

Healthy Beverage Partnership Factsheet

Who are we?

- The Healthy Beverage Partnership (HBP) is a regional effort to reduce obesity and chronic diseases in seven counties in the Denver metropolitan area.
- HBP is made up of six lead agencies, Boulder County Public Health, Broomfield Public Health, Denver Environmental Health, Denver Public Health, Jefferson County Public Health and Tri-County Health Department, and is convened by Denver Public Health. Each county is facilitating local coalitions to engage the greater community in this effort to improve dietary habits and shift norms.
- The HBP coordinates with 11 local coalitions, which all contribute to a regional steering committee.
- This program is sponsored by the Colorado Department of Public Health and Environment through the Cancer, Cardiovascular and Pulmonary Disease (CCPD) Grants Program.

Why sugary beverages?

- In Colorado, 29.4% of adults and 18.2% of children consume at least one sugar-sweetened beverage per day.
- Consumption of sugary beverages is the single largest contributor of calories and added sugars to the American diet. These calories contribute to weight gain and provide little to no nutritional value.
- By drinking one sugary drink a day, a child has 26% increased risk of developing type 2 diabetes, 55% greater risk of being overweight or obese, and 150% greater risk of developing fat deposits in their liver, contributing to diabetes and heart disease. Plus, sugary drinks are associated with nearly twice the risk of dental caries in children.
- In addition, sugary drink consumption is disproportionately high among Colorado's Hispanic youth. Health outcomes such as overweight and diabetes are also higher among Hispanic youth compared to non-Hispanic white youth.

How are we doing it?

- Conducting nutrition and policy assessments of community venues like recreation centers, hospitals, museums, and schools.
- Providing recommendations and technical assistance on how to increase healthful offerings.
- Supporting local coalitions to raise awareness of the harms of sugary drinks and promoting healthy beverages.
- Leveraging partnerships to create inroads at venues and to promote our efforts.
- Hosting educational events and forums to discuss harms of sugary drinks, disproportionate impact on communities of color and low socioeconomic status.
- Creating an educational campaign to highlight the risks of sugary drink consumption and alternatives to drinking sugary drinks.

For more information, contact Maria Smith at maria.smith@dhha.org or 303-602-3672.

BUILDING HEALTHY COMMUNITIES TOGETHER

Boulder County Public Health | City and County of Broomfield Public Health and Environment | Denver Public Health
Denver Environmental Health | Jefferson County Public Health | Tri-County Health Department