



## **A.P.P.L.E. Launches *No Soda September* Campaign in Area Schools**

**FOR IMMEDIATE RELEASE**  
September 2, 2015

Contact: Chrystal Wilson, Program Coordinator  
606-329-9444, ext. 2237

The Appalachian Partnership for Positive Living and Eating (A.P.P.L.E.) has partnered with local middle and elementary schools in Boyd and Greenup counties to promote *No Soda September*, a campaign to encourage children and families to drink more water and less soda and other sugary beverages throughout the month of September.

All classrooms to return a signed pledge received free color-changing water bottles and a water tracker for each student and teacher. Over 2,300 water bottles have been distributed to date. The emphasis comes from the A.P.P.L.E. program's evidence-based 5-2-1-0 core model, of which the '0' represents "zero sugary drinks."

Kentucky has been labeled the U.S. capital for soda drinkers, and this is particularly true in eastern Kentucky, where residents lead the nation in per capita volume of Pepsi and Mountain Dew consumption. Among children, those who drink one or more sugar-sweetened beverages per day have 55-percent greater odds of being overweight or obese. Obese children are more likely to suffer from health problems including: asthma, headaches, ear infections, depression, joint and muscle problems and developmental delays. Individuals who drink one to two sugar-sweetened beverages per day have a 26-percent higher risk for developing type 2 diabetes. Children who frequently consume beverages high in sugar are at increased risk for dental caries. Untreated dental caries can lead to pain, infection, tooth loss, and in severe cases, death.

A.P.P.L.E. is a program through the Ashland-Boyd County Health Department and currently in its third year funded by a grant from the AstraZeneca HealthCare Foundation's *Connections for Cardiovascular Health<sup>SM</sup>*. A.P.P.L.E. aims to promote healthy childhood and youth development by modifying behaviors contributing to obesity among children and their caregivers through a voluntary case management platform in Boyd and Greenup Counties, Kentucky.

### **About AstraZeneca HealthCare Foundation**

Established in 1993, the *AstraZeneca HealthCare Foundation* is a Delaware not-for-profit corporation and a 501(c)(3) entity organized for charitable purposes, including to promote public awareness of healthcare issues, to promote public education of medical knowledge and to support or contribute to charitable and qualified exempt organizations consistent with its charitable purpose. *Connections for Cardiovascular Health<sup>SM</sup>* was launched in 2010 through a charitable contribution of \$25 million from AstraZeneca.

2924 Holt Street  
Ashland, Kentucky 41101  
<http://www.abchdkentucky.com/>



**Public Health**  
Prevent. Promote. Protect.