



# Healthy Beverage Initiative

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# Agenda

## Background Context

- Project Description
- Literary Support

## Our Research

- Goal
- Objectives
- Methods
- Results

## Preliminary Recommendations

- Potential Actions
- Potential Research



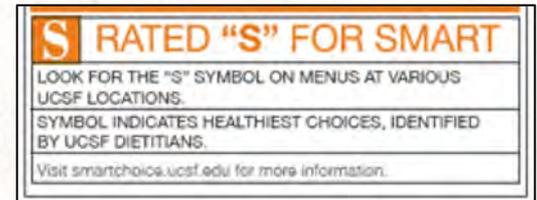
The image features a textured, light-colored background with a central horizontal band of watercolor brushstrokes. The strokes are in various shades of blue and teal, ranging from light sky blue to deep, dark teal. The text 'Background/Context' is centered within this band in a clean, black, sans-serif font.

Background/Context

# Project Description

## UCSF HBI - 2 Minute Video

- Discussed consequences of sugar consumption
- Eliminated **sugar-sweetened beverages (SSBs)**
- Replaced SSBs by selling only **zero-calorie waters, plain milk, coffee, tea, diet beverages and 100% pure fruit juices**
- Implemented “Smart Choice”



# Sugar-Sweetened Beverages



# Healthier Beverage Options



NO CALORIC SWEETENERS



100% PURE FRUIT JUICES



DIET ONLY



UBC HBI



UBC



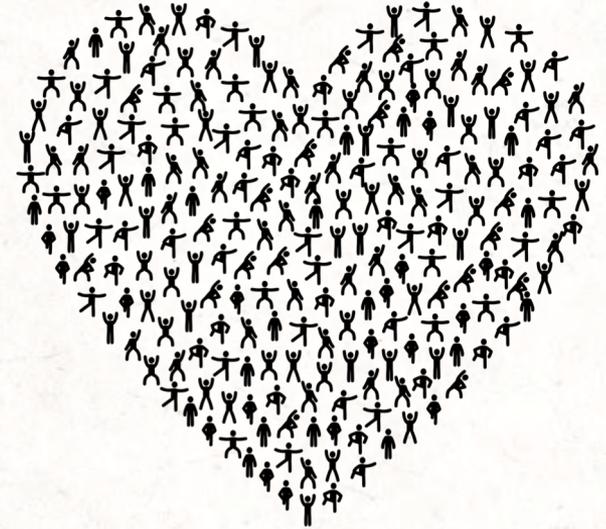
Stakeholders



Student-Lead Research  
Projects

# Benefits of UBC HBI

- ✓ Improved **short- and long-term health and wellbeing** of each UBC community member
- ✓ Provides an opportunity for UBC to work towards becoming a **wellbeing promoting institution**



# Literary Support

- Dhillon's study on 11,000 students in BC concluded that **availability** of unhealthy foods was linked to **higher consumption of these foods** (n.p.)
- Consumption of SSBs has positive associations with **body weight and risk of obesity** and negative associations with intake of important **micronutrients** (Euna and Powell 43)
- Potentially lead to health problems in the future, such as **body weight issues, dental caries, type 2 diabetes, and cardiovascular disease** (Euna and Powell 43)



# Literary Support

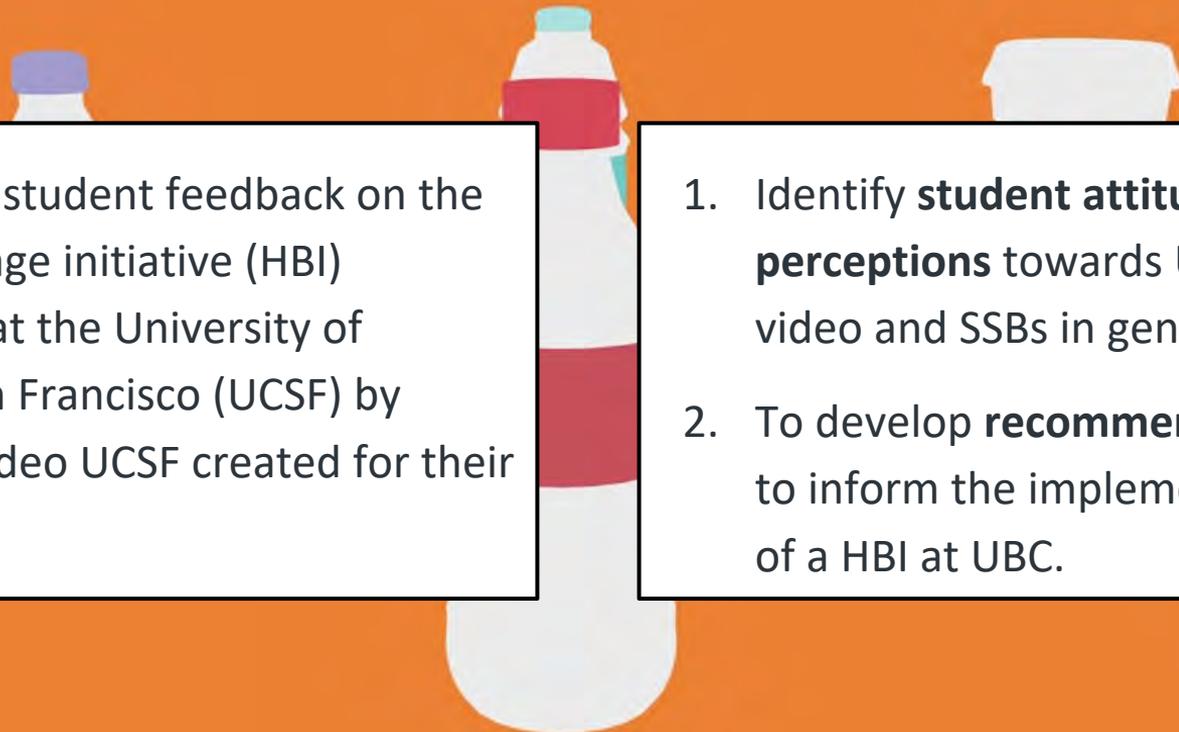
- Reducing or eliminating SSB consumption and replacing it with water consumption can result in a **reduced risk of diseases later in life** (National Academies of Sciences, Engineering, and Medicine 2)
- Young adults are impressionable and encouraging tap water in place of SSBs in school settings can **help form healthy habits**, even later in life outside of school (Parr and Toor 2)
- Students' dietary intakes improved when **access to healthy foods at school** increased (Mansfield and Savaiano 543)





# Our Research

## Research Goal



To obtain UBC student feedback on the healthy beverage initiative (HBI) implemented at the University of California - San Francisco (UCSF) by evaluating a video UCSF created for their HBI.

## Research Objectives

1. Identify **student attitudes and perceptions** towards UCSF's HBI video and SSBs in general.
2. To develop **recommendations** to inform the implementation of a HBI at UBC.

# Research Methods (Literature Review)

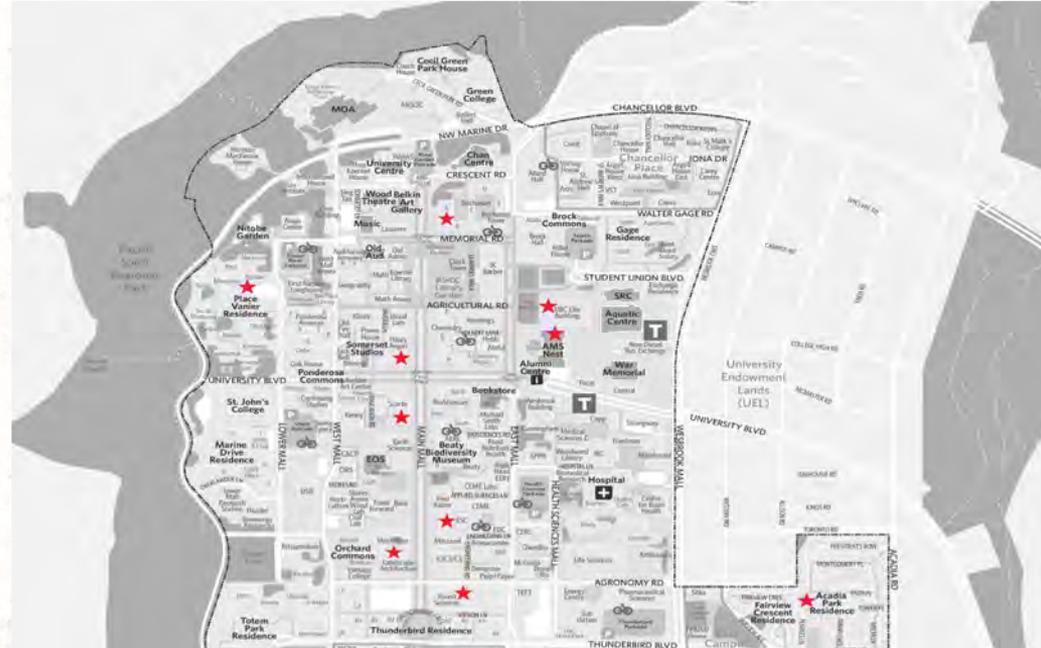
<b>What?</b>	Our individual papers and the confidential document provided by our stakeholders
<b>Who?</b>	Us and our stakeholders
<b>When?</b>	Prior to interviewing
<b>Why?</b>	To help us make preliminary recommendations



# Research Methods (Interviews)

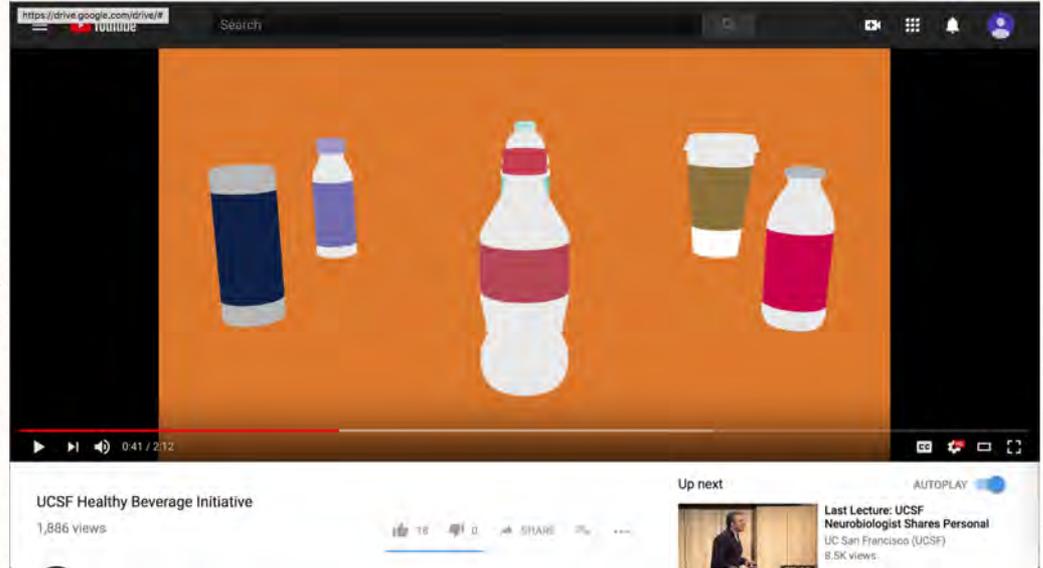
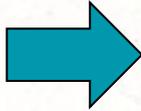
<b>What?</b>	Community-Based Action Research - Interviews
<b>Who?</b>	50 undergrad/grad UBC students from various faculties and programs
<b>How?</b>	Approached every 5th person near the front doors of each location Showed HBI video by UCSF Asked 16 questions total Recorded answers in Excel spreadsheet on personal computers Manually analyzed and coded data
<b>Why?</b>	Locations were picked to accommodate variety of UBC students Interviews held to obtain student feedback and concerns

## Where?



# Questions (pre-video)

1. Are you a **graduate** or **undergraduate** student?
2. What **year standing** are you in at UBC?
3. Which **faculty** are you primarily associated with?
4. What **program** are you in at UBC?
5. Are you a **domestic** or **international** student?
6. What **language** do you prefer to communicate in?

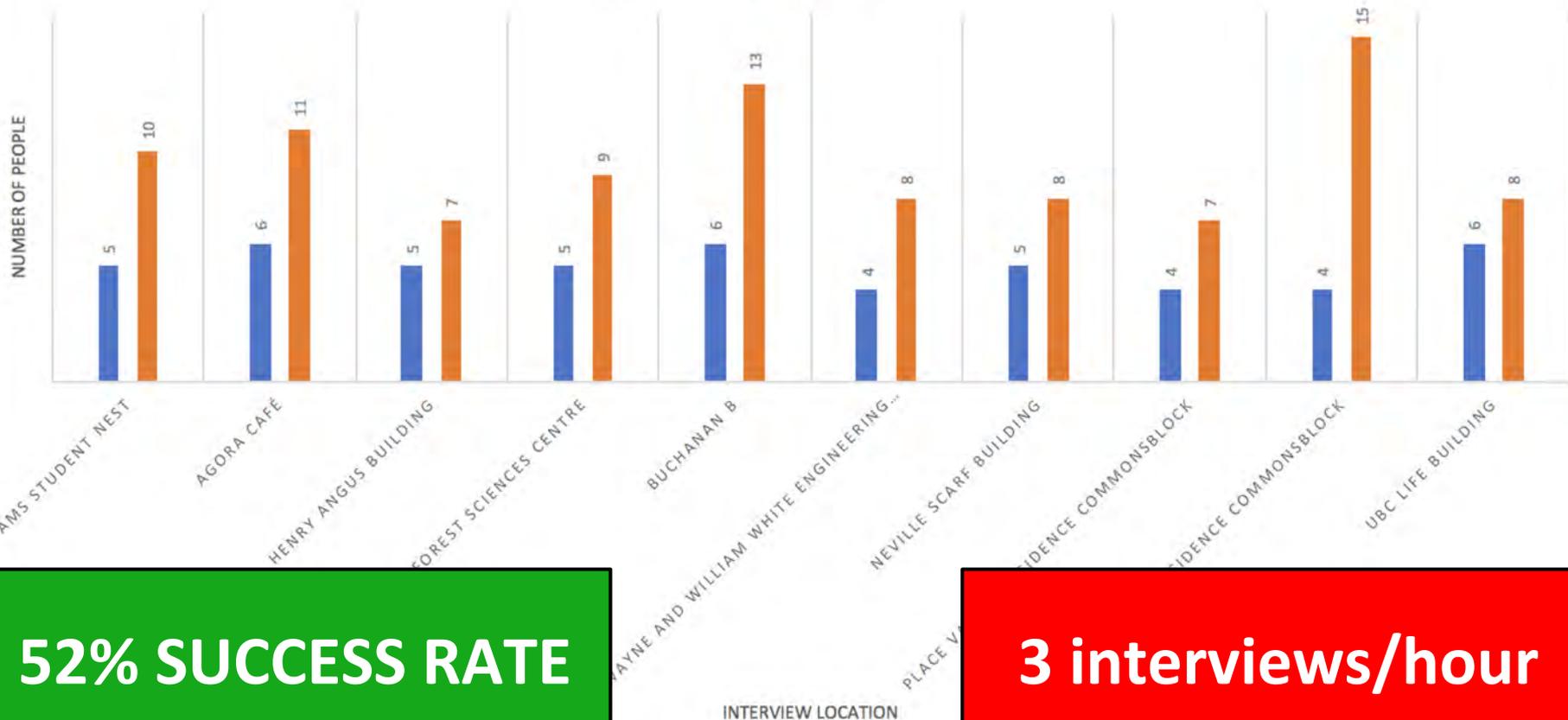


# Questions (post-video)

7. Are there any points of the video you need **clarification** on?
8. What are your **thoughts** about this video?
9. Was there something in the video in particular that you **liked**?
10. Was there something in the video in particular that you **disliked**?
11. Was there a part of the video that made you **reflect** on your own consumption habits?
12. a) Is there something you would **change** about your consumption habits after watching the video?  
b) What is the change and what prompted the change?
13. How do you feel about UCSF **replacing SSBs** with **healthier beverage options**?
14. a) How effective was the **video format** as a way to spread the awareness of the health effects of SSBs?  
b) What other formats do you see as being **more effective**?
7. a) Would this be an initiative that you'd support at UBC?  
(YES) What specifically about this initiative do you **support**?  
b) (NO) What **concerns** do you have about this initiative?
8. Do you have any **other** thoughts or comments or questions about the video?  
[space for miscellaneous information about the interviewee]

# INTERVIEW SUCCESS

■ Number Interviewed ■ Number Approached

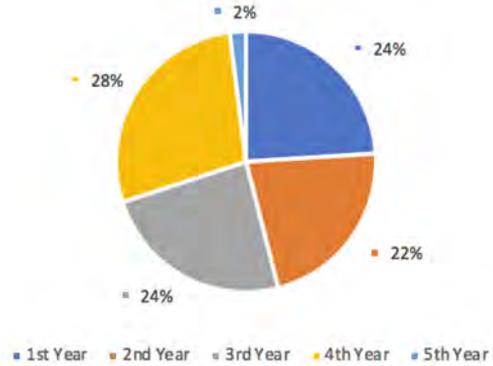


**52% SUCCESS RATE**

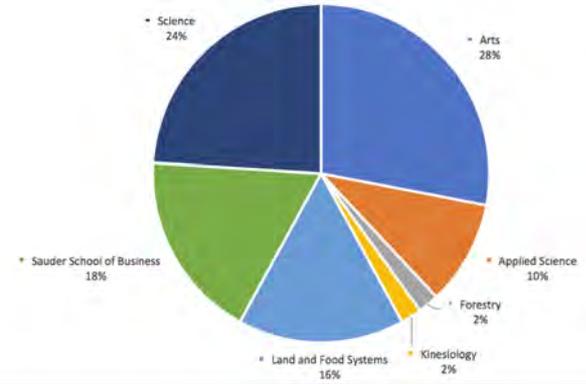
**3 interviews/hour**

INTERVIEW LOCATION

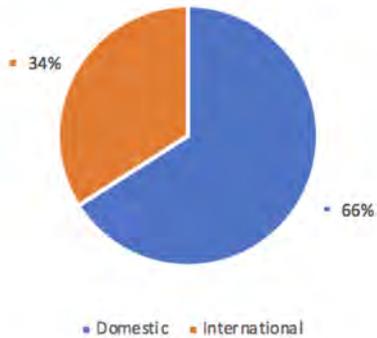
### Year Standing at UBC



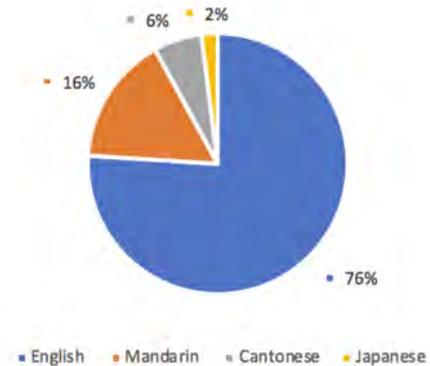
### Faculty at UBC



### Domestic/International Student



### Preferred Language



# Research Results



8. What are your initial thoughts about the video?



Clarity

# Research Results

Length

“

9. Was there something in the video in particular that you **liked**?

Statistics/Facts

Animations/Visual  
Appeal

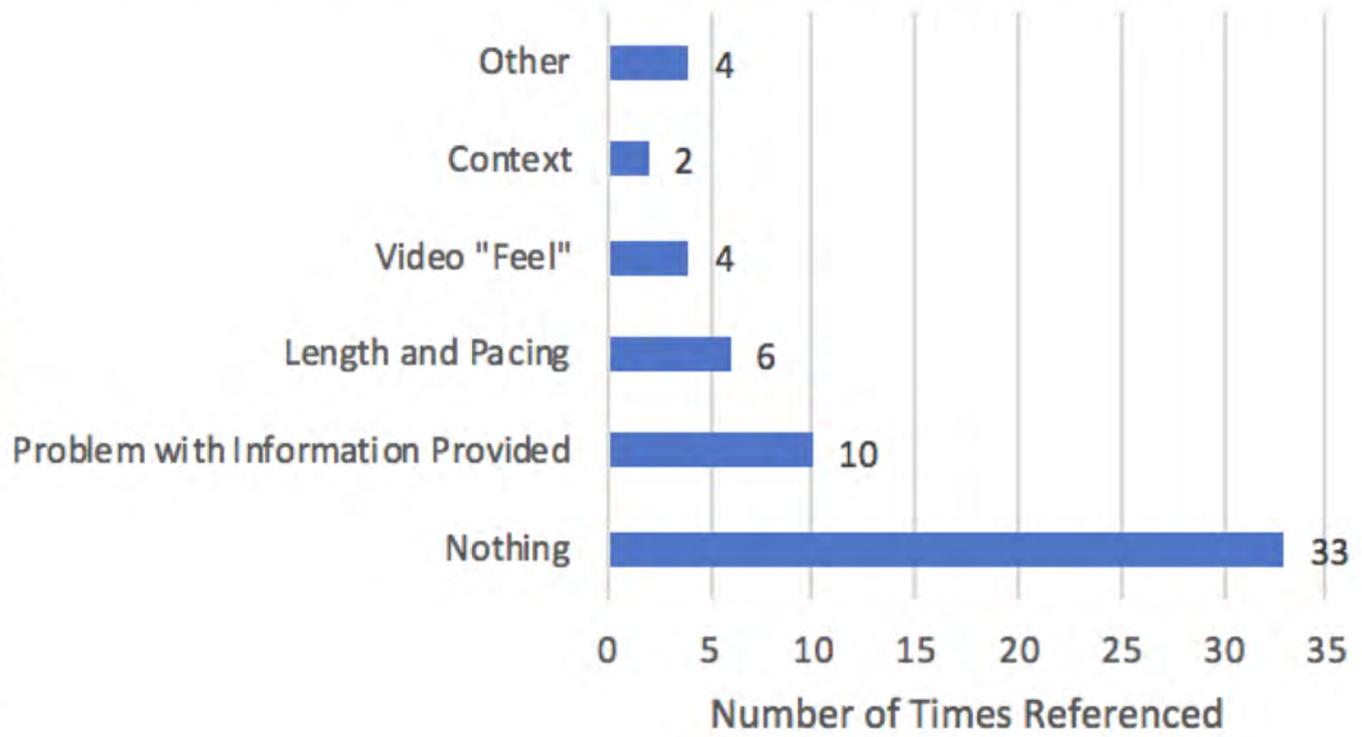
# Research Results



10. Was there something in the video in particular that you **disliked**?

## Elements of the Video the Respondents Disliked

What the Respondents Disliked About the Video



# Research Results



16. Would this be an initiative that you'd support at UBC? (YES) What specifically about this initiative do you **support**? (NO) What **concerns** do you have about this initiative?

YES	PARTIALLY	NO
62%	18%	20%

# Research Results

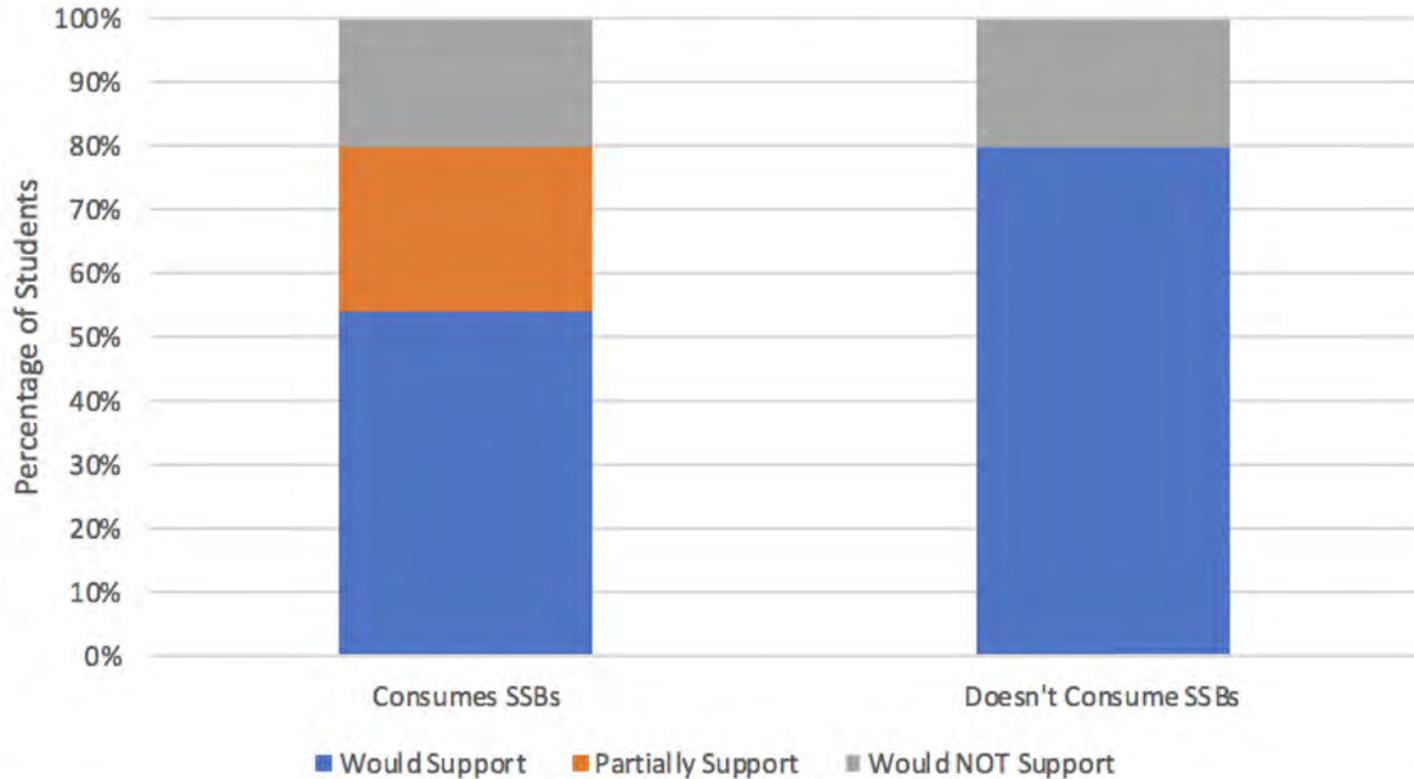


**77.4% were NOT LFS students**

UBC? (YES) What  
(NO) What

YES	PARTIALLY	NO
62%	18%	20%

## Level of Support of HBI at UBC





# Preliminary Recommendations

# Potential Actions

## KEEP

- ✓ Video format
- ✓ Statistics, facts and animations in video
- ✓ Move forward with HBI at UBC
- ✓ Choice to still bring own beverages on campus
- ✓ Students involved in the implementation process

## IMPROVE

- Need additional formats to compliment video
- Add subtitles
- Clear promotion of water over diet beverages, milk and 100% fruit juices
- Improved pre-initiative for better education on initiative purpose
- Clarify that cost for students won't be affected

# Potential Research

Should we be targeting/villainizing sugar?



Plastic bottles



**filtered** water fountains/sources



The relationship between “diet” beverages and health

# Conclusion

- Gathered opinions of UCSF video and UCSF HBI by interviewing **50 random UBC students for 10 minutes each**
- Video format is **effective** but **additional formats** required
- Majority of students interviewed **would support HBI** at UBC
- **More research and actions** are necessary to address student concerns

**QUESTIONS/COMMENTS?**

# Works Cited

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