

# Iowa Strength and Conditioning



## The Relationship Between Sweetened Drinks and Body Composition

Researchers say you can measure a person's risk of obesity by measuring their soda intake. Versus people who don't drink sweetened sodas, here's what your daily intake means:

1 can = 30.4% increased risk of being overweight or obese

1 to 2 can = 32.8% increased risk

2 or more cans = 47.2% increased risk

That is a pretty remarkable set of stats! You don't have to drink huge quantities to put yourself at risk. Just one or two cans a day will do it. Because High Fructose Corn Syrup is so cheap, marketers keep making serving sizes bigger. In the 1950's, the average person drank 11 gallons of soda a year. Today that number is 46 gallons! A Center for Science in the Public Interest report contained this shocking sentence: "Carbonated soft drinks are the single biggest source of calories in the American diet." That does not include all other non-carbonated sweetened beverages! So if you are looking for an easy way to cut empty calories from your diet, taking a closer look at what you drink may be a great place to start.

Taken from *Drink This Not That* 2010

## "THE IOWA WAY"

### Michael Jordan

You have to expect things of yourselves before you can do them.

This may seem overly simplistic, but I am always amazed at how often student-athletes sell themselves short in a multitude of areas. This is true in the classroom, our personal lives and in your sport. It is not until the bar is raised and standards are elevated that you can expect to achieve your potential. The expression "Raise the Bar" may seem overused or cliché, but it is the simple truth!

It is not until you set your goals higher, even if ever so slightly, that you can expect to set personal records and break through personal plateaus. In the case of a team sport, this effect becomes multiplied and when each individual commits to doing their part to improve, great things can happen!

