

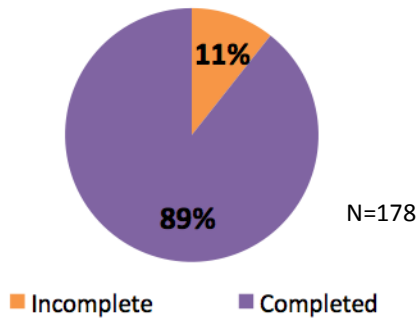
Mass in Motion Kids New Bedford

Sugar-Sweetened Beverage Challenge Results

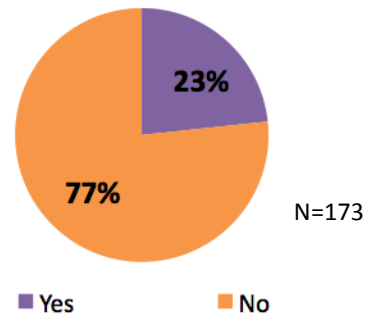
Results Summary

In total, 178 New Bedford residents registered for the Sugar-Sweetened Beverage Challenge and pledged to either not drink sugary drinks (13%, N=148), reduce the number of sugary drinks consumed (24%, N=148), or increased their water intake during the summer (63%, N=148). More than half of the participants were female (64%) and between 2 and 12 years of age (62%). The majority of participants signed up for the pledge themselves (88%) while some required the assistance of a parent/guardian (7%) or a member of the school staff (2%). Over 50% participants (N=139) signed up for the challenge at the Hannigan and Keith Middle schools. At baseline, 51% of pledges stated that they drank one serving of soda or more per day, 58% stated that they drank one serving or more of other sugary drinks, while only 42% said that they drink 3 or more servings of water. Of the 178 participants that registered for the, the majority (89%) successfully completed challenged.

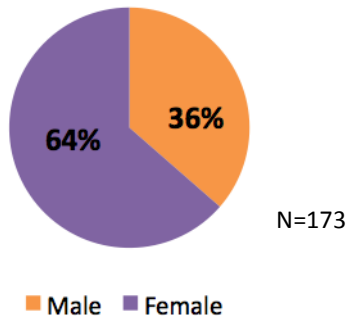
Percent Who Completed Challenge



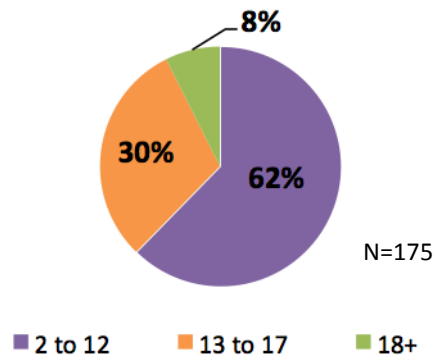
Have you Heard of this Challenge or Anything Similar?



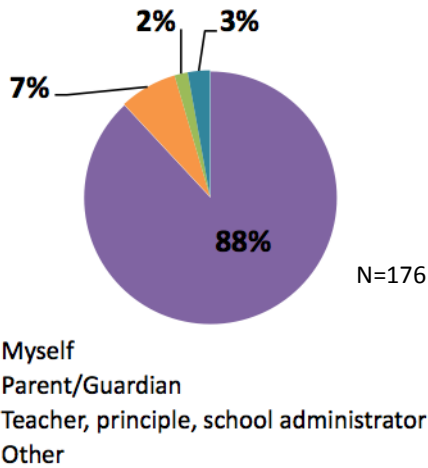
Gender of Participants



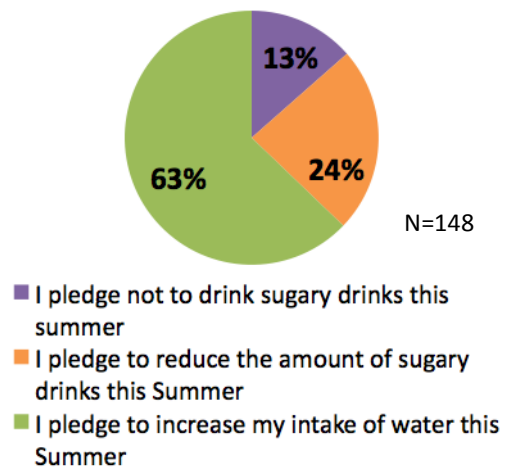
Age of Participant



Who is Filling out this Pledge?

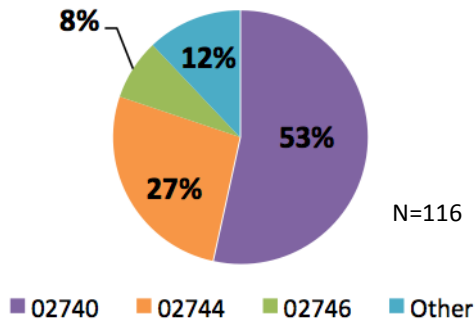


Type of Pledge

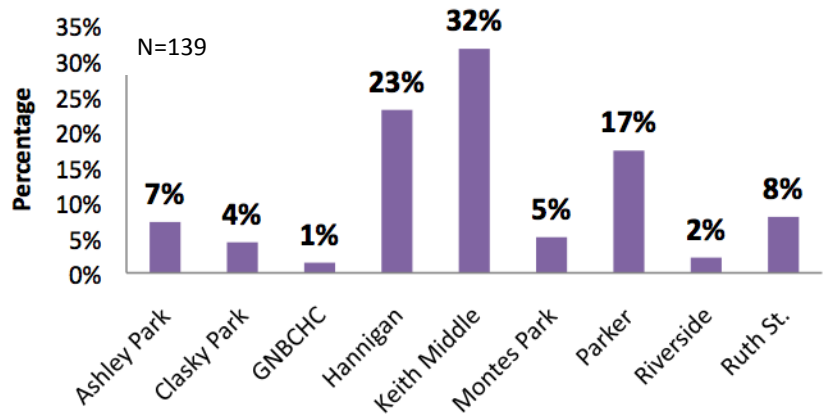


Note: 91% of those who listed "Myself" were between 6 and 17 years of age

Zipcode of Participant

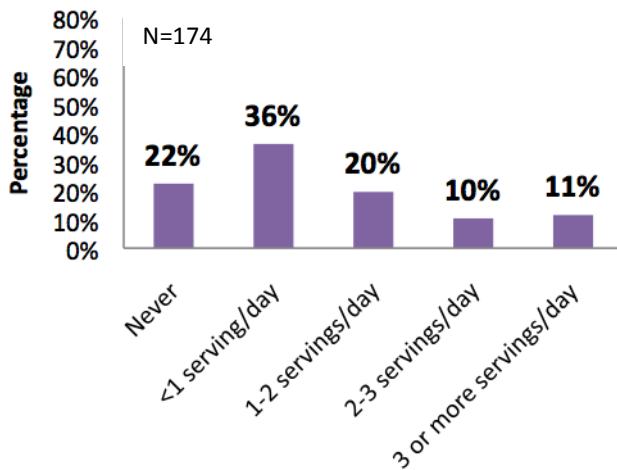


Location of Pledges

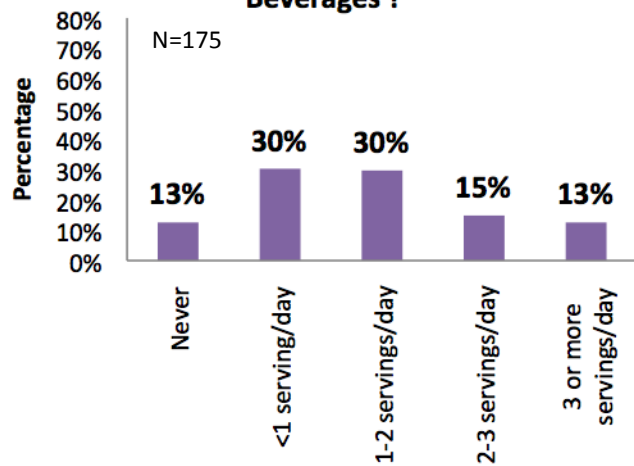


Note: Category "Other" includes the zip codes 02717, 02720, 02741, 02742, 02743, 02735m 02747, 02748, 02777, 02780, 02790. Those who did not list a zip code were excluded.

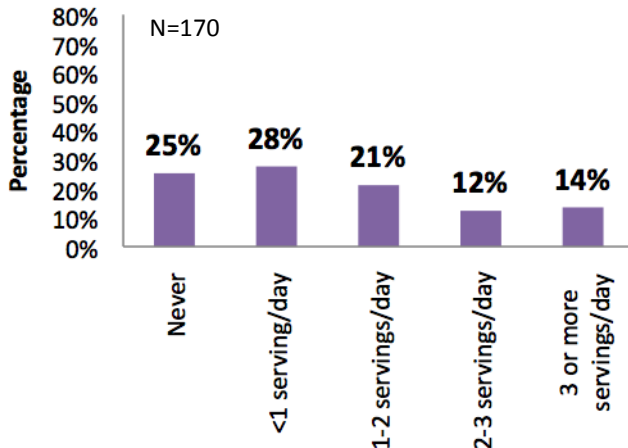
How Often do You Drink Soda?



How Often do You Drink Other Sugary Beverages ?



How Often do You Drink Low-Fat or Fat-Free White Milk ?



How Often do You Drink Water?

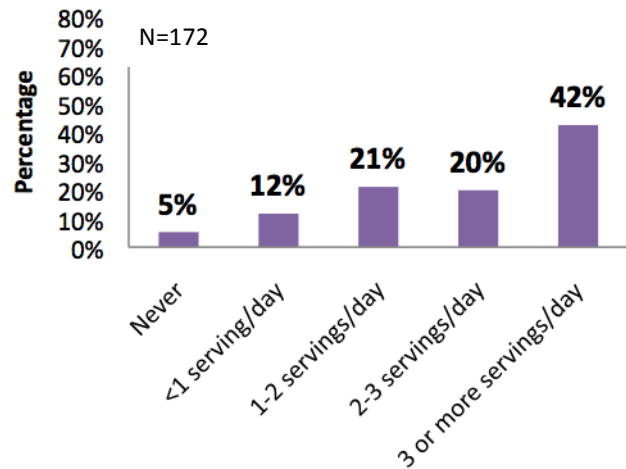


Table 1: Summary table of New Bedford Sugar-Sweetened Beverage Challenge Results

Category	Frequency	Percent
<u>Gender of participants</u>		
Male	63	36.42
Female	110	63.58
<u>Age of participant (in years)</u>		
2 to 12	109	62.29
13 to 17	53	30.28
18+	13	7.41
<u>Participants who completed the challenge</u>		
Incomplete	19	10.67
Completed	159	89.33
<u>Location where participants pledged</u>		
Ashley Park	10	7.19
Clasky Park	6	4.32
GNBCHC	2	1.44
Hannigan	32	23.02
Keith Middle	44	31.65
Montes Park	7	5.04
Parker	24	17.27
Riverside	3	2.16
Ruth St.	11	7.91
<u>Zip code of participant's residence</u>		
02740	62	53.4
02744	31	26.7
02746	9	7.8
Other	14	12.1
<u>Type of Pledge</u>		
I pledge not to drink sugary drinks this summer	20	13.51
I pledge to reduce the amount of sugary drinks this Summer	35	23.65
I pledge to increase my intake of water this Summer	93	62.84
<u>Who is filling out this pledge?</u>		
Myself	155	88.07
Parent/Guardian	13	7.39
Teacher, principle, school administrator	3	1.7
Other	5	2.84
<u>Have you heard of this challenge or anything similar?</u>		
Yes	41	23.3
No	135	76.7
<u>How often do you drink soda?</u>		
Never	39	22.41
<1 serving/day	63	36.21
1-2 servings/day	34	19.54
2-3 servings/day	18	10.34
3 or more servings/day	20	11.49
<u>How often do you drink other sugary beverages?</u>		
Never	22	12.57
<1 serving/day	53	30.29

Category	Frequency	Percent
1-2 servings/day	52	29.71
2-3 servings/day	26	14.86
3 or more servings/day	22	12.57
<u>How often do you drink low-fat or fat-free white milk?</u>		
Never	43	25.29
<1 serving/day	47	27.65
1-2 servings/day	36	21.18
2-3 servings/day	21	12.35
3 or more servings/day	23	13.53
<u>How often do you drink water?</u>		
Never	9	5.23
<1 serving/day	20	11.63
1-2 servings/day	36	20.93
2-3 servings/day	34	19.77
3 or more servings/day	73	42.44