

PERSPECTIVES OF DIET DRINKS OR NON-NUTRITIVE SWEETENERS AMONG INDIGENOUS ADULTS



SUGAR

20

Participants in North End

15

Participants in Flin Flon

39

Participants in Island Lake First Nations

Diet drinks are a widely available and consumed alternative to regular drinks

An alternative for health reasons



Reduce sugar intake

“I think drinking Coke, I don't know. When it's summer time and I'm hot, and I clean up my house, or I'm doing something I really want that pop frozen, nice, cold and from the freezer. Not frozen, but nice and whatever. But in reality, I'm just like, "Oh my goodness, I'm intaking so much sugar." Sometimes I go down to Coke Zero or Coke, Diet Coke, or like Fresca and stuff but at the same time, no, I don't even think... I don't think I think about things.”

- North End Participant 1

For losing weight

[in reference to asking about diet drinks]

“I'm, I don't need to diet I need to gain, gain weight (laughter) I'm so small”

- Flin Flon, Participant 4

May signal diabetes diagnosis and identify someone as such (stigma)

“Well sometime like even with my son he does not want people knowing he is diabetic so sometimes he just goes ahead and has them [referring to regular pop].”

-Island Lake First Nations, Participant 6

Alternative with mysterious but negative effects



Unknown effects

“But they're not the best for you either, so I'm not sure.”

-North End, Participant 15

Just as bad as regular pop but for reasons unexplained

“uh I find that, I find diet drinks has so much uh chemicals in them I try to tell my granddaughter not too much of it due to aspartame in them causes other health problems”

-Island Lake First Nations, Participant 20

Kids shouldn't drink it

“I think it's, for them it's a hard choice between sugary pop or aspartame, right? Like, I'm not sure there's any parents who are encouraging their children to drink, uh, artificial sweetener pop. Which it seems to be like an adult conversation or an adult issue, whereas with children, uh, it's just like pop is seen as normal, sugary pop is seen as normal and that there would be, you know, a question of why they should be drinking diets, 'cause its taste is different.”

-North End, Participant 16

Lesser tasting alternative



Many don't like the taste

“We don't touch diet drinks either. I don't like the aspartame.”

-North End, Participant 19

“All my friends, they say, "It's disgusting. It tastes gross. [in reference to diet pop].”

- North End, Participant 14

“Just I don't find it refreshing at all. Yeah. It tastes bitter.”

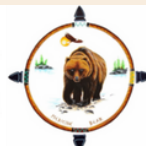
-North End, Participant 12

“I tried sweetener [chuckles] I don't like it!”

- Island Lake, Participant 9



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