WATER TO Wine

TO WATER
REDUCING
THE CONSUMPTION OF SUGAR
at PEOPLES BAPTIST CHURCH
BY REPLACING
SUGAR-SWEETENED BEVERAGES
WITH WATER

Alveta Haynes
Leaders in Health 2013
June 6, 2013
PEOPLES BAPTIST CHURCH of BOSTON

† 208 year old religious institution

† Predominately African American

† Active congregation of 350+

† Located in Boston’s South End
JUST THE FACTS

Health Disparities Among African Americans

- African American women and men 45-74 years of age in 2006 had the largest death rates from heart disease and stroke compared with the same age women and men of other racial and ethnic populations.

- From 2005-2008, people with the largest prevalence of hypertension were 65 years and older, African American adults, U.S.-born adults, adults with less than a college education, and those with public health insurance (64 years and younger), diabetes, obesity, or a disability compared with their counterparts.

- Among females aged 20-39 years, the prevalence of obesity was largest among African Americans.

- Colorectal screening obtained in 2008 by African Americans, Hispanics, and American Indian/Alaska Natives was lower than screening obtained by White Americans.

- Factors contributing to poor health outcomes among African Americans include discrimination, cultural barriers, and lack of access to health care.
PEOPLES BAPTIST CHURCH of BOSTON

PBC Fit-Fun Programs included:

Country Mile Walking Club
up to 10 miles per walk on Saturdays

City Mile Walking Club
2 to 3 miles per walk on Tuesdays and Saturdays

6 Million Steps to Good Health
A church-wide effort to reach 6 million steps between September and February

Zumba Gold
Weekly, 1 hour instruction
Partnerships and Collaborations

- Black Ministerial Alliance
- Boston Public Health Commission
- BU Sargent College
- BU School of Public Health
- Dana Farber, CCBR and Community Benefits
- Faith-based Cancer Disparities Network
- Harvard School of Public Health
- The American Diabetes Association
- The New England Arthritis Foundation
THE OTHER SIDE...

PBC HOMEMADE CAKES
SILENT AUCTION

Several of these cakes were auctioned off at more than $80 each.
CHURCH PUNCH

THE RECIPE
1 PART WATER
2 PARTS SUGAR
3 PARTS SODA
Relation between consumption of sugar-sweetened drinks and childhood obesity: a perspective, observational analysis by Ludwig, Peterson and Gortmaker states:

✓ “Consumption of sugar-sweetened drinks is associated with obesity.”
✓ ...soft drink consumption has increased by almost 500% over the past 50 years
✓ ...soft drinks constitute the leading source of added sugars in the diet
Replacing sugar-sweetened beverages with water is a major change

Securing buy-in from ministry and organization leaders is essential

Changing church culture and attitude is a process

This is a change that will affect the entire congregation regardless of age
THANK YOU