

**Project:** Reduce sugary drinks in Ban Khlong Khut community, Pak Nakhon Subdistrict, Mueang District, Nakhon Si Thammarat Province.

**Situation:** The consumption of sweetened beverages is a high-risk behavior that can lead to diabetes, hypertension, dyslipidemia, and eventually cardiovascular diseases and strokes. In Ban Khlong Khut, the number of people with chronic diseases has been steadily increasing, with 25.84% of the population suffering from hypertension and 16.85% from diabetes. The community has six sweetened beverage shops and twelve convenience stores. A survey revealed that 84% of individuals aged 35 and above consume at least one sweetened beverage daily. Given this situation, the Ban Khlong Khut community recognized the need to reduce sweetened beverage consumption among those at risk for chronic diseases in order to mitigate future health risks.

**Process and Activities:** A working group of 10 members was formed, consisting of various community stakeholders, to survey the health conditions and sweetened beverage consumption habits of at-risk individuals in the community. Educational activities and skill-building sessions were organized to promote behavior change through the use of the "STOP SWEET FOR HEALTH" Line OA application. The group also held community forums to develop policies aimed at reducing sweetened beverage consumption and conducted follow-up visits to monitor behavioral changes among the target group.

**Collaborating Partners:** The success of the project was supported by various partners, including healthcare personnel from Wat Mook Tharam Subdistrict Health Promotion Hospital, who provided knowledge on reducing sweetened beverage consumption. The "STOP SWEET FOR HEALTH" application was used to train at-risk individuals. The working group, consisting of the village headman, village committee, health volunteers, municipality members, and migrant community leaders, took part in surveying, monitoring, and evaluating the behavior changes of the target group. They also provided ongoing encouragement to support the at-risk individuals in modifying their behavior.

**Outcomes:** A leadership group of 20 individuals was established, trained in both knowledge and skills to help the target group reduce their sweetened beverage consumption. As a result, 75% of the target group successfully reduced their intake, while 5% stopped consuming

sweetened beverages altogether. However, 20% continued to consume the same amount, citing a need for energy to work. Among the sweetened beverage vendors, 6 out of 10 shops (60%) reduced the amount of sugar added to their drinks. In collaboration with the subdistrict administrative organization, community leaders hosted a forum to develop policies for reducing sweetened beverage consumption in Ban Khlong Khut. The resulting guidelines include: (1) each individual may consume no more than three sweetened beverages per week, (2) beverage vendors must ask customers whether they wish to reduce sugar and condensed milk in their drinks, and (3) all residents should monitor and limit their sugar intake to no more than six teaspoons per day. However, the enforcement and evaluation of these guidelines have yet to be carried out.