

The Bronx Health Beverage Zone Factsheet



The Bronx Healthy Beverage Zone (HBZ) is a borough-wide initiative co-led by Union Community Health Center and Bronx Health REACH in conjunction with the Bronx Neighborhood Health Action Center. The primary focus of the HBZ movement aims at assisting organizations interested in becoming an official HBZ site by creating a supportive environment to advocate healthy beverage alternatives at their establishments. By communicating a clear and consistent message to every Bronxite, the HBZ serves as the foundation in building a drive to promote healthy beverage options for all who work, live and visit the Bronx.

Here are some other quick facts about HBZ:

- For eight consecutive years since 2009, the Robert Wood Johnson Foundation's County Health Rankings Report has classified the Bronx as number 62 out of New York State's 62 counties in terms of health outcomes.
- The prevalence of obesity in the Bronx was ranked the highest amongst all five boroughs in New York City, with 32% of all adults obese.
— *New York City Health Provider Partnership Bronx Community Needs Assessment 2014, NYC Department of Health and Mental Hygiene*
- 335,000 adults in the Bronx were reported consuming more than one sugary drinks per day in 2015, ranking as number three amongst the five boroughs in New York City.
— *Average Sugary Drink Consumption by Borough (Age-Adjusted) NYC Community Health Survey 2015, NYC Department of Health and Mental Hygiene*
- An estimated \$185 million were spent in purchasing sugary drinks by the adults in the Bronx who consumed one or more cans of soda per day in 2015.
— *V. S. Malik, B. M. Popkin, G. A. Bray, J. P. Després, F. B. Hu. Sugar-Sweetened Beverages, Obesity, Type 2 Diabetes Mellitus, and Cardiovascular Disease Risk. Circulation. 2010; 121(11): 1356 – 64*
- #Not62 – The Campaign for a Healthy Bronx was created to address the social, economic and physical environments throughout the Bronx that contribute to the health outcomes of Bronxites.
- The HBZ project was developed to address the obesity epidemic by promoting health beverage consumption at workplaces.
- When employers invest in their employees by offering wellness programs and services such as the HBZ, there are lower health care costs, fewer sick days and improved productivity.
- The #HBZ supporting hashtag was created to generate social media buzz.



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