

Talking Points for a ReThink Your Drink interview

The information below is set up in a question/answer format with specific visuals to use as props. The four questions can be used for a television or radio interview. The interview can vary in length from 3 to 5 minutes; if props are examined in detail the interview can be extended to 15 minutes. Prop information is included below the question section. If the interview is for radio or other nonvisual interview method, verbal descriptions of the props will be required.

QUESTION AND ANSWERS

Question 1)

We are talking about beverages and getting enough fluids for the body; but specifically about being careful which beverages you consume. Why are you encouraging water?

Answer)

The Alabama Obesity Task force is encouraging everyone to choose water. It is important to consume water in place of beverages with added sugar. Water is essential for body functions; it is in every cell, tissue, and organ in your body. Water helps your body to:

- Keep its temperature normal.
- Lubricate and cushion joints.
- Protect the spinal cord and other sensitive tissues.
- Get rid of wastes through urination, perspiration, and bowel movements.

Question 2)

Would not just any fluid do that?

Answer)

Although all beverages provide fluid, it is important to be careful about the calories the beverage may be providing in addition to water. The Obesity Task Force is concerned with health problems related to being overweight; therefore, to help with weight control, we recommend consuming beverages that do not provide many calories. **(REVIEW PROPS OF BEVERAGE CONTAINERS, PLACE PAPER WITH CALORIE AMOUNTS IN FRONT OF EACH CONTAINER.)** Hidden calories in sugar sweetened beverages and in alcoholic beverages add up quickly. These calories are often overlooked or not considered when someone is trying to lose weight.

Question 3)

Even if you are not trying to lose weight, sugar beverage calories are still discouraged. WHY?

Answer)

By decreasing sugar beverages you are allowing for fluids that will improve the overall nutrition intake, such as low fat or 1% milk. **(REVIEW PROPS FOR SUGAR CONTENT OF BEVERAGES)** Colas are often targeted for high sugar beverages; however, sweet tea, aide drinks, and special coffees also have hidden sugar.

Question 4)

So, you want us to “ReThink our drinks” and get more water. How?

Answer)

Simple tips that might help get more water include:

- Carry a water bottle for easy access when you are at work or running errands.
- Freeze water in a freezer-safe water bottle; take one for ice-cold water all day long.
- Choose water instead of other beverages when eating out. You will save money and reduce calories.
- Give your water a little pizzazz by adding a wedge of lime or lemon. This may improve the taste, and you might drink more water than you usually do.
- Add non caloric flavoring packets. (REVIEW EXAMPLES OF DIFFERENT BRAND NAMES OF FLAVORINGS WITH NO CALORIES OR CAFFEINE CONTENT)

PROPS

The props named in the question/answer section above are explained in detail below.

1) REVIEW PROPS OF BEVERAGE CONTAINERS, PLACE PAPER WITH CALORIE AMOUNTS IN FRONT OF EACH CONTAINER

Gather one of each:

20 ounce dark cola bottle

16 ounce sweet tea bottle

32 ounce cup used at fast food locations such as Hardees

20 ounce Gatorade or Power Aide bottle

12 ounce canned light colored cola (this will give you both dark and light colas)

6.75 sweetened juice beverage, such as Kool-Aid Burst

9.5 ounce bottle of a coffee beverage

Bottled water

Create paper "tents" with the calories printed clearly for each of the prop. The chart below will help with that information. If different products are use, be sure to verify the calorie and sugar information.

2) REVIEW PROPS FOR SUGAR CONTENT OF BEVERAGES

When you purchase sugar cubes, note if they are 1 teaspoon (tsp) or ½ tsp of sugar. Count out the appropriate number of cubes to equal the sugar in the beverages you display. See the chart below. If different products are use, be sure to verify the sugar information.

Cubes may be substituted for individual packets of sugar.

Spooning out the amount of loose sugar found in one of the beverages is another prop suggestion. Using a measuring spoon, count out each teaspoon of sugar, pouring the sugar in a clear glass or on a dark colored paper.

Nutrition facts:

Coke, 20 ounce	240 calories	65 grams sugar (approximately 16 tsp.)
Lipton Sweet Tea, 16 ounce bottle	170 calories	45 grams sugar (approximately 11 tsp)
Big Hardee's cup, 32 ounce	380 calories	97 grams sugar (approximately ½ cup - or 24 tsp)
Gatorade, Perform 02 , Fruit Punch, 20 ounce bottle	130 calories	34 grams sugar (approximately 9 tsp)
Gingerale 12 ounce can (Buffalo Rock)	160 calories	40 grams sugar (approximately 10 tsp)
Koolaide Burst, 6.75 ounce	35 calories	9 grams sugar (approximately 2 tsp)
Starbucks Frappuccino, 9.5 ounce bottle	200 calories	32 grams sugar (approximately 8 tsp)
Water	0 calories	0 grams sugar

3) REVIEW EXAMPLES OF DIFFERENT BRAND NAMES OF FLAVORINGS WITH NO CALORIES OR CAFFEINE CONTENT

Have examples of packets or containers of flavorings that contain no sugar or caffeine, lemon or lime juice could be one of the examples.