Sugar-Sweetened Beverage Consumption Among Hawaii Teens

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Background
- Obesity is a major health concern and is linked to metabolic syndrome, diabetes and other adverse outcomes
- Sugar sweetened beverages (SSBs) are a major contributor of excess calories and provide no essential nutrients
- 76.9% of Hawaii high school students drank a soda in the past week and 17.5% drank soda at least once a day¹
- Little is known about the consumption of other SSBs among Hawaii teens

Objective
- Assess SSB consumption in the past 7 days among an ethnically diverse group of Hawaii teens
- Sweetened beverages assessed included:
  - Soda
  - Sports or energy drinks
  - Coffees or teas
  - Juice drinks (not 100% fruit juice)
- Response options for the past 7 days: I did not drink SSB, 1 to 3 times, 4 to 6 times, 1 time per day, 2 times per day, 3 times per day, and 4 or more times per day

Research Design

Telephone Survey
- Random-digit dial telephone survey of youth aged 12 to 18 years
  - Landlines and cell phones included in sample
  - Conducted during summer 2012
- Parental consent and participant assent were obtained prior to interview

Findings

Demographics
- 602 teens were surveyed
  - 47% boys
  - Average age 14.7 years (SD 1.9)
  - Ethnically diverse
    - Native Hawaiian 24.3%
    - White 23.8%
    - Filipino 17.4%
    - Japanese 16.3%
    - Other * 18.3%
*Includes Chinese, Black, Other Pacific Islander, Hispanic and Other

Purchasing Power and Habits
- 79% had $5 or more per week to spend anyway they wanted and 63% had $10 or more per week
- There was no difference in disposable income by sex, but Filipinos (53%) were the least likely to have $10 or more spend per week
- 62.5% of teens bought at least one SSB for themselves in the past 7 days

Consumption

Percent Who Consumed Any SSB in the Past Seven Days by Drink Type and Sex

- 93% of teens drank at least one SSB in the past week
  - Soda and juice drinks are most popular
  - Boys are significantly more likely than girls to consume soda (P=0.006) and sports/energy drinks (P=0.026)
  - There are no statistically significant differences in SSB consumption by ethnicity
- 1 out of 10 teens drinks soda at least once a day
- 1 out of 10 teens drinks juice drinks at least once a day

Conclusion
- While many teens limit their consumption of certain types of SSBs, overall consumption is high with 93% reporting drinking at least one SSB in the past seven days with a mean of 8.6 SSBs overall.
- Boys are more likely than girls to drink soda and sports or energy drinks. Girls appear to favor sweetened coffees or teas, but this is not statistically significant.
- Educational efforts and interventions to reduce the calories consumed in SSBs among youth must address juice drinks, sweetened coffees and teas, and sports and energy drinks, as well as soda, and empower youth as consumers if they are to be successful.

Limitations
1. The survey questions did not assess portion size of SSBs and thus could underestimate actual consumption. For example a typical juice drink pouch has about 6 oz while a bottle of soda has 20 oz and a large coffee can be 16 to 24 oz.
2. Survey questions did not assess the actual number of SSBs consumed but a frequency during the past 7 days. Results also may be subject to seasonal variation.