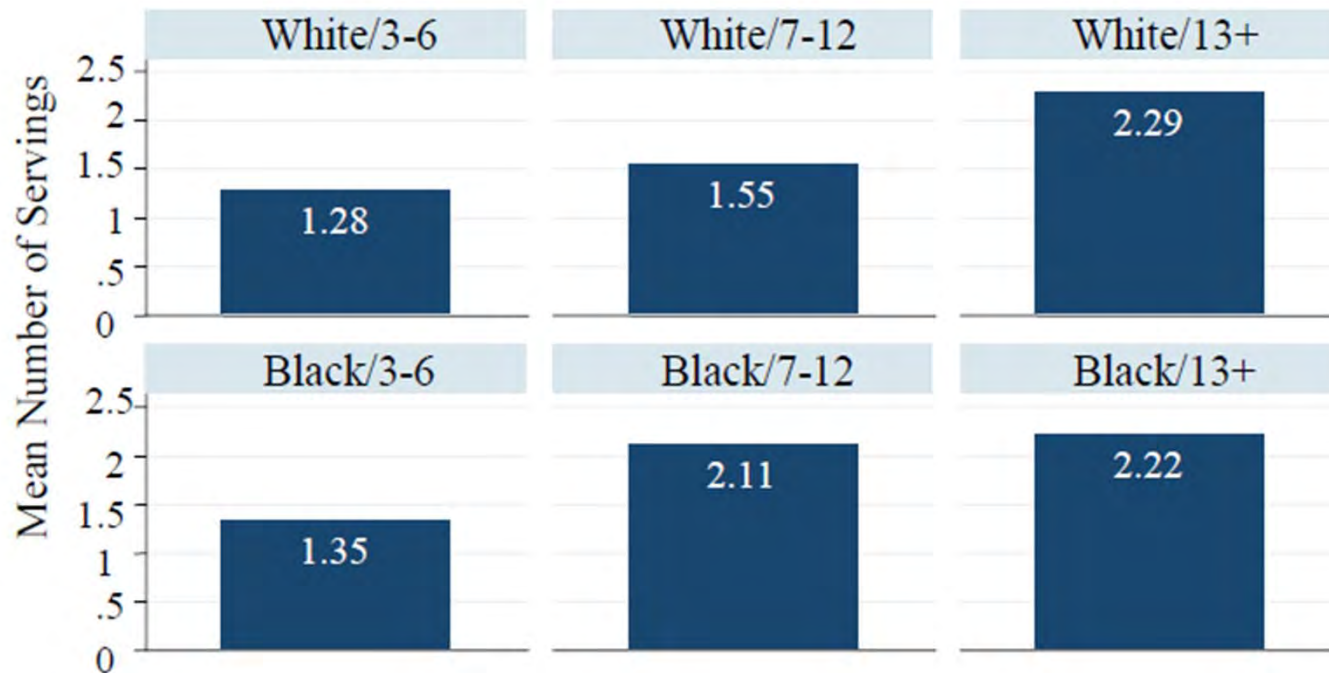
www.foodfitphilly.org

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Philadelphia Department of Public Health
March 30, 2012





Children's Average Daily Servings of Sugar-Sweetened Beverages by Respondent Race and Child Age



Weighted Data

most valuable power

vitaminwater. power-c
 GLACÉAU
 20 FL OZ • 591 mL

- ☑ 3 championships... and counting
- ☑ 1,845 bottles of **vitaminwater**... and chugging
- ☑ 1 mvp award... and long overdue

vitaminwater. GLACÉAU
 try it... it works for kobe





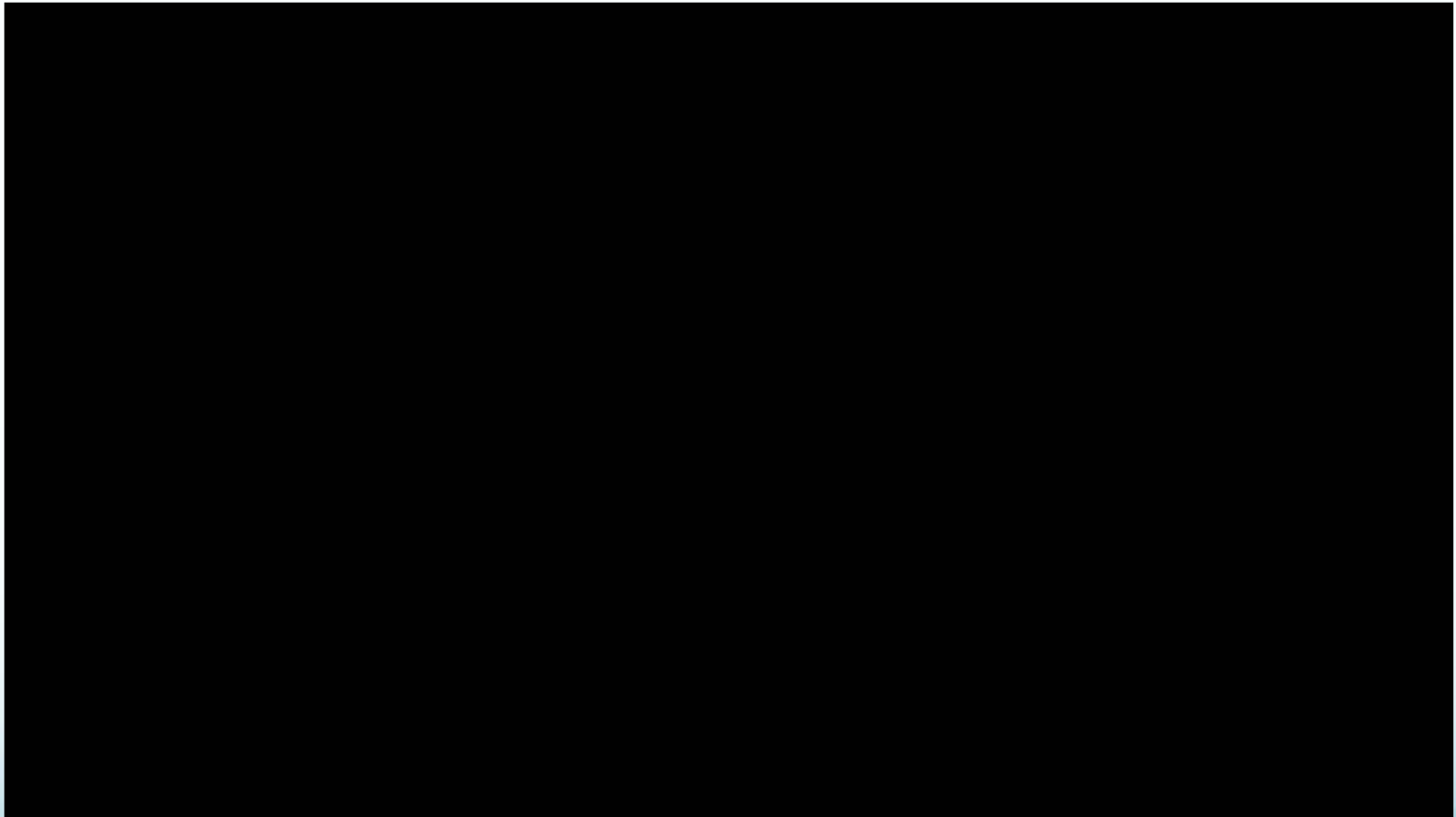
Media campaigns

- *Do you know what your kids are drinking?*
 - Raising awareness among caregivers of young children about the negative health effects of sugary drinks and encouraging people to cut back





“Time for a Change” (TV)






Buses and subway

**A large soda has
as much sugar as
how many candy bars?**

To find out, text "FACT4" to 30364.

Message and data rates may apply. Text STOP to end. Text HELP for help.

Corner Stores




Healthier Choices Here

Sugary drinks can contribute to diabetes and other diseases. We sell water and other healthy drinks.

Learn more at FoodFitPhilly.org or text "DRINKS" to 30364.

Message and data rates may apply. Text STOP to end. Text HELP for help.



Department of Health and Human Services



ALERT!



DO YOU KNOW WHAT YOUR KIDS ARE DRINKING?

Sugary drinks can contribute to diabetes and other diseases. Find healthier choices in this store.

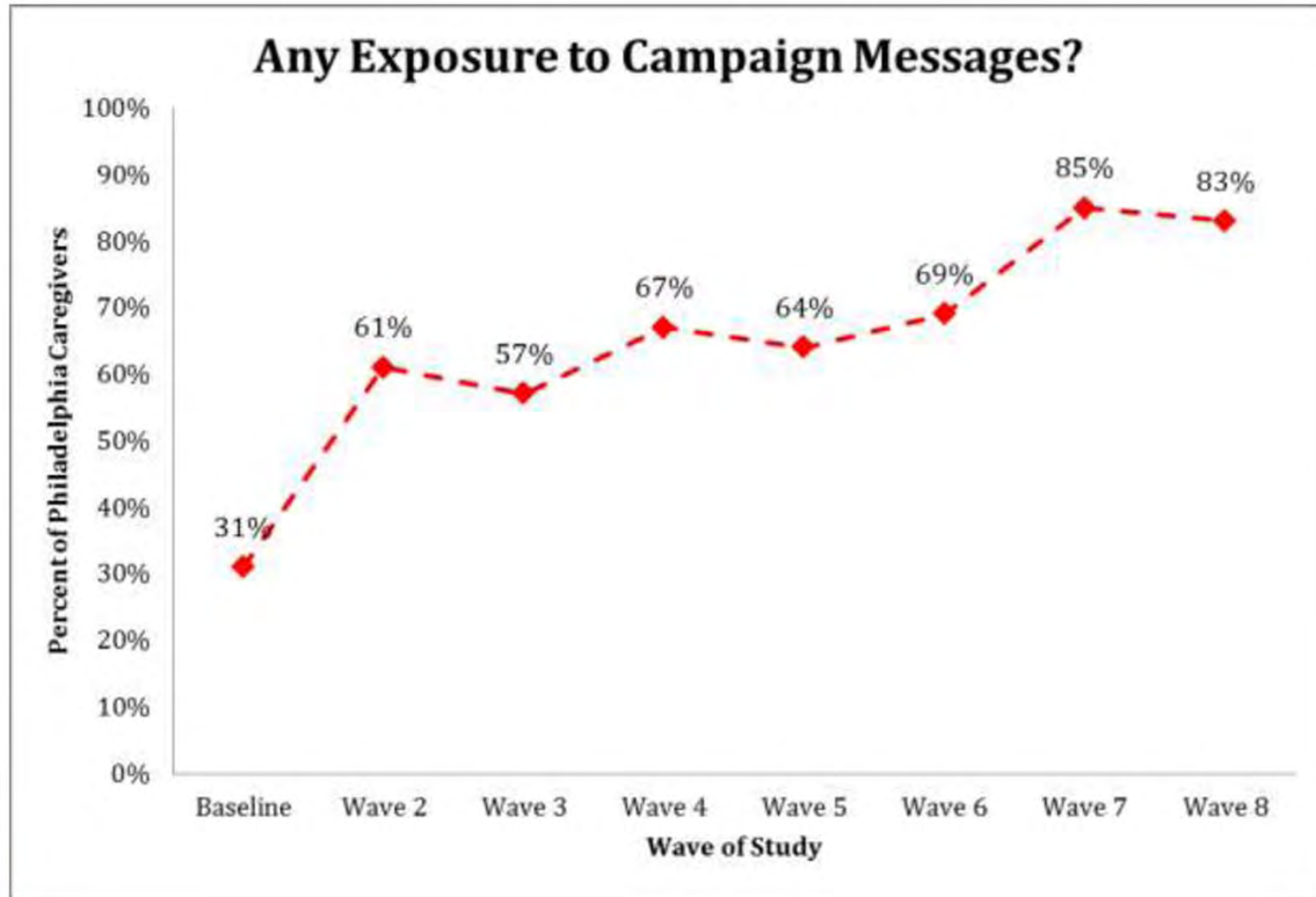
Visit FoodFitPhilly.org or text "DRINKS" to 30364.

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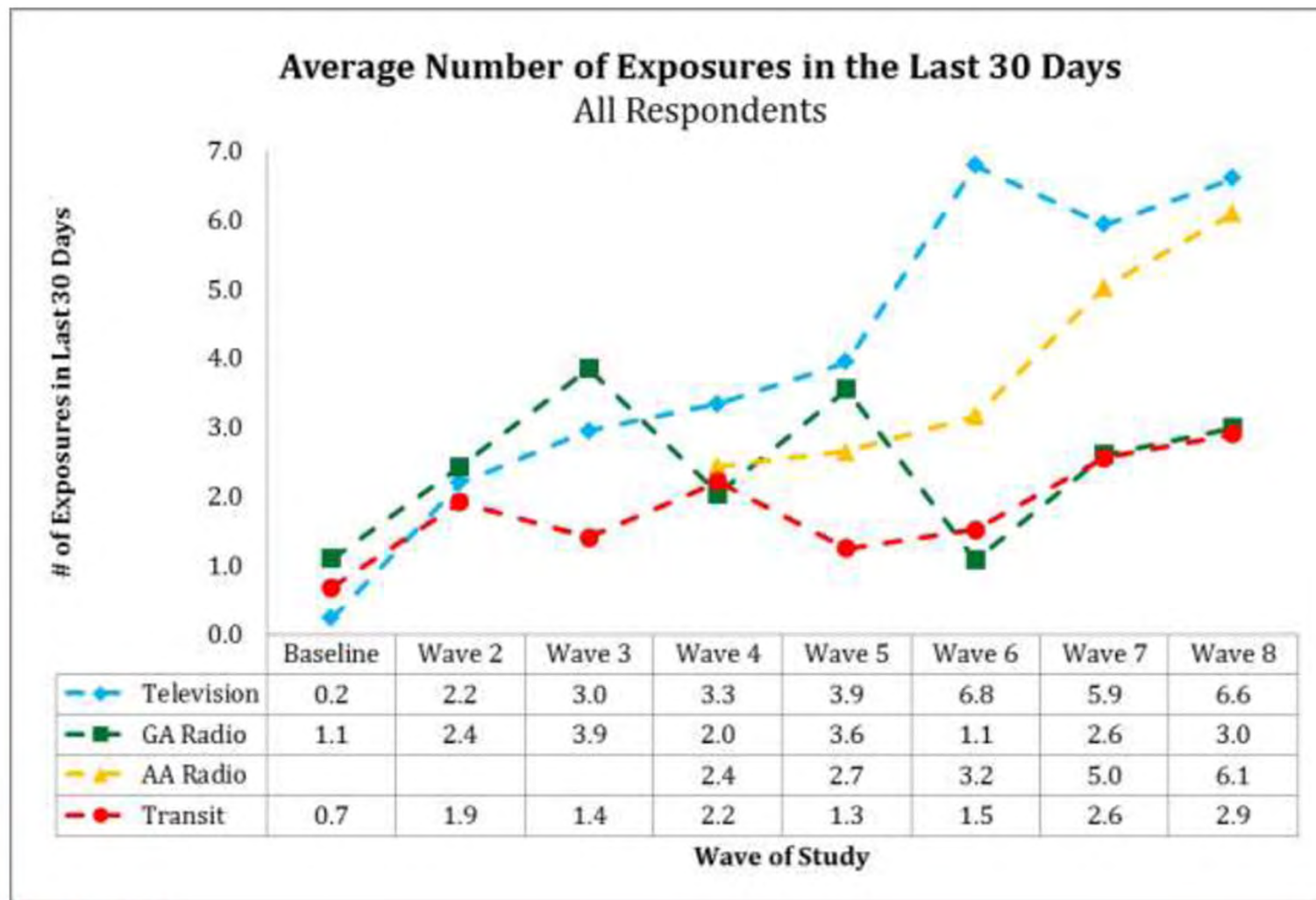


Department of Health and Human Services

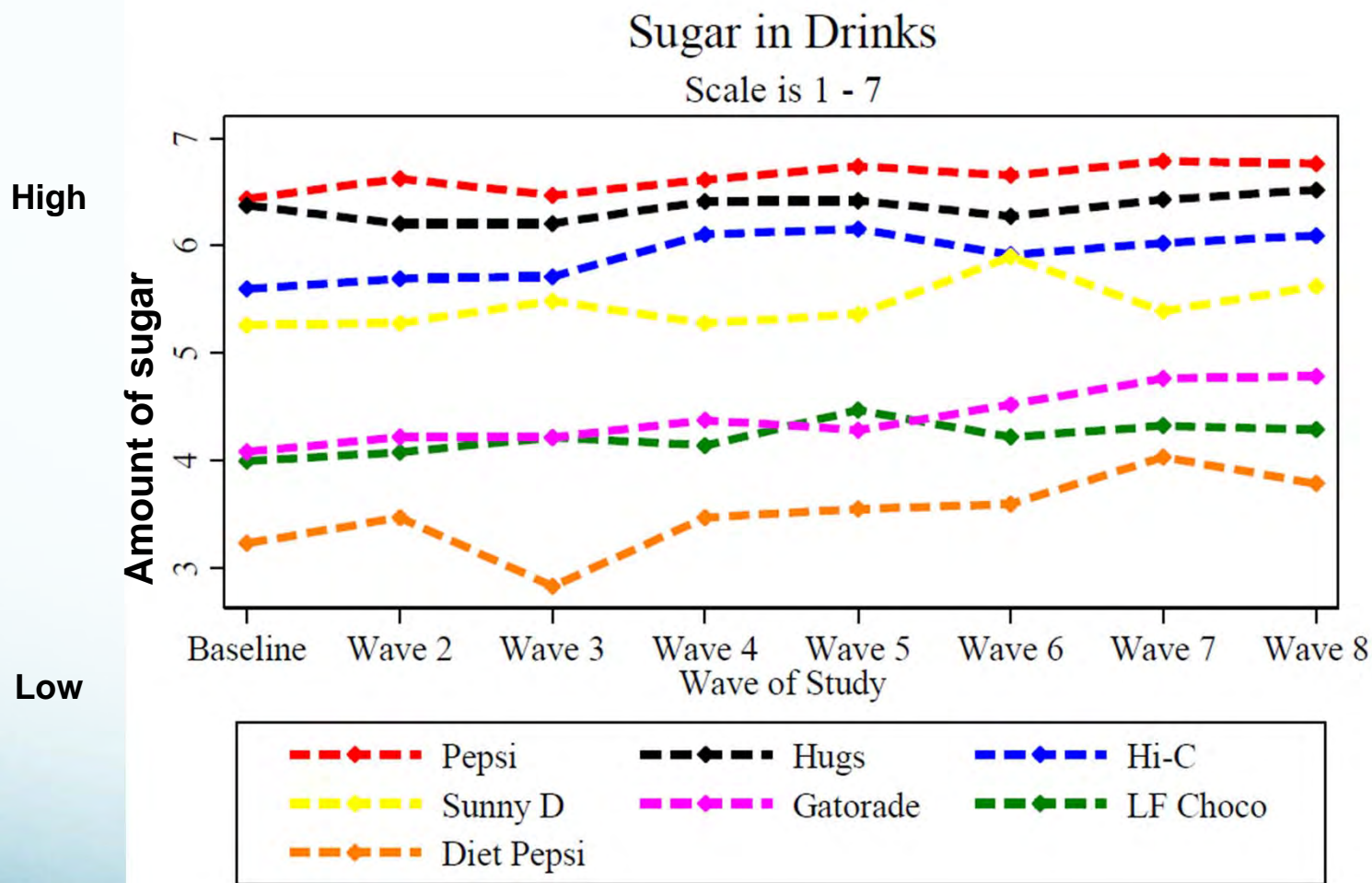
Do you know what your kids are drinking?



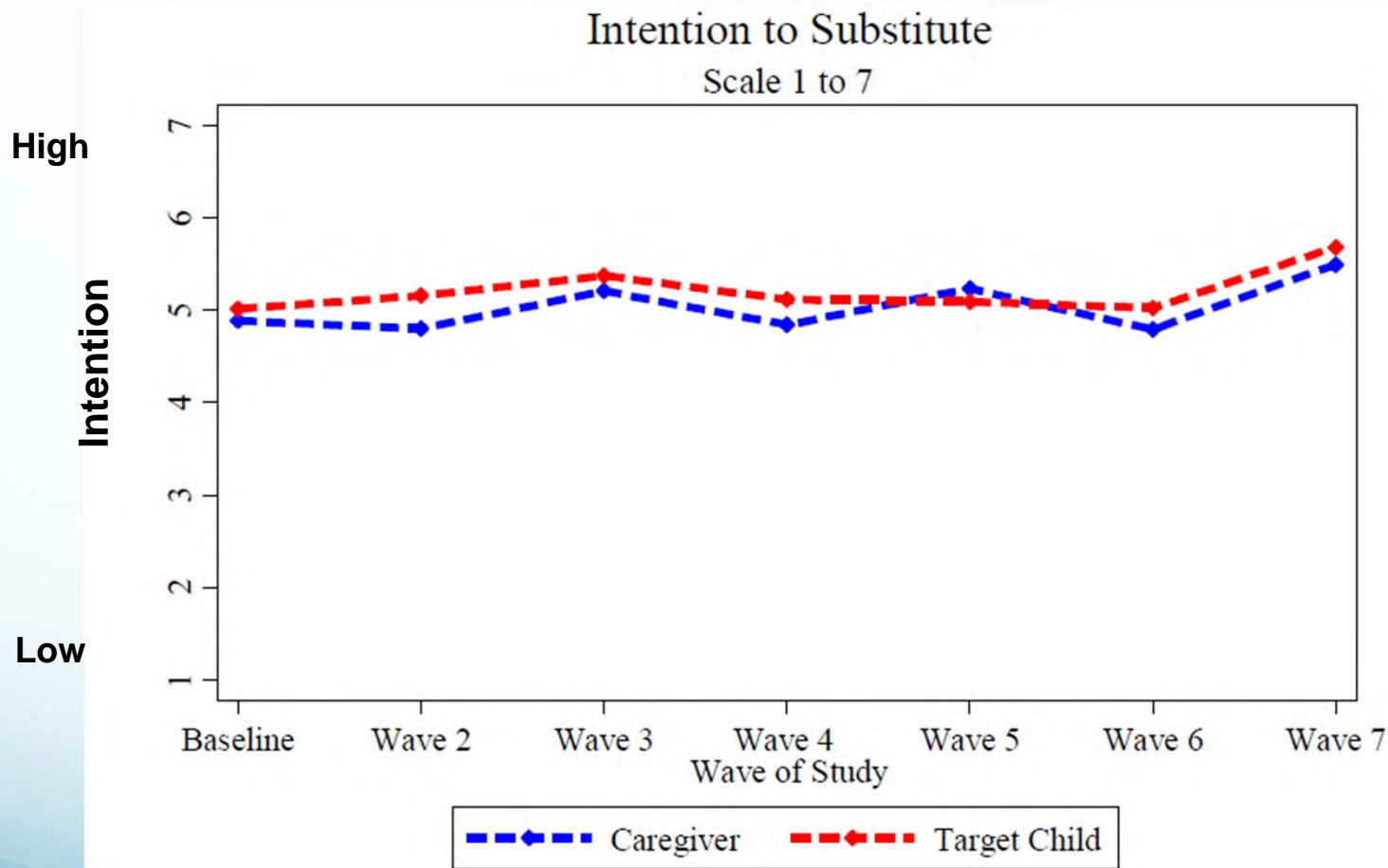
Do you know what your kids are drinking?



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Do you know what your kids are drinking?





Workplaces – healthy vending

- City of Philadelphia
 - Over 260 vending machines undergoing changes—healthier mix, smaller sizes, calorie labeling, and healthy marketing—affecting 25,000 employees

HERE'S TO YOUR HEALTH!

This vending machine now offers more healthy choices - thanks to a new partnership between the City of Philadelphia and its vending partners. That means more water, 100% fruit juice, and zero-calorie beverages for when you need a drink on the go, and smarter sizes of sugar-sweetened drinks.

This machine also saves energy - trimming the City's energy bills.

Questions about the changes? Email HealthVending@phila.gov

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GREENWORKS PHILADELPHIA

For more information on how to make healthy, green choices, check out:
www.foodfitphilly.org &
www.phila.gov/green!



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