



SEA Change Portland

3RPC Radio Update

Tune in Monday from 1-2PM where SEA Change Portland host an hour segment on SEA Change Portland activities, interview local champions, provide information, tips and tools to provide a new approach to healthy eating and active living.

Sugar Taxes on SSB's

The World Health Organization is urging governments to apply sugar taxes to sugary drinks to fight the global epidemics of obesity and diabetes. Obesity has more than doubled worldwide between 1980 and 2014, with 11 percent of men and 15 percent of women classified as obese - more than 500 million people.

A 20 percent price increase could reduce consumption of sweet drinks by the same proportion, the WHO said in "Fiscal Policies for Diet and Prevention of Non communicable Diseases", a report issued on World Obesity Day.

Increased Water Consumption

Christine Luke from Portland Squash and Racquetball Club explained the innovative trial the club undertook, to change the reliance on SSB's for drinks of choice. The Club proved (using an audit of their drinks fridge) that a sporting club can increase water consumption and reduce consumption of sugary drinks. They did it by working with South West Sports Academy using a three phase 'nudge' effect (including drinks fridge audit, poster promotion, 'Water Loyalty Program')

Healthy Festival Activities

The Upwelling Committee introduced the Bubble Muffin Kids Cooking Club, an interactive children's cooking show. More than Spectacular!

This team is exciting, educational and above all, fun!

The many young participants and onlookers were entertained and enthralled in a most unique way- whilst learning valuable healthy eating, cooking and lifestyle lessons for today and the future.

SEA Change Portland (Sustainable Eating & Activity Change)

A new approach to healthy eating and active living developed by the Portland community, specifically for the Portland community.

Links for above articles:

[Sugar Tax on SSB's](#)

[Bubble Muffin Kids Cooking Club](#)

Songs:

'I feel young again' – Helen Reddy

'Heartbeats accelerating' – Linda Ronstadt

'Help is on its way'- Little River Band

