

Sports Drinks are Gammin!

STAKEHOLDER TOOLKIT

Campaign background

Sugar-loaded sports drinks are promoted as a smart alternative to water, with marketing often targeted towards young people. However, the consumption of sugary drinks is associated with a range of serious health outcomes including weight gain, obesity, type 2 diabetes and dental decay.

Given the considerable burden of overweight and obesity-related chronic disease in the Aboriginal population, targeted campaigns are required to increase awareness and reduce consumption of sports drinks among the Victorian Aboriginal community, particularly among young people.

What is a sugary drink?

Sugary drinks, or sugar sweetened beverages, include all non-alcoholic water based beverages with added sugar such as non-diet soft drinks, energy drinks, fruit drinks, sports drinks and cordial.

What is the aim of the campaign?

- To highlight the high amount of sugar in sports drinks
- To highlight the health impacts associated with regular consumption of sports drinks
- To encourage young Aboriginal people to go for water instead
- To encourage discussion about the clever marketing used to sell sports drinks.

Who is the video targeting?

- Aboriginal and Torres Strait Islander community members aged 18-30

What are the key messages?

- Sports drinks are full of sugar
- Regular consumption of sports drinks can lead to serious health problems
- Tap water is healthier and free

How can my organisation help?

Encourage Community members to rethink their sugary drink intake by promoting the videos. Use the example content below in newsletters, on your website and on social media. You can also implement the practical Tips for workplaces in your organisation and promote the Tips for individuals to staff (p4-5).



Campaign materials

Montage video: <https://youtu.be/1k4kzLCduHU>

Jethro and Keith: <https://youtu.be/i5vprXbJihA>

Shaun: https://youtu.be/Q0G-D_0whJQ

Mikaela and Jacara: <https://youtu.be/xOCAL-cW7Ok>

Campaign poster: rethinksugarydrink.org.au/tips-resources

Rethink Sugary Drink for Aboriginal communities website: rethinksugarydrink.org.au/koori

Newsletter article/website content

Short copy

Sports Drinks are Gammin! Go for water instead

Think you need a sports drink after exercise? Think again!

VACCHO and Rethink Sugary Drink have launched a new campaign, Sports Drinks are Gammin!, to show that sports drinks are full of sugar and no good for us – they're gammin! Regular consumption can lead to weight gain and increase the risk of type 2 diabetes, heart and kidney disease, stroke and some cancers.

So the next time you feel like a sports drink, go for tap water instead. It's free, convenient and the best way to hydrate.

Learn more at www.rethinksugarydrink.org.au/koori

Long copy

Sports Drinks are Gammin! Go for water instead

Think you need a sports drink after exercise? Think again!

VACCHO and Rethink Sugary Drink have launched a new campaign, [Sports Drinks are Gammin!](https://rethinksugarydrink.org.au/sports-drinks-are-gammin), to show that sports drinks are full of sugar and no good for us – they're gammin! Regular consumption can lead to weight gain and increase the risk of type 2 diabetes, heart and kidney disease, stroke and some cancers.

So the next time you feel like a sports drink, go for tap water instead. It's free, convenient and the best way to hydrate.

Keen to cut back on sports drinks? Check out the tips from Shaun Thomas, a professional boxer and proud Palawa man from Cape Barron Island in the Bass Strait, who stars in the campaign.

Shaun's tips for cutting back on sports drinks

- Why are sports drinks gammin? Because brands make big promises like 'contains vitamins' or 'quenches thirst' to make their drink sound healthier than it really is. Check out the sugar content on the label to see how much sugar is in the whole bottle.
- Find out how much sugar is in your favourite sports drink using the table below – it might surprise you. To find out about other sugary drinks visit rethinksugarydrink.org.au/how-much-sugar
- Carry a water bottle, so you don't have to buy a drink if you're thirsty.
- Take your water bottle to the gym or training with you so you're not tempted by sports drinks at the end of your workout.



- Yarn with your kids about why sports drinks are gammin, to tackle the ‘pester power’ head on.
- Try to avoid going down the soft drink aisle at the supermarket and beware the specials at the petrol station.
- For more tips visit www.rethinksugarydrink.org.au/koori

How much sugar is in your sports drink?

Sports drink	Sugar per 100mL		Sugar per bottle	
	Grams	Teaspoons	Grams	Teaspoons
Maximus 1 litre*	7.6	1.9	76	19
Powerade Mountain Blast 600mL	5.8	1.5	35	8.8
Powerade Berry Ice 600mL	5.8	1.5	35	8.8
Gatorade Lemon Lime 600mL	6	1.5	36	9
Gatorade Orange Ice 600mL	6	1.5	36	9

Note: 1 teaspoon = 4g

***Sugar includes maltodextrin**

For more information visit www.rethinksugarydrink.org.au

Social media

Sample Facebook posts

- Think you need a sports drink after exercise? Think again! Hear local Aboriginal athletes explain why they prefer water in this new campaign from @VACCHO and #RethinkSugaryDrink <https://youtu.be/1k4kzLCduHU> #DrinkWaterUMob
- “The ads say they’re designed to rehydrate, but there’s just too much sugar in them. Water’s a good choice because it’s a natural product, it’s untouched” Watch this video to see why sports drinks are an unhealthy choice <https://youtu.be/1k4kzLCduHU> #DrinkWaterUMob
- “Sports drinks are well marketed and a lot of people are fooled into thinking we need them.” Find out more in this new campaign from @VACCHO and #RethinkSugaryDrink <https://youtu.be/1k4kzLCduHU> #DrinkWaterUMob
- “Sugary drinks haven’t helped my performance as an athlete.” Find out why boxer Shaun Thomas prefers to drink water in this new campaign from @VACCHO and #RethinkSugaryDrink <https://youtu.be/1k4kzLCduHU> #DrinkWaterUMob

Sample tweets

- Aboriginal role models say why they prefer water to sports drinks in this new video <https://youtu.be/1k4kzLCduHU> #DrinkWaterUMob
- Sports drinks are gammin! Go for water instead <https://youtu.be/i5vprXbJihA> #DrinkWaterUMob



- Sports drinks: there's just too much sugar in them <https://youtu.be/1k4kzLCduHU> #DrinkWaterUMob
- 'Sugary drinks haven't helped my performance as an athlete' https://youtu.be/Q0G-D_0whJQ #DrinkWaterUMob
- Sports drinks are well marketed. Young people can be fooled into thinking we need them <https://youtu.be/xOCAL-cW7Ok> #DrinkWaterUMob
- Water helps my performance, my health, my muscles https://youtu.be/Q0G-D_0whJQ #DrinkWaterUMob
- Mother nature designed water for our bodies, so why choose sports drinks? <https://youtu.be/xOCAL-cW7Ok> #DrinkWaterUMob

Images (video stills):

High-res jpg files available on request

Shaun



Jethro and Keith



Mikaela and Jacara



About Rethink Sugary Drink

Rethink Sugary Drink is a partnership between the Australian Dental Association, Cancer Council Australia, Dental Health Services Victoria, Dental Hygienists Association of Australia, Diabetes Australia, Heart Foundation, Kidney Health Australia, Nutrition Australia, Obesity Policy Coalition, National Stroke Foundation, the Victorian Aboriginal Community Controlled Health Organisation (VACCHO) and the YMCA to raise awareness of the amount of sugar in sugar-sweetened beverages and encourage Australians to reduce their consumption. Visit www.rethinksugarydrink.org.au for more information.

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