

## MEDIA RELEASE

### Stop sipping sugar: Cadel Evans gets behind change program

*VicHealth calls on Victorians to swap sugary drinks for water as H30 Challenge Campaign ramps up again*

**25 November 2015:** It's time to get sour on the sweet stuff. That's the message from legendary cyclist Cadel Evans as he throws his support behind VicHealth's *H30 Challenge* through a partnership with the Cadel Evans Great Ocean Road Race.

The H30 Challenge follows on from the significant success of last year's inaugural campaign to encourage Victorians to swap sugary drinks for water during a 30 day challenge. Nearly 16% of Victorians drink sugary drinks daily, amounting to an average of 4.2 Litres of SSB consumed per week<sup>1</sup>.

Sugar sweetened drinks - including soft drinks, sports drinks, fruit drinks and cordial - are the largest source of added sugar in the Australian diet<sup>2</sup>.

With a regular 600mL bottle of soft drink containing about 16 teaspoons of sugar and around 11 teaspoons in a sports drink, the Tour De France winning cyclist is joining forces with VicHealth in their plan to get 200,000 more Victorians adopting a healthier diet by 2023. Currently, nearly two thirds of adults and one in four children are overweight or obese in Victoria.

"Water is essential to maintain a healthy lifestyle; it aids digestion, allows us to absorb nutrients and ultimately keeps us hydrated and alive," Cadel Evans said.

The VicHealth H30 Challenge will kick off on November 25 ahead of the Cadel Evans Great Ocean Road Race, which is proudly sponsored by VicHealth for the second year running.

According to VicHealth CEO, Jerril Rechter, research of participants in VicHealth's H30 campaign in 2014 found that people were significantly (60%)<sup>4</sup> more likely to reduce their sugary beverage intake by 100% after the 30 day challenge.

"We saw some really great change in people's behaviour following the campaign last year – and we're hoping to encourage a lot more people to join the H30 Challenge this time around," she said.

"Too much sugar is bad for your health, increases the risk of tooth decay and can lead to weight problems. Water is readily available, costs less, provides your body with hydration and is kilojoule free – so it's a win for your body and your wallet. Challenge participants have got nothing to lose and everything to gain."

According to VicHealth's resident nutritionist, Sonya Stanley, every day Aussies don't even realise how much sugar is in their drinks.

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<sup>1</sup> Department of Health 2014. *Victorian Population Health Survey 2011-12, survey findings*. State Government of Victoria, Melbourne.

<sup>2</sup> VicHealth, 2015, 'Ten reasons to switch sugary drinks for water: number 6', VicHealth Infographic.

<sup>3</sup> VicHealth, 2015, 'Ten reasons to switch sugary drinks for water: number 5', VicHealth Infographic.

<sup>4</sup> Britt, C, 2015, 'VicHealth: H30 Challenge 30 Day survey', Colmar Brunton Research, 7 March.

“The sugar content in sweetened drinks like sports drinks often seems to be hidden. It is astounding that a 600mL bottle of sports drink can contain 11 teaspoons of sugar<sup>3</sup>. Water is the drink of choice for moderately-paced exercise less than one hour in duration<sup>2</sup>. Switching to water instead of sugary drinks is a clear way to healthier habits,” said Sonya.

Far from a fad-diet, VicHealth’s H30 Campaign will run from December through until February 2016 and has many resources to ensure motivation levels stay at an all-time high. Participants choose their own start date and will receive emails, SMS notifications and great prize incentives for participation.

To participate in VicHealth’s H30 Challenge, and to see how much better you feel in just 30 days – visit [www.h30challenge.com.au](http://www.h30challenge.com.au).

For more information about the Cadel Evans Great Ocean Road Race and H30 event day activity visit [www.cadelevansgreateoceanroadrace.com.au](http://www.cadelevansgreateoceanroadrace.com.au)

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