

Public Service Announcement

Take the Drop the Pop Challenge!

Start Date: February 1, 2018 End Date: February 28, 2018 Iqaluit, NU

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This month, help support our students and join them by taking the Drop the Pop Challenge! Try not to drink pop for five days during the month of February. Challenge your friends and co-workers to Drop the Pop with you!

Every winter Nunavut schools hold the Drop the Pop Challenge to help students learn about making healthy food and drink choices. Drinks like pop, fruit drinks, slushies and energy drinks are high in sugar, and can increase the risk of developing obesity and diabetes. In addition, the sugar and acid in these drinks work with bacteria in our mouths to increase tooth decay. Water is a necessary nutrient and the best choice to satisfy thirst for children and adults.

Instead of pop, choose to:

- make water your main drink;
- drink milk for strong teeth and bones; and
- drink 100 per cent real juice in moderation, up to half a cup per day.

Good luck on the Drop the Pop Challenge! For more information about making healthy choices, visit the Government of Nunavut's <u>Healthy Living site</u>.

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