



## DEPARTMENT OF HEALTH

**JOSH GREEN, M.D.**  
GOVERNOR  
KE KIA'ĀINA

**KENNETH S. FINK, MD, MGA, MPH**  
DIRECTOR  
KA LUNA HO'OKELE

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### **Department of Health launches “Sweet Lies!” campaign**

HONOLULU – The Hawai'i Department of Health (DOH) recently launched a new public service announcement campaign aimed at the beverage industry's marketing of sweetened fruit drinks to keiki. Pictures of fruit and words like *juice*, *natural*, and *100% vitamin C* mislead parents into thinking these beverages are healthy. In reality, sweetened fruit drinks can contain as much sugar as soda and can lead to tooth decay, early weight gain, and contribute to a lifetime of diet-related diseases, including diabetes.

Beverages can make up a large portion of a child's caloric and nutrition intake. The drinks parents and caregivers choose for their children can have a lasting impact. According to the Hawai'i's Young Children Health Survey, more than 75% of keiki in Hawai'i consume one or more sweetened fruit drinks, sports drinks, energy drinks, or tea drinks daily.

The [\*Sweet Lies!\*](#) campaign was developed with insights and feedback from focus groups consisting of parents and grandparents of Hawai'i keiki. Most agreed that sodas are too sugary for children but were unaware that sweetened fruit drinks can contain just as much sugar. “It was evident during our focus groups that parents and grandparents are trying to make healthy decisions for their keiki,” said Lola Irvin, Department of Health Administrator of the Chronic Disease Prevention and Health Promotion Division. “However, pictures of fruit on packaging and products labeled ‘natural,’ and ‘100% vitamin C’ are deceiving families into thinking sweetened fruit drinks are healthy, when

in fact, they are filled with sugar.” National and local health experts recommend keiki drink NO sweetened fruit drinks or other sugary beverages. Water or unflavored milk is the healthiest choice.

The Children’s Healthy Living Program has surveyed residents of Kaua’i, Nānākuli, Waimānalo, Wailuku, Moloka’i, and Hilo for more than six years and its data shows that 13.5% to 43.5% of young children in these communities are overweight or obese.

The campaign, aimed at bringing the spotlight to the Beverage Industry’s deceptive marketing tactics, is slated to run through April 30, 2023 on TV, radio, digital, social media, and in malls statewide. The public is encouraged to visit the campaign website, [SweetLies.hawaii.gov](http://SweetLies.hawaii.gov), to learn more.

**WHAT YOU SEE**

**Nutrition Facts**  
8 servings per container  
Serving size 8 fl oz (240 mL)

Amount per serving  
**Calories 110**

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 27g	10%
Dietary Fiber 0g	0%
Total Sugar 25g	
Includes 23g Added Sugars	46%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Potassium 40mg	0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a diet of 2,000 calories. A diet is used for general nutrition advice.

**WHAT TO LOOK FOR**

**Nutrition Facts**  
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**Choose drinks with ZERO Added Sugars!**

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