

Sugar Sweetened Beverage (SSB) Reduction Initiative



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Carney Hospital

No **Red Beverages** Sold
Since March 2011

Norwood Hospital

47.1% **Green Beverages** ↑
4.4% **Yellow Beverages** ↑
18.0% **Red Beverages** ↓

Good Samaritan Medical Center

Oct 2011

Saint Anne's Hospital

Nov 2011

Steward's commitment to reducing SSB's has lead other hospitals to follow suit, which ultimately will lead to healthier communities.

Anne McHugh

Director of Chronic Disease Prevention
Boston Public Health Commission

St. Elizabeth's Medical Center

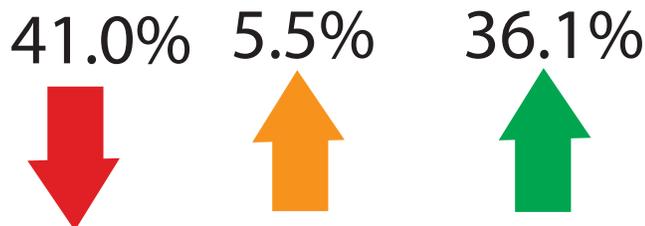
A STEWARD FAMILY HOSPITAL

Since early 2011, Steward Health Care has served as a strategic partner of the Boston Public Health Commission in their citywide Sugar Sweetened Beverages (SSB) reduction campaign, made possible by funding from the US Centers for Disease Control's Communities Putting Prevention to Work (CPPW) program. While our Program initiated in our Boston hospitals, we are in the process of expanding the programs to our other institutions.

Many people don't realize how much sugar and how many calories are in common beverages. Sugar-sweetened beverages, like soda and flavored drinks, are now the largest source of added sugar in Americans' diets and can account for a large percentage of a person's daily caloric intake. The SSB reduction program seeks to highlight the public health risk of over-consuming SSBs and to make healthier beverage consumption the easier choice.

At St. Elizabeth's, for instance, simple systems changes implemented through our SSB reduction initiative have created a profound environmental impact. With support from Boston Public Health Commission and Health Care Without Harm in the form of health information, technical assistance, and educational materials, our efforts have included the removal of more than 20 varieties of sugar sweetened beverages from coolers and fountain drink machines in our cafeteria, the introduction of a color-coded beverage education system to inform consumers about healthy beverage choices, strategic product placement, and much more. The result has been over a 41% reduction in SSBs and over a 40% increase in healthier beverage consumption. These changes have not only had an overwhelmingly positive impact on the health of our employees, patients, and visitors, but have also served as the catalyst for other hospitals and community groups to launch similar SSB reduction initiatives.

At a time when health care costs and chronic disease rates continue to skyrocket both in Massachusetts and across the country, collaborative, prevention-based efforts, like those made possible by stimulus funding are critical to ensuring cost-containment and health improvement in our communities, and Steward Health Care and 1199SEIU United Healthcare Workers East are proud to partner in those efforts.



We have sold 41% less **Red Beverages**

We have sold 5.5% more **Yellow Beverages**

We have sold 36.1% more **Green Beverages**

Holy Family Hospital

25.0% **Green Beverages** ↑
6.0% **Yellow Beverages** ↑
37.0% **Red Beverages** ↓

Merrimack Valley Hospital

Jan 2012

Nashoba Valley Medical Center

Jan 2012

Quincy Medical Center

Jan 2012

Morton Hospital

Jan 2012

I like my Coke but I believe it is a positive move that Steward is eliminating sweetened beverages and substituting healthier drinks. It is important that we have good health so we can take good care of our patients.

Cynthia Bates,

St. Elizabeth's Certified Nursing Assistant and
1199SEIU Executive Council Member