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Inland Desert
TRAINING & RESOURCE CENTER

IN PARTNERSHIP WITH
UC San Diego
SCHOOL OF MEDICINE

Welcome

Please call-in: +1 (646) 307-1720
Attendee Access Code: 278-325-407

We'll get started with an introduction in a few minutes…

AUGUST 10TH, 2015, 2-3:30PM

TRAINING TOPIC: BEVERAGE PSE STRATEGIES AND TOOLS

CHAMPIONS for CHANGE™

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Rethink Your Drink:

Strategies and Tools for Healthy Beverages Policies

AUGUST 10TH, 2015, 2:00 – 3:30PM

WHITNEY BALL, PROGRAM COORDINATOR

INLAND DESERT TRAINING & RESOURCE CENTER

rethink YOUR DRINK

CHAMPIONS for CHANGE™

Housekeeping

- All **lines automatically muted upon joining** webinar
- We prefer to **umute** everyone throughout entirety of webinar. Please manually **mute your own phone while not speaking** to eliminate background noise.
  - Note, if you are on a cell phone and moving around, please be extra mindful of muting yourself when needed.
  - Avoid putting an office phone on 'hold', we may hear elevator music…
- Unfortunately the **'chat'** function is not available to attendees through the webinar service. You may, however, enter a question into your **'questionpane'.** Questions can be viewed by panelists and organizers.
- Please feel free to ask questions of us or each other at any time. You can use the **'raise hand'** feature to indicate you've got something to say.

Today's Agenda

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2:00pm-2:15pm

- **Introductions**

Rethink Your Drink and PSE Strategies

2:15pm-2:45pm

- **Guest Speaker:** April Eagan, Inyo County Prevention - Water Station case study

2:45pm-3:00pm

- **Beverage Policy Brief** – Mexico, US Federal, State, city and local beverage policies

3:00pm-3:30pm

- **Guest Speaker:** Christine Fry, Change Lab Solutions – Strategies to reduce SSB consumption

TRC -Who We Are

Blanca Melendrez, Project Director

Dan Bennett, Senior Manager, Communications

Elle Mari, Senior Manager, Training and Technical Assistance

Karemi Alvarez, Senior Manager, Coalition-Building

Rachel Kramer, Project Manager

Reba Meigs, Evaluation Specialist

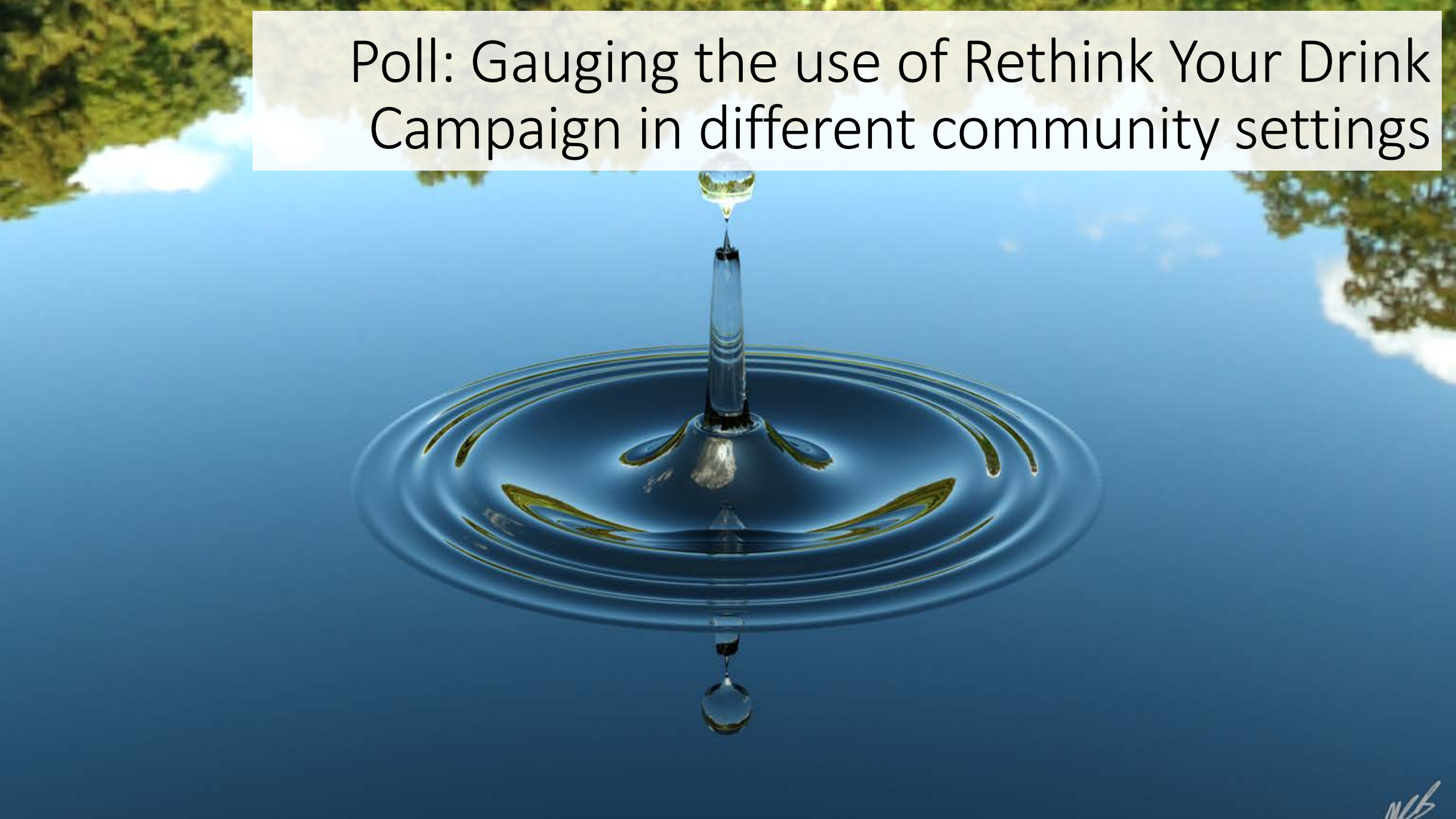
David Martin, Project Coordinator

Whitney Ball, Program Coordinator

What We Do…

We provide resources and learner-centered, multi-layered training opportunities for county health departments and their partners in evidence-based, best practice-based, and innovative strategies and techniques to improve health outcomes for California's low-income families and low-resource neighborhoods. We do this work by building local training and technical assistance capacity, collaborating for action through multicounty coalitions, and providing expertise and leveraging resources for media and public relations, outreach and coordination.

Poll: Gauging the use of Rethink Your Drink Campaign in different community settings



Today's Objectives

1. To gain understanding of how beverage policies can increase access to safe drinking water and/or decrease consumption of sugar sweetened beverages (SSB).
2. Identify policies and standards that can be implemented in community settings that fulfill PSE strategies in water consumption.
3. Provide resources for existing beverage policy/standards for varying PSE initiatives.

Why Change Beverage Policy?

Health benefits of drinking water include:

Increased hydration

Decreased risk for dental cavities

Decreased risk for obesity

Decreased risk for diabetes

Why Change Beverage Policy?

"Increasing physical activity and improving nutrition are keys to obesity prevention and control. But changing individual behavior is difficult. A comprehensive, coordinated strategy is needed. Policy interventions that make healthy dietary and activity choices easier are likely to achieve the greatest benefits." (Frieden, Dietz, & Collins, 2010)

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Rethink Your Drink Materials

- Re-Think Your Drink Branding
- Potter the Otter Materials
- Go For H2O Power Play
- Drink Label Cards

rethink YOUR DRINK

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Rethink Your Drink Materials

- Re-Think Your Drink Branding
- Potter the Otter Materials
- Go For H2O Power Play
- Drink Label Cards

Resource on TRC website:

Promoting Healthy Beverage Consumption: An Introduction to Rethink Your Drink (December 2015, webinar slides)
http://www.ucsandiegotrc.org/wp-content/uploads/2014/11/Final-Rethink-Your-Drink-Webinar-12-11-14.pdf

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Connection to Priority PSE Strategies

Find it online at:

http://www.cdph.ca.gov/programs/cpns/Documents/RE-AIMPriorityPSEStrategies.pdf

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Nutrition Education and Obesity Prevention Branch
Priority PSE Strategies

1. Qualifying childcare centers self-assess and undertake improvements in healthy eating and physical activity policies including healthier snacks or meals, making water the primary beverage of choice for snacks and meals, limiting the amount of screen time to no more than two hours per day, adding or increasing the amount of physical activity to their curricula, and establishing farm to preschool at early childhood sites.
2. Schools and/or districts establish model wellness policies, including afterschool, that meet or exceed the USDA minimums. Includes drinking water at schools
3. Schools and/or districts, retail and/or worksite to participate in Farm to School/Farm to Fork procurement systems.
4. Schools and/or districts have Joint Use Agreements for recreational, gardening, and cooking facilities.
5. Healthy retail strategies to improve grocery store options e.g. raising CX3 scores by improving availability of healthy foods sold, increasing healthy and decreasing unhealthy interior/exterior signage, etc. May also include a voluntary Healthy Food Retailer Recognition Program.
6. The overall *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention* (CX^3)

CDPH California Department of PublicHealth

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Connection to Priority PSE Strategies

#1 Qualifying childcare centers self-assess and **undertake improvements** in healthy eating and **making water the primary beverage of choice** for snacks and meals

#2 Schools and/or districts **establish model wellness policies**. Includes **drinking water at schools**

#5 Healthy retail strategies to **improve grocery store options**. May also include a voluntary Healthy Food Retailer Recognition Program.

#6 Work with neighborhood vendors and restaurants **to improve menu selections** and marketing of healthier items. Focus on restaurants/mobile vending.

#9 Qualifying worksites self-assess and participate in the **NEOPB Worksite Program** (California Fit Business).

#12 Promote **healthy food and beverage standards** from county welfare offices, public housing units, city parks and recreational facilities and/or school vending machines in eligible settings serving low-income populations. **Provide healthy beverage alternatives in appropriate serving sizes.**

#13 Collaborate with local youth-serving organizations working with low-income populations (such as parks and recreation, sports leagues, booster clubs, etc.) to **ensure that healthy foods and beverages are available at community events** for purchase. Encourage organizations to seek **healthy beverage sponsorships.**

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Guest Speaker: April Eagan
Inyo County Prevention

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STEPS TO WATER STATION SUCCESS!

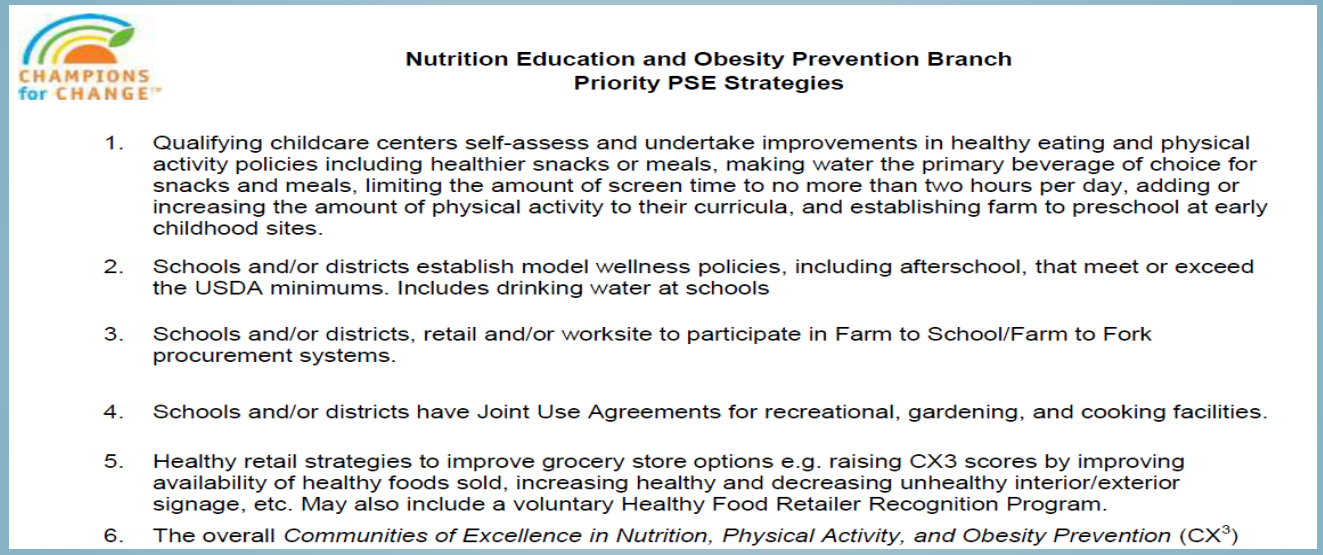
Case Study: Team Inyo for Healthy Kids

April Eagan, Inyo County Health & Human Services

STEP 1: START WITH A STRONG FOUNDATION

Inyo County Public Health, Inyo County First 5, Inyo County Prevention, Inyo County Superintendent of Schools, Toiyabe Indian Health Project Preventive Medicine, Toiyabe Indian Health Project Public Health, City of Bishop Parks and Recreation

STEP 2: DO YOUR HOMEWORK



Nutrition Education and Obesity Prevention Branch
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6. The overall *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention* (CX^3)

Which priority PSE strategies might work in your community? Why would people support it? Who would support it?

STEP 3: SET YOUR TEAM UP FOR SUCCESS

PSE 101

What is PSE?

WHY PSE?

What are examples of PSE?

Our Dreams for a Healthier Inyo…

Help offer more free or reduced physical activities throughout the year-an indoor facility would be helpful

Work w/doctors' offices on referrals to programs Team Inyo members currently work in for education

More competition for groceries

Would love to have a cooperative

Have more fresh produce at affordable cost

More nutritional education in all schools/classes

More programs/classes to learn how to cook/shop healthier and the benefits of gardens

More walk/runs—make it easier to put on events—licensing is difficult

Walking + biking paths!

->Connect to parks, schools, shops, canal

Let's vote! Which PSE do we want to tackle first?

1. Convince local jurisdictions to include healthy alternatives in their vending selections, such as at hockey snack stand
2. Work with Child Care Connection on improving healthy eating and physical activity policies, such as limiting screen time
3. Promote water stations in our schools and communities; work with City of Bishop Public Works on including water fountain(s) in the Warren Street Project

STEP 4: CREATE AN ACTION PLAN AND TIMELINE!

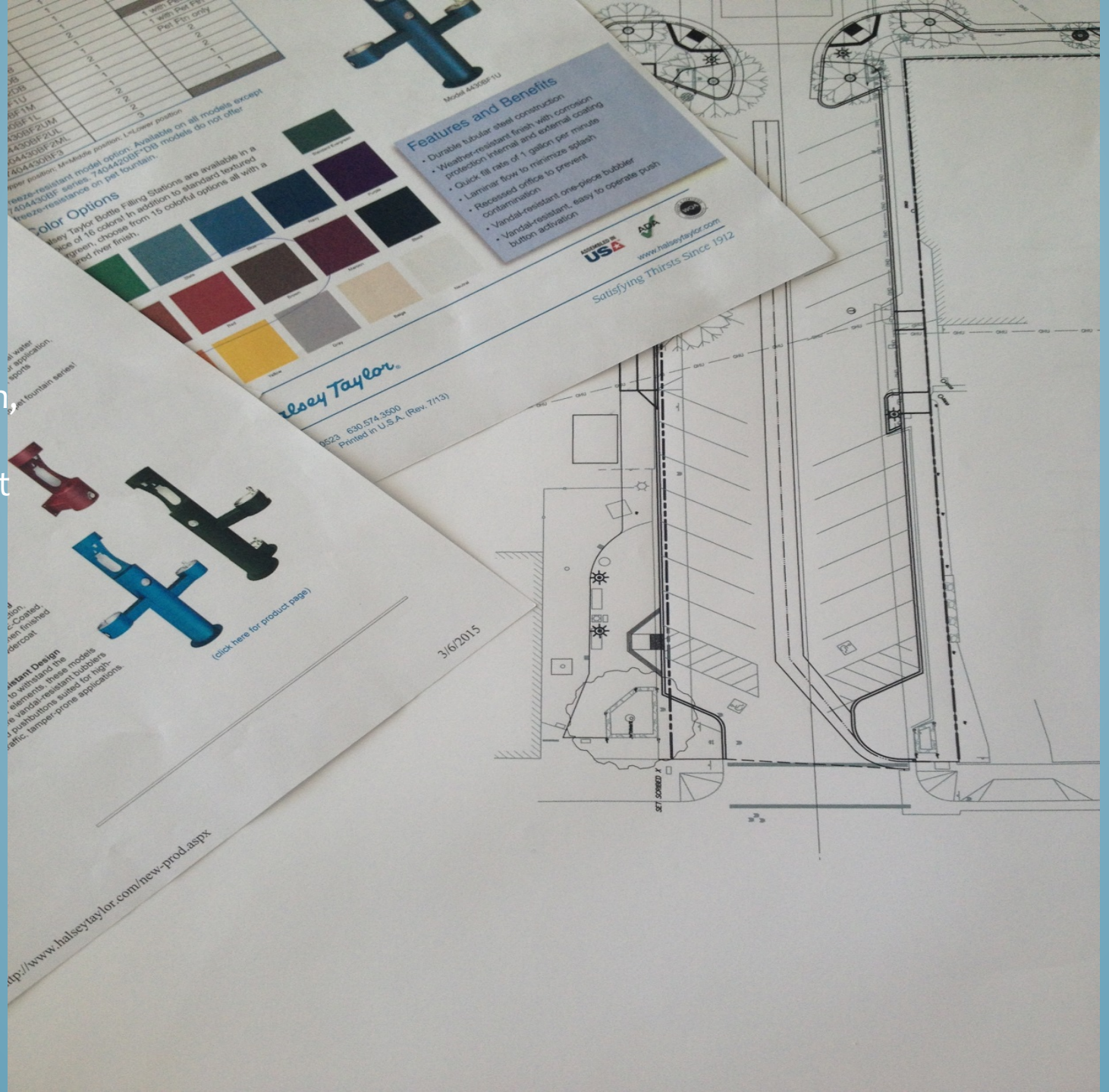
1. Meet with City Planner to determine if still possible to include a water fountain as part of larger city project.
2. Create fact sheet to share with the public to build momentum for our project.
3. Secure funding.
4. Research hydration stations and compile a list of recommendations.

5. Meet with Team Inyo again to finalize decision.
6. Meet with City Planner again to finalize water station choice and location, funding source, and responsibilities of different agencies.
7. Order fountain.
8. Celebrate installation of the fountain!

9. Create media materials to advertise the fountain and build interest in the ongoing project.
10. Write City Council a thank-you letter and present it at council meeting.
11. Attend ribbon cutting ceremony to acknowledge partners.
12. Plan an educational event.
13. Design signage about Rethink Your Drink to be placed at water fountain.
14. Evaluate use of the fountain.

4. Research hydration stations and compile a list of recommendations.

6. Meet with City Planner again to finalize water station choice and location, funding source, and responsibilities of different agencies.



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Go ahead, drink up

Hydration station installed to encourage better health

Special to The Inyo Register

Tired, cranky, hot, or lethargic?

Drink water and feel better.

This simple message is being broadcast across the county with the installation of Inyo's first hydration station on the corner of Main Street and Academy, in Bishop's Talmage Park.

The Terracotta-colored water station allows residents to refill water bottles, drink from a fountain, or fill the dog bowl at ground level for their thirsty pooches.

Sponsored by Team Inyo for Healthy Kids, this is the first step in a long term campaign to increase water access, making it easy for children and their families to choose water rather than sugary sports drinks and sodas, which account for between 250 to 650 extra calories a day in American diets.

"We want to create an environment where families in our communities can easily find free water within easy reach of their high traffic areas," says Team Inyo leader April Eagan. "Water stations have been proven to increase hydration for years now in the cities, along the streets, or within the buildings where they are installed. And an added bonus is the fact that they reduce disposable water bottle usage, benefitting the environment, too."

Talmadge Park is not only centrally located on Bishop's Main Street, near high traffic points like a grocery store and movie theatre, but is also on one of the main footpaths traveled by kids walking from Bishop Union High School or residents traveling from the library to access local businesses in town.

As the water access campaign continues, Team Inyo will be reaching out to residents in Big Pine, Independence, Lone Pine, and in many Tribal communities to get feedback for more areas that could benefit from water stations.

Recently the Bishop Paiute Tribe celebrated World Water Day and participated in a survey to share their views on where water access should be increased.

But do the folks in our communities really need more water access?

It turns out that they do. The Center for Disease Control estimates that 43 percent of U.S. adults drink less than half the recommended ounces of water every day and almost 10 percent don't drink any water at all. Even more worrying is the knowledge that 25 percent of U.S. children do not drink any water on a daily basis but instead meet all their liquid needs with processed sugary drinks.

Better hydration can increase focus and attitudes for students, increase performance for athletes, and increase the mood of weary travelers visiting our communities.

Team Inyo is hoping that their water access project will be another way for locals to reclaim what has long been a prized and contested local commodity, creating a deeper appreciation for something that is free, natural, and unique to our communities in the Eastern Sierra.

"We live in a place with awesome water," says Wayland Cleland, a Team Inyo member and director of the City of Bishop's Parks & Recreation Department. "It's cool and refreshing, and people often say it's the best they ever tasted. We can be proud of that."

Team Inyo for Healthy Kids has been working in Inyo County for more than five years to prevent and reduce childhood obesity. Partners include the City of Bishop, local health and education agencies like Toiyabe Indian Health Project Community Wellness Program and the Inyo Superintendent of Schools, HHS Public Health and Prevention, business owners and parents. To learn more about our water access campaign, and how to help local families have a healthier future, call April at (760) 872-0900, or email aeagan@inyocounty.us to be added to Team Inyo's meeting and events listserv.

Big Pine residents Theresa Stone and Michael Arnell quench their thirst at the new hydration station on the corner of Main Street and Academy Avenue in Bishop's Talmage Park.

Photo courtesy Team Inyo

SERVICES

Inyo Register Weather

Seven Day Forecast

SATURDAY
Isolated T-storms
High: 73 Low: 45

SUNDAY
Isolated T-storms
High: 76 Low: 44

MONDAY
Mostly Sunny
High: 80 Low: 46

TUESDAY
Mostly Sunny
High: 78 Low: 48

WEDNESDAY
Mostly Sunny
High: 78 Low: 51

THURSDAY
Sunny
High: 79 Low: 51

FRIDAY
Sunny
High: 82 Low: 54

Today we will
showers and th
of 29%. North
temperature for
skies tonight wi
overnight low o

Day	Hi	Lo	N
Thu	60	45	
Fri	64	34	
Sat	76	47	
Sun	74	45	
Mon	69	47	
Tue	76	41	
Wed	74	49	

Weather
May 23, 19
thunderstorms d
a cold front resul
of large hail
winds in the
and upper Mis
Hail the size of g
a million doll
around Buffalo

Local Sun/Moon

First 5/25
Full 6/2

Day	Sunrise	Sun
Saturday	5:38 a.m.	8:02
Sunday	5:37 a.m.	8:03
Monday	5:37 a.m.	8:03
Tuesday	5:36 a.m.	8:04
Wednesday	5:36 a.m.	8:05
Thursday	5:35 a.m.	8:06
Friday	5:35 a.m.	8:06

National Cities

City	Today Hi/Lo	Wx
Atlanta	81/63	s
Baltimore	69/52	s
Boston	64/49	s
Chicago	69/58	s
Cincinnati	74/55	s
Cleveland	69/53	s
Detroit	71/54	s
Los Angeles	71/57	s
Miami	84/78	s
Nashville	81/63	s
New York	68/53	s
Philadelphia	70/51	s

Astronomy Watch
May 23, 2015

Sunrise: 6:14 AM PDT
Sunset: 7:27 PM PDT

All rise and set times are for a uniform horizon of 5½ degrees.

The Moon

FOR
ENTE

14. Evaluate use of the fountain.

13. Design signage about Rethink Your Drink to be placed at water fountain.

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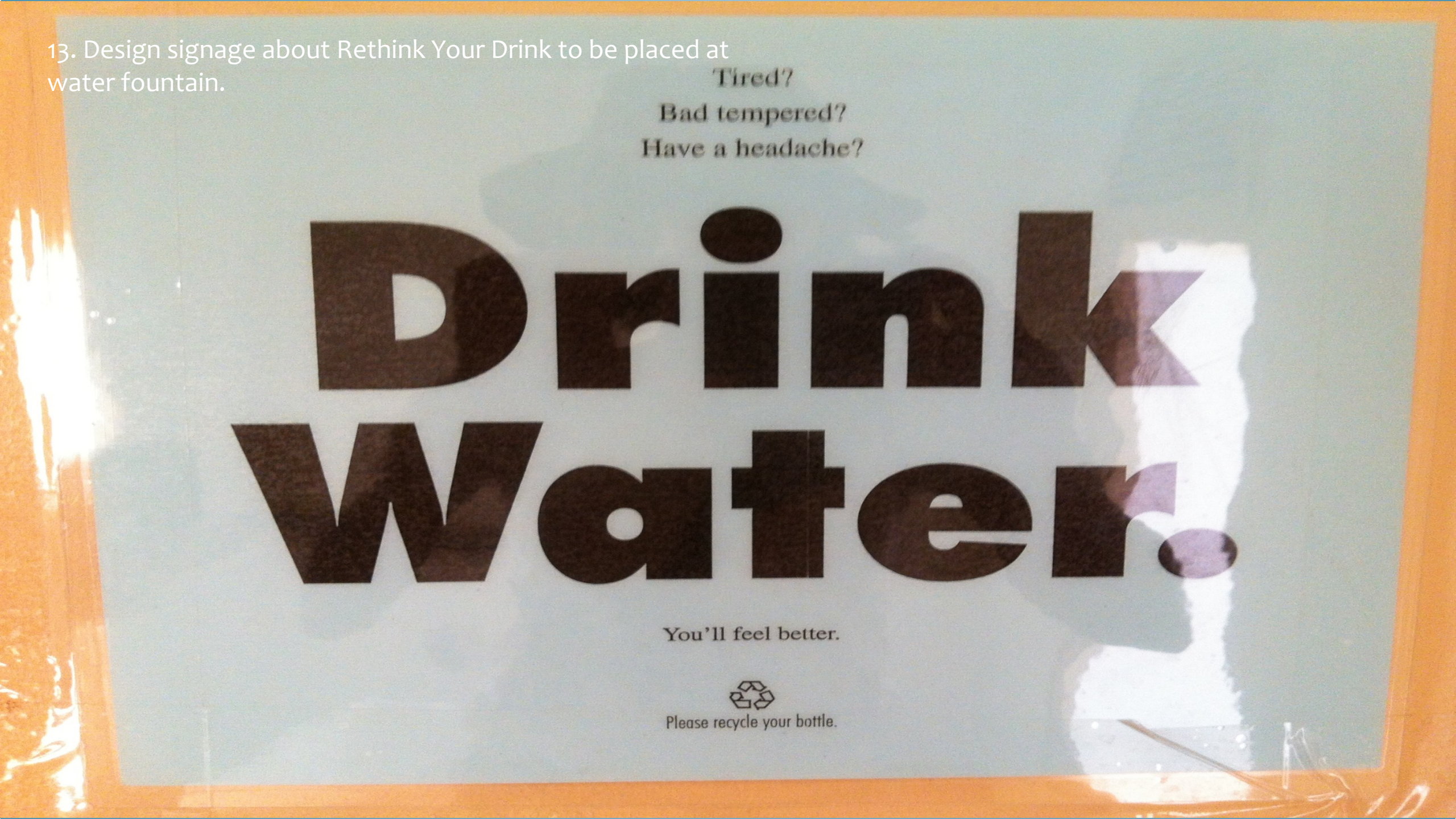

10. Write City Council a thank-you letter and present it at council meeting.

HEALTH & HUMAN SERVICES DEPARTMENT
Behavioral Health, Public Health, Social Services, First 5, Prevention,
Inyo Mono Area Agency on Aging

Drawer H, Independence, CA 93526
Telephone (760) 878-0247 FAX: (760) 878-0266
Or
163 May St., Bishop, CA 93514
Telephone (760) 873-3305 FAX: (760) 873-6505

JEAN TURNER, M.A., DIRECTOR
jturner@inyocounty.us

May 11, 2015

Bishop City Council
377 W. Line Street
Bishop, CA. 93514

RE: Thank You to City Council and City of Bishop

Dear City Council Members and City Staff,

On behalf of the local collaborative Team Inyo for Healthy Kids, I would like to extend my heartfelt appreciation to members of the Bishop City Council and to City of Bishop staff for their generous partnership in a project to promote water access for the health of the community. In particular, Team Inyo would like to recognize and thank the City of Bishop Public Works Department for assisting Team Inyo and for installing and maintaining a new water fountain on Academy Street.

11. Attend ribbon cutting ceremony to acknowledge partners.

FEEL FREE TO CONTACT ME!

April Eagan

Inyo County Health & Human Services/ Prevention

760-872-0900

aeagan@inyocounty.us

Thank you April. Now let’s Discuss!
Poll and Questions for April

Policy Brief: Applicable Water and Beverage Legislation

Policy Brief Outline

Federal Policy

- *Mexico Soda Tax*
- *US Healthy Hunger-Free Kids Act of 2010*

California State Policy

- *AB 685: Human right to Water*
- *The Pupil Nutrition, Health, and Achievement Act*
- *High School Beverage Policy*

City Policy

- *San Francisco soda warning labels*

Local Application

- *Worksite beverage standards*
- *Vending machine changes*
- *School wellness policy*

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Federal Policy in Mexico

Mexico has some of the highest obesity rates in the world. It is a health problem that is seen in all genders, ages, and regions in Mexico. The diet related diseases are associated with the diet transition in the country. Mexico is also leading the world in SSB consumption, at an average of 163L per person per year.

Barquera, S., I. Campos, and J. A. Rivera. 2013. "Mexico Attempts to Tackle Obesity: The Process, Results, Push Backs and Future Challenges." Obesity Reviews 14: 69–78.http://onlinelibrary.wiley.com/doi/10.1111/obr.12096/abstract (July 30, 2015).

Since 2006 Mexico's government agencies and the Ministry of Health have been working on implementing a national obesity policy.

Some things they have implemented:

- School soda ban
- Increased safe water access in schools
- Voluntary marketing standards
- Suggestions for front of package labeling
- Soda and Junk Food tax

Mexico Passes Soda Tax

In January 2014, the price of all sodas and other sugary drinks in Mexico went up by 1 peso (about 7 cents) per liter — about a 10 percent tax.

Barclay, *Mexico's Sugary Drink Tax Makes A Dent In Consumption, Study Claims,* npr, http://www.npr.org/sections/thesalt/2015/06/19/415741354/mexicos-sugary-drink-tax-makes-a-dent-in-consumption-study-claims

PROS:

- Purchases of sugary beverages dropped 6% on average and by December 2014, they'd gone down by 12%
- Low income group drank 9% fewer sugary beverages on average and 17% fewer by the end of the year, compared with pretax trends
- The government collected $1.3 billion from the tax to fund programs to prevent obesity
- People drank fewer sodas AND they also drank more water!

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CONS:

- Battling heavy beverage industry lobbies and marketing
- Controversial especially in business community
- Beverage industry argues that:
  - Jobs will be lost
  - The sugar industry will suffer (farmers)
  - The tax is a burden on the poor

Policy Brief Outline

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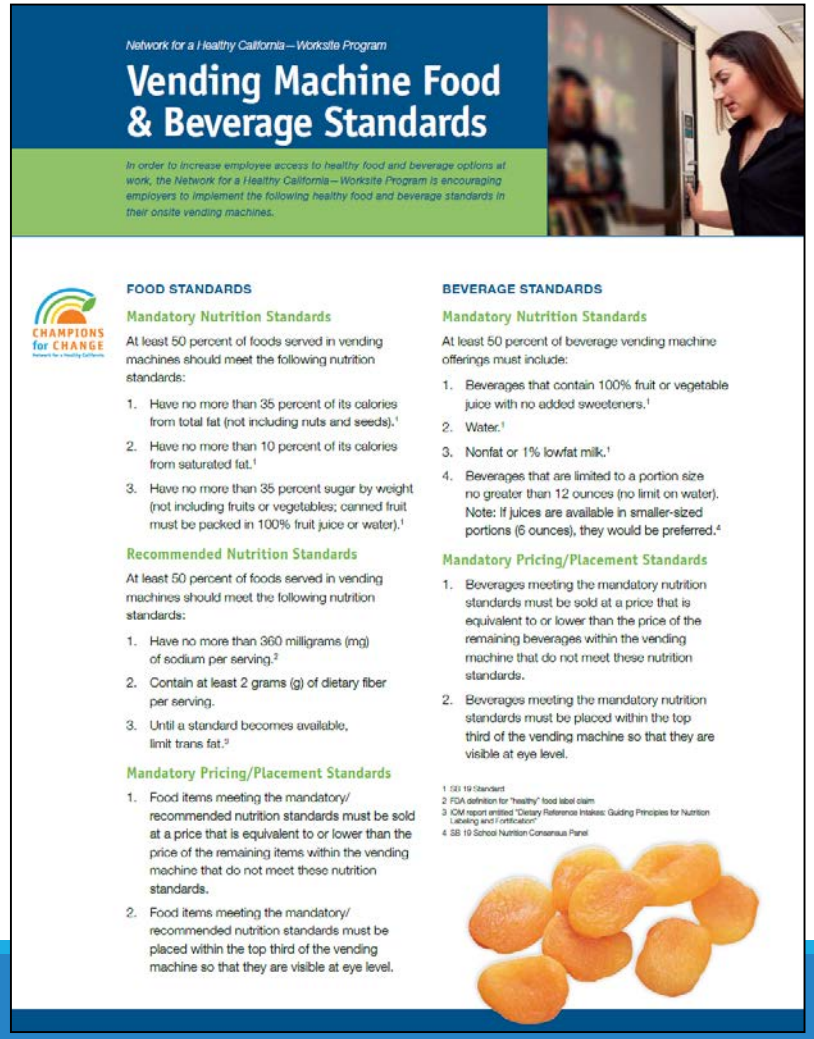
US Federal Beverage Policies

Focus on Access to Safe, Affordable water

- Healthy, Hunger-Free Kids Act of 2010
  - Requires schools to make free drinking water available to students during mealtimes
  - School wellness policies to include language about provision of free drinking water and water source maintenance
- 2013 – Smart Snacks in School nutrition standards
  - Details types of foods and beverages that may be SOLD in schools

Beverage Standard Tools



Network for a Healthy California—Worksite Program

Vending Machine Food & Beverage Standards

In order to increase employee access to healthy food and beverage options at work, the Network for a Healthy California—Worksite Program is encouraging employers to implement the following healthy food and beverage standards in their onsite vending machines.

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FOOD STANDARDS

Mandatory Nutrition Standards

At least 50 percent of foods served in vending machines should meet the following nutrition standards:

1. Have no more than 35 percent of its calories from total fat (not including nuts and seeds).[1]
2. Have no more than 10 percent of its calories from saturated fat.[1]
3. Have no more than 35 percent sugar by weight (not including fruits or vegetables; canned fruit must be packed in 100% fruit juice or water).[1]

Recommended Nutrition Standards

At least 50 percent of foods served in vending machines should meet the following nutrition standards:

1. Have no more than 360 milligrams (mg) of sodium per serving.[2]
2. Contain at least 2 grams (g) of dietary fiber per serving.
3. Until a standard becomes available, limit trans fat.[3]

Mandatory Pricing/Placement Standards

1. Food items meeting the mandatory/ recommended nutrition standards must be sold at a price that is equivalent to or lower than the price of the remaining items within the vending machine that do not meet these nutrition standards.
2. Food items meeting the mandatory/ recommended nutrition standards must be placed within the top third of the vending machine so that they are visible at eye level.

BEVERAGE STANDARDS

Mandatory Nutrition Standards

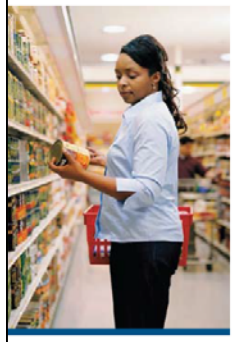
At least 50 percent of beverage vending machine offerings must include:

1. Beverages that contain 100% fruit or vegetable juice with no added sweeteners.[1]
2. Water.[1]
3. Nonfat or 1% lowfat milk.[1]
4. Beverages that are limited to a portion size no greater than 12 ounces (no limit on water). Note: If juices are available in smaller-sized portions (6 ounces), they would be preferred.[4]

Mandatory Pricing/Placement Standards

1. Beverages meeting the mandatory nutrition standards must be sold at a price that is equivalent to or lower than the price of the remaining beverages within the vending machine that do not meet these nutrition standards.
2. Beverages meeting the mandatory nutrition standards must be placed within the top third of the vending machine so that they are visible at eye level.

1. SB 19 Standard
2. FDA definition for "healthy" food label claim
3. IOM report entitled "Dietary Reference Intakes: Guiding Principles for Nutrition Labeling and Fortification"
4. SB 19 School Nutrition Consensus Panel



STEP-BY-STEP GUIDE TO CALCULATING NUTRITION STANDARDS

Reading a nutrition label can be intimidating, but the diagram below will take you through the steps of calculating important nutrition information and gives you tips on making healthy choices.

Percent calories from fat:
(30 calories from fat/90 total calories) x 100 = **33%**

Percent calories from saturated fat: (1g saturated fat x 9 calories/g) = 9 calories from saturated fat

(9 calories from saturated fat/90 total calories) x 100 = **10%**

Number of milligrams of sodium: 300mg

Number of grams of fiber: 3g

Percent sugar by weight:
(3g sugar/114 total g) x 100 = **2.6%**

Nutrition Facts
Serving Size ½ cup (114g)
Serving Per Container 4

Amount Per Serving	
Calories 90	Calories from Fat 30
	% Daily Value
Total Fat 3g	5%
Saturated Fat 1g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 300mg	13%
Total Carbohydrate 13g	4%
Dietary Fiber 3g	12%
Sugars 3g	
Protein 3g	
Vitamin A 80% •	Vitamin C 60%
Calcium 4% •	Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

HOW TO READ AN INGREDIENT LIST

- Ingredients are listed by weight, so the first ingredient in the list is the most abundant ingredient and the last i the least abundant.
- A good rule of thumb is to avoid products that list sugar, high fructose corn syrup, or trans fats (hydrogenated oils) as one of the first three ingredients.

SAMPLE INGREDIENT LISTS

Yogurt A –

INGREDIENTS: CULTURED PASTEURIZED GRADE A NONFAT MILK, WHEY PROTEIN CONCENTRATE, PECTIN, CARRAGEENAN.

Note that there is no sugar or hydrogenated (trans) fats listed.

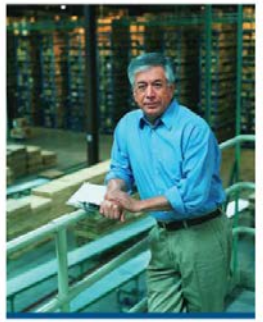
Yogurt B –

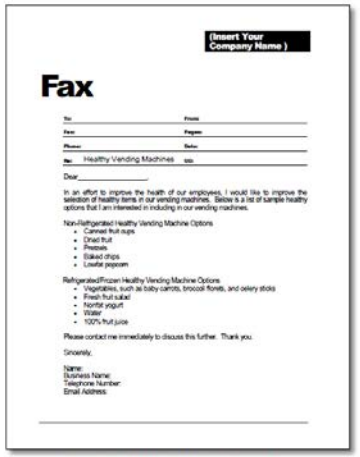
INGREDIENTS: CULTURED GRADE A REDUCED FAT MILK, APPLES, HIGH FRUCTOSE CORN SYRUP, CINNAMON, NUTMEG, NATURAL FLAVORS, AND PECTIN. CONTAINS ACTIVE YOGURT AND L. ACIDOPHILUS CULTURES.

Note that high fructose corn syrup is the third most abundant ingredient.

HOW CAN I MAKE MY VENDING MACHINE HEALTHY?

If you are ready to improve the food and beverage selections in your vending machines, work with your employer to fax a letter similar to the sample on the right hand side of this page to your vending machine vendor. Choose as many healthy vending machine options as you want from the list of healthy vending items found in this tool.





(Insert Your Company Name)

Fax

To: From:
Fax: Pages:
Phone: Date:
Re: Healthy Vending Machines CC:

Dear _____,

In an effort to improve the health of our employees, I would like to improve the selection of healthy items in our vending machines. Below is a list of sample healthy options that I am interested in including in our vending machines.

Non-Refrigerated Healthy Vending Machine Options
- Canned fruit cups
- Dried fruit
- Pretzels
- Baked chips
- Lowfat popcorn

Refrigerated/Frozen Healthy Vending Machine Options
- Vegetables, such as baby carrots, broccoli florets, and celery sticks
- Fresh fruit salad
- Nonfat yogurt
- Water
- 100% fruit juice

Please contact me immediately to discuss this further. Thank you.

Sincerely,

Name:
Business Name:
Telephone Number:
Email Address:

To download the fax form above, please visit www.networkforahealthycalifornia.net/fitbusinesskit.

Funding for this publication was provided by the Preventive Health and Health Prevention (CDC) and the United States Department of Agriculture Food Stamp limited income Californians buy more nutritious foods for a healthier diet. For in 1-888-328-3483.

The contents of this publication are solely the responsibility of the authors a

Find it online at:

https://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-WP-VendingMachineStandards.pdf

Policy Brief Outline

Federal Policy

- *Mexico Soda Tax*
- *US Healthy Hunger-Free Kids Act of 2010*

California State Policy

- ***The Pupil Nutrition, Health, and Achievement Act***
- ***Failed soda tax***

City Policy

- *San Francisco soda warning labels*

Local Application

- *Worksite beverage standards*
- *Vending machine changes*
- *School wellness policy*

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California Beverage Legislation

State Legislation	Name	Description	Results
SB 19, 2001	The Pupil Nutrition, Health, and Achievement Act of 2001	Sets nutritional standards for foods sold in elementary schools:	School meal programs follow strict nutritional guidelines and are also used in other settings
SB 622, 2013 SB 1210 (Florez) and AB 2100 (Coto)	Sweetened Beverage Tax	SB 622 would have established a 1-cent per ounce tax on sugar-sweetened beverages. The tax was estimated to raise $1.7 billion for the CA's Children's Health Promotion Fund.	The bill died in the Senate Appropriations Committee in 2014.

Policy Brief Outline

Federal Policy

- *Mexico Soda Tax*
- *US Healthy Hunger-Free Kids Act of 2010*

California State Policy

- ***AB 685: Human right to Water***
- ***High School Beverage Policy***

City Policy

- *San Francisco soda warning labels*

Local Application

- *Worksite beverage standards*
- *Vending machine changes*
- *School wellness policy*

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California Beverage Legislation Cont.

State Legislation	Name	Description	Results
AB 685, 2013	Human Right to Safe Drinking Water	Establishes that every human being has the right to safe, clean, affordable, and accessible water adequate for human consumption, cooking, and sanitary purposes.	Gives legal backing to hold water districts, government agencies, housing developments accountable to provide safe drinking water, and also holds contaminators accountable
SB 965,	High School Beverage Policy	A high school soda ban expanded previous efforts focused on K-8 grades to set standards for beverage availability at schools.	This effectively eliminated the sale of soda and other sweetened beverages from all school campuses

Policy Brief Outline

Federal Policy

- *Mexico Soda Tax*
- *US Healthy Hunger-Free Kids Act of 2010*

California State Policy

- *AB 685: Human right to Water*
- *The Pupil Nutrition, Health, and Achievement Act*
- *High School Beverage Policy*

City Policy

- ***Berkeley Soda Tax***
- ***San Francisco soda warning labels***

Local Application

- *Worksite beverage standards*
- *Vending machine changes*
- *School wellness policy*

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Local Beverage Policy Changes

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Local Beverage Policy Changes

"Warning, Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay. This is a message from the City and County of San Francisco."

San Francisco supervisors voted unanimously July 10, 2015 to approve health warnings on ads for sugary sodas and some other drinks

San Francisco would be the first place in the country to require such a warning on ads for soda if it receives a second approval from the Board of Supervisors and the mayor does not veto it.

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Policy Brief Outline

Federal Policy

- *Mexico Soda Tax*
- *US Healthy Hunger-Free Kids Act of 2010*

California State Policy

- *AB 685: Human right to Water*
- *The Pupil Nutrition, Health, and Achievement Act*
- *High School Beverage Policy*

City Policy

- *San Francisco soda warning labels*

Local Application

- ***Roadmap and tools From Change Lab Solutions***

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Riverside

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UC San Diego
SCHOOL OF MEDICINE

Guest Speaker:
Christine Fry, MMP - Change Lab Solutions

Christine Fry is a senior policy analyst and program director at ChangeLab Solutions. She has written extensively on public health policy with an emphasis on food and agriculture issues, including the federal Farm Bill and the impact of restaurant and retail policy on public health. She is a cofounder of the Healthy Farms, Healthy People coalition, a national network of public health and agriculture leaders working to create a healthier food system for farmers, workers, and consumers. A skilled trainer and facilitator, Christine has given dozens of trainings and presentations on policy development to audiences across the nation. Christine graduated from Massachusetts Institute of Technology and UC Berkeley.

ChangeLab Solutions

CHAMPIONS for CHANGE™

ChangeLab Solutions

Strategies to Reduce Sugar-Sweetened Beverage Consumption

Presented by

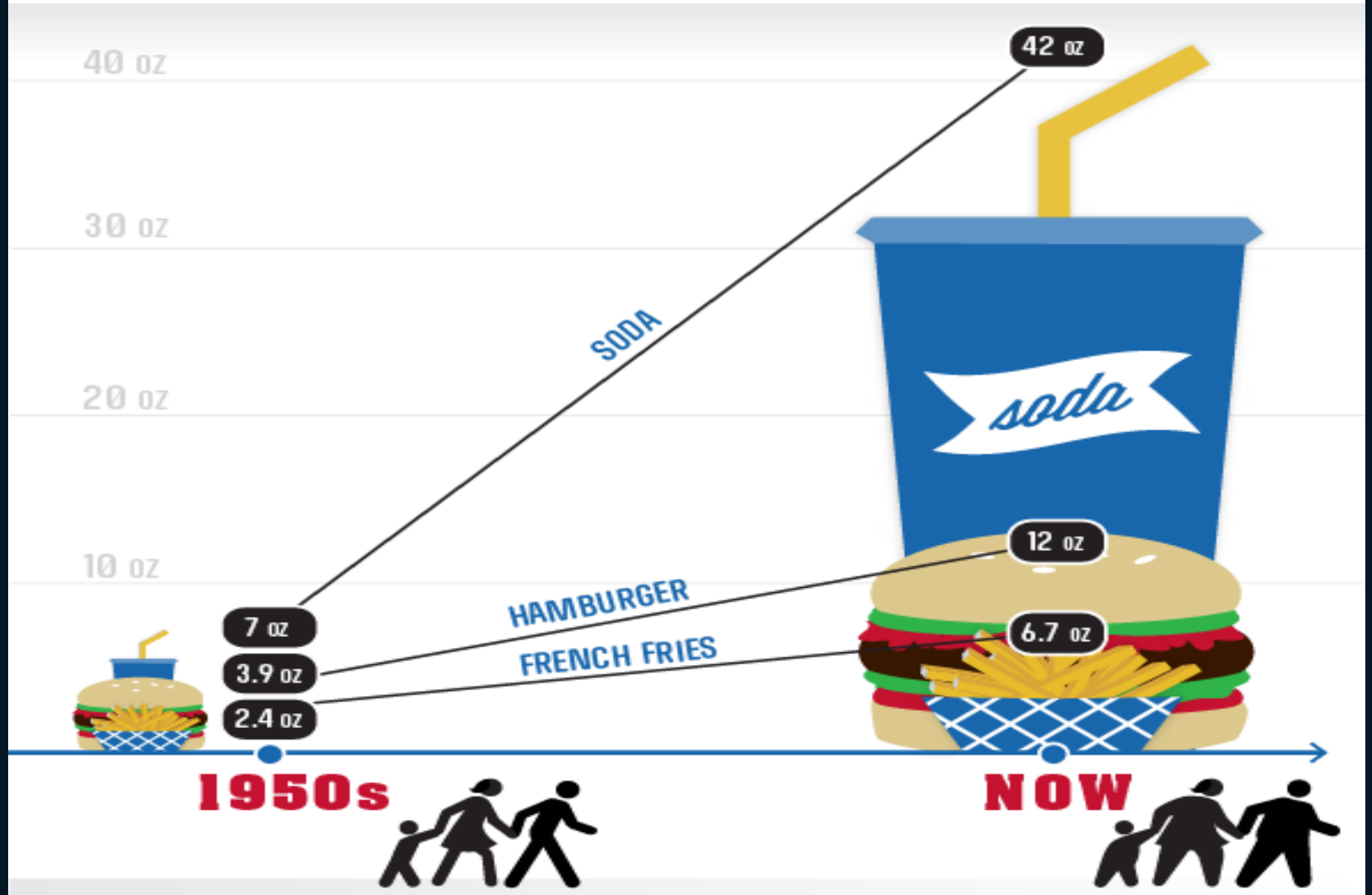
Christine Fry, MPP

Vice President, Organizational Learning

DISCLAIMER

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.



CDC

FOR MORE INFORMATION, VISIT
MakingHealthEasier.org/TimeToScaleBack

SOURCES | Young, L., & Nestle, M. (2002). The contribution of expanding portion sizes to the US obesity epidemic. AJPH, 92(2), 246-49. Young, L., & Nestle, M. (2007). Portion sizes and obesity: Responses of fast food companies. JPHP, 28(2), 238-48. CDC, Advance Data, No. 347, Oct. 27, 2004. CDC, National Health Statistics Reports, No. 10, Oct. 22, 2008.

10 WAYS TO LIMIT SSBs IN YOUR COMMUNITY

Our recommended 10 strategies to reduce SSB consumption and improve health in your community.

1. Launch Public Awareness Campaign
2. Limit SSBs on Government Property
3. Limit SSBs in Workplaces (Private Sector)
4. Restrict Sales of SSBs on & Near School Grounds
5. Prohibit SSBs in Childcare & Afterschool Programs
6. Restrict SSB Marketing in Schools
7. Eliminate SSBs from Kids' Meals
8. License SSB Retailers
9. Tax SSBs
10. Limit SSB Portion Sizes

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changelabsolutions.org

 Support for this document was provided by a grant from the Robert Wood Johnson Foundation.

1 Launch Public Awareness Campaign

- Community education is a critical foundation
- Does not require a policy

Public Awareness Campaign

Nutrition Facts

Serving Size 1 bottle – 20 fl oz (591 mL)

Amount Per Serving	
Calories 227	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Sodium 25mg	1%
Total Carbohydrate 59g	20%
Sugars 55g	
Protein 0g	

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CARAMEL COLOR, PHOSPHORIC ACID, NATURAL FLAVORS, CAFFEINE.

This material was produced by the California Department of Public Health's *Network for a Healthy California* with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.

Adapted from the California WIC Program.

KIT-669/Ver. 07/13

rethink YOUR DRINK

Calculations Key
Drink Label Cards

Instructor Tips for Drink Label Cards

1. Display Drink Label Cards with sugar cubes representing the teaspoons of sugar in each container. Display should also include general MyPlate messaging on total diet (consider *MyPlate 10 Tips to a Great Plate*).
2. Note that the walking time needed to burn off the sugary drink is in addition to the daily activity necessary for weight maintenance.
3. Discuss the benefits of the nutrients in milk and 100% juice.

Drink	Container Size	Sugar Type	Calories per Container	Teaspoons (tsp) of Sugar per Container	Walking Time to Burn Off the Drink[1]
Water	20 fl. oz. bottle	Sugar-Free	0 calories	0 tsp.	0 minutes
1% Milk	16 fl. oz. bottle	Natural Sugar	260 calories	8 tsp.	56 minutes
100% Orange Juice	16 fl. oz. bottle	Natural Sugar	244 calories	11 tsp.	53 minutes
Soda	12 fl. oz. can	Added Sugar	136 calories	8 tsp.	30 minutes
Soda	20 fl. oz. bottle	Added Sugar	227 calories	14 tsp.	49 minutes
Sports Drink	20 fl. oz. bottle	Added Sugar	125 calories	9 tsp.	27 minutes
Energy Drink	16 fl. oz. can	Added Sugar	240 calories	15 tsp.	52 minutes
Sweetened Tea	20 fl. oz. bottle	Added Sugar	213 calories	14 tsp.	46 minutes
Fruit-flavored Soda	12.5 fl. oz. bottle	Added Sugar	165 calories	11 tsp.	36 minutes
Juice Drink	20 fl. oz. bottle	Added & Natural Sugar	305 calories	17 tsp.	66 minutes
Fruit Nectar	11.5 fl. oz. can	Added & Natural Sugar	196 calories	11 tsp.	42 minutes
Vitamin-added Water	20 fl. oz. bottle	Added & Natural Sugar	125 calories	8 tsp.	27 minutes

Notes: Walking times are based on the average calorie expenditure for a 154-pound individual walking at 3.5 mph (280 calories/hour). Calories burned per hour will be higher for persons who weigh more than 154 pounds and lower for persons who weigh less. Teaspoons of sugar are rounded to the nearest whole number. All walking times are rounded up to next whole number.

1. United States Department of Health and Human Services, U. S. Department of Agriculture. *Dietary Guidelines for Americans, 2005*, Table 4. Calories/Hour Expended in Common Physical Activities. http://www.health.gov/dietaryguidelines/dga2005/document/html/chapter3.htm Accessed May 15, 2012.

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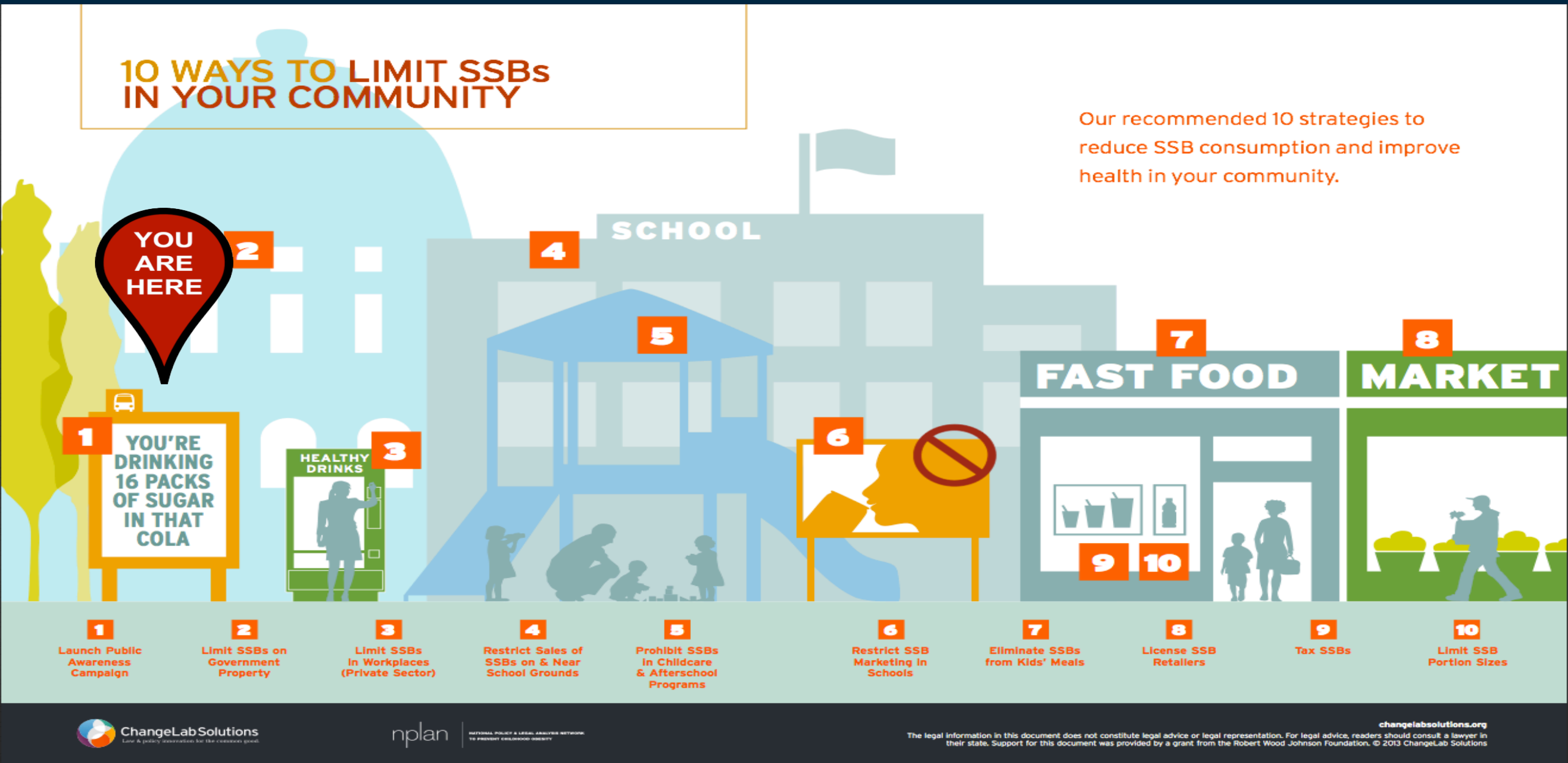
Adapted from the California WIC Program.

KIT-669/Ver. 07/13

Now what?



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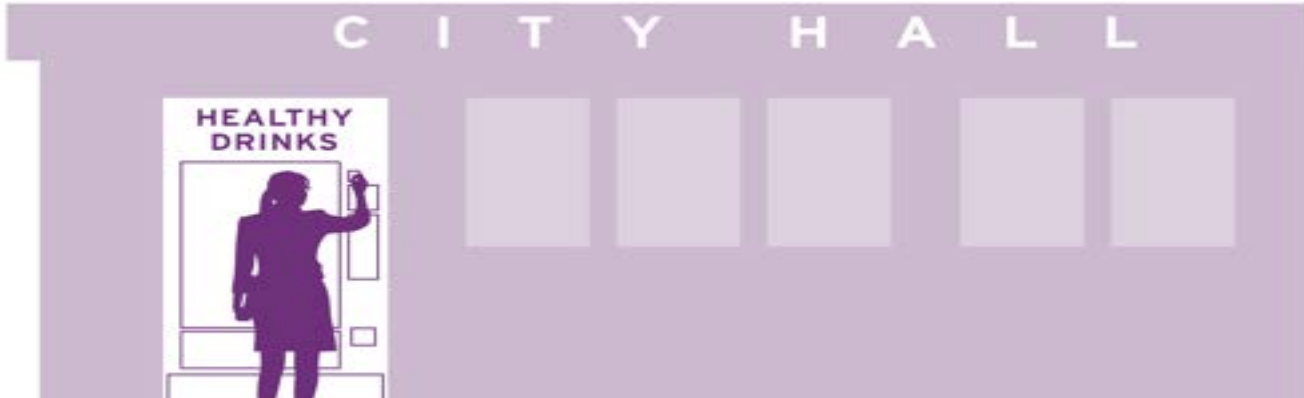
2 Limit SSBs on Government Property

The most common form of healthy procurement is a healthy vending policy.

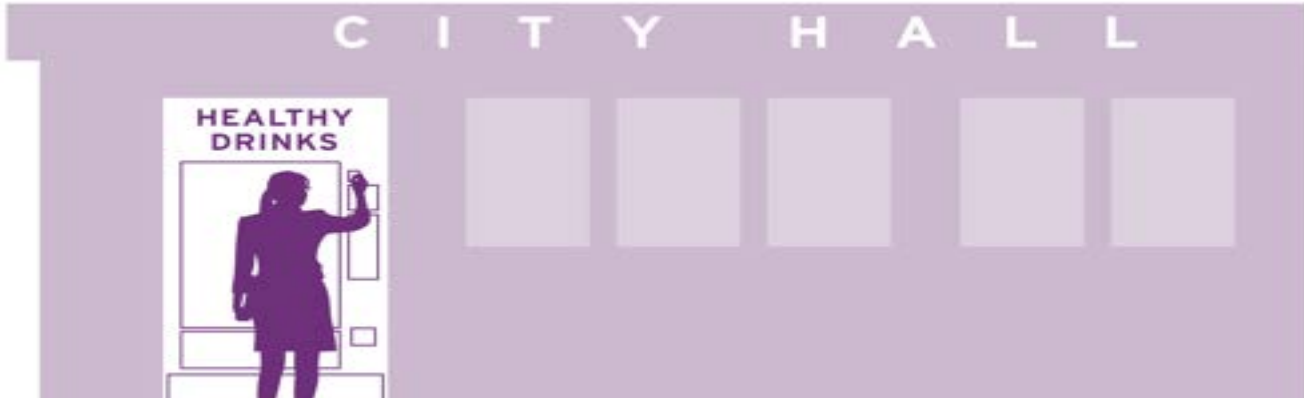
- **Establishes nutritional standards for products sold in vending machines.**
- **Healthy meeting policies encourage or require healthy beverages at internal and external meetings.**



2 Limit SSBs on Government Property

Does local government have a healthy procurement/vending policy? If so:

- **What are the standards?**
- **Does it cover all places that food/beverages are sold/served?**
- **Does it address water access?**
- **Is it being enforced?**



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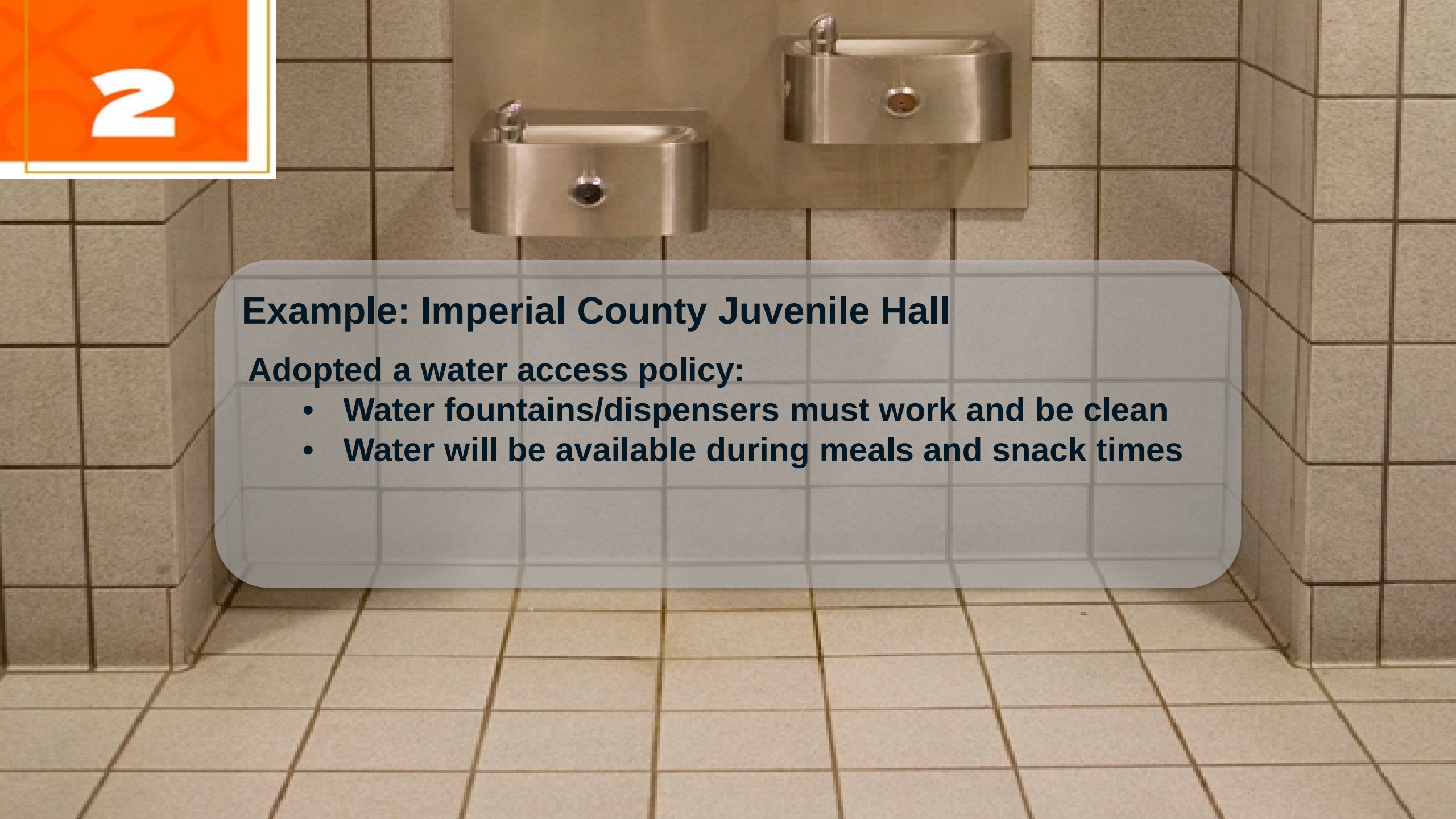


Example: Imperial County Juvenile Hall

Adopted a water access policy:

- **Water fountains/dispensers must work and be clean**
- **Water will be available during meals and snack times**

3

Limit SSBs in Private Sector

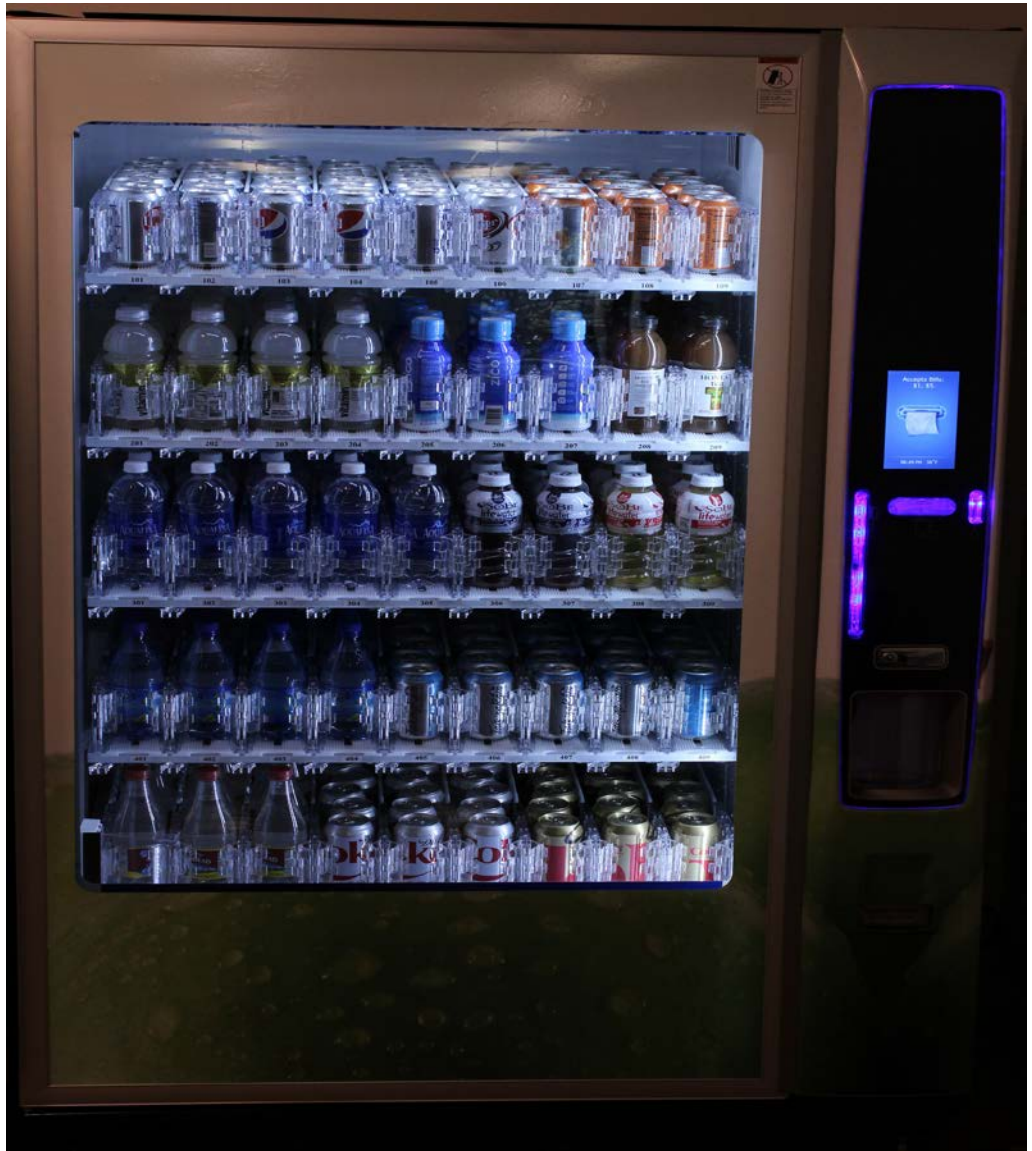
Example: Redwood Discovery Museum (Eureka, CA)

Photo by saxxon

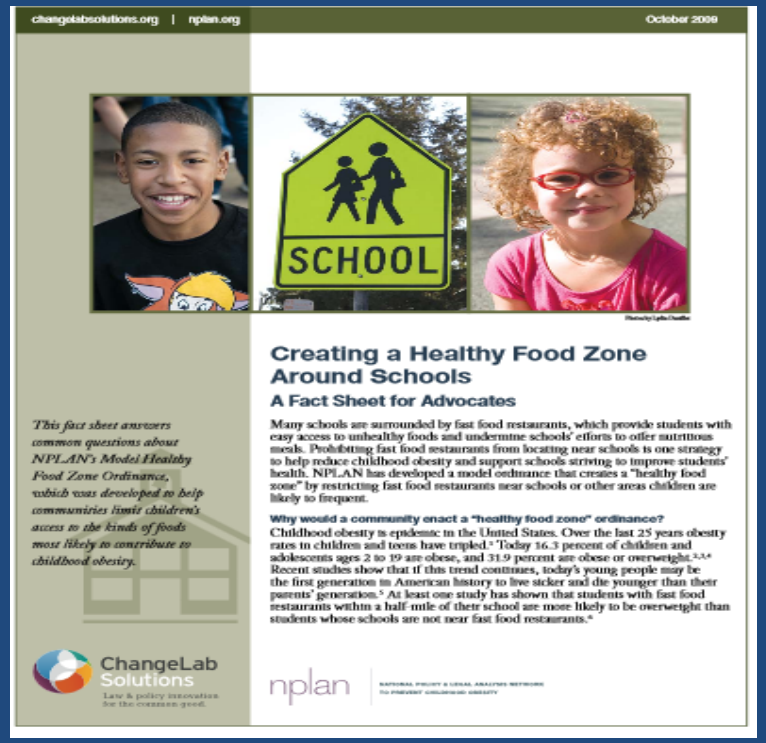
4

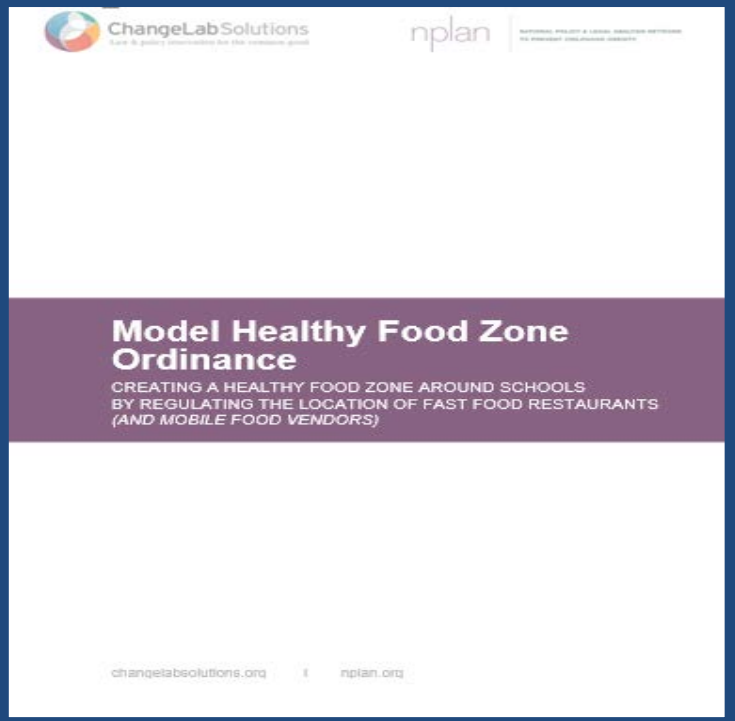
Restrict Sales of SSBs on & near School Grounds

CUTLER OROSI JOINT UNIFIED SCHOOL DISTRICT



Healthy School Food Zones





5

Prohibit SSBs in Childcare & Afterschool Programs

6 Restrict SSB Marketing in Schools

Can prohibit:

- **All advertising; or**
- **All food and beverage advertising; or**
- **Advertising of foods and beverages not permitted to be sold on campus**

6

Restrict SSB Marketing in Schools

Example: Turlock Unified School District

“The Board and the Wellness Policy prohibits the marketing and advertising of non-nutritious foods and beverages through signage, vending machine fronts, logos, scoreboards, school supplies, advertisements in school publications, coupon or incentive programs, free give-aways, or other means.”

MARKETING MATTERS

7 Eliminate SSBs From Kids' Meals

7

Eliminate SSBs From Kids' Meals

Example: Davis, California

Ordinance requires water or milk to be default beverages with kids meals.

"Prior to this ordinance, the soda industry was selecting what your child would drink," said Julie Gallelo, executive director of First 5 Yolo.

Creating Healthy Stores & Restaurants

Limit Portion Sizes
Require Proportional Pricing

Tax SSBs
Set Minimum Price

Make Water More Attractive at Restaurants

Create Healthy Checkout Aisles
License SSB Retailers

Post Warning Signs

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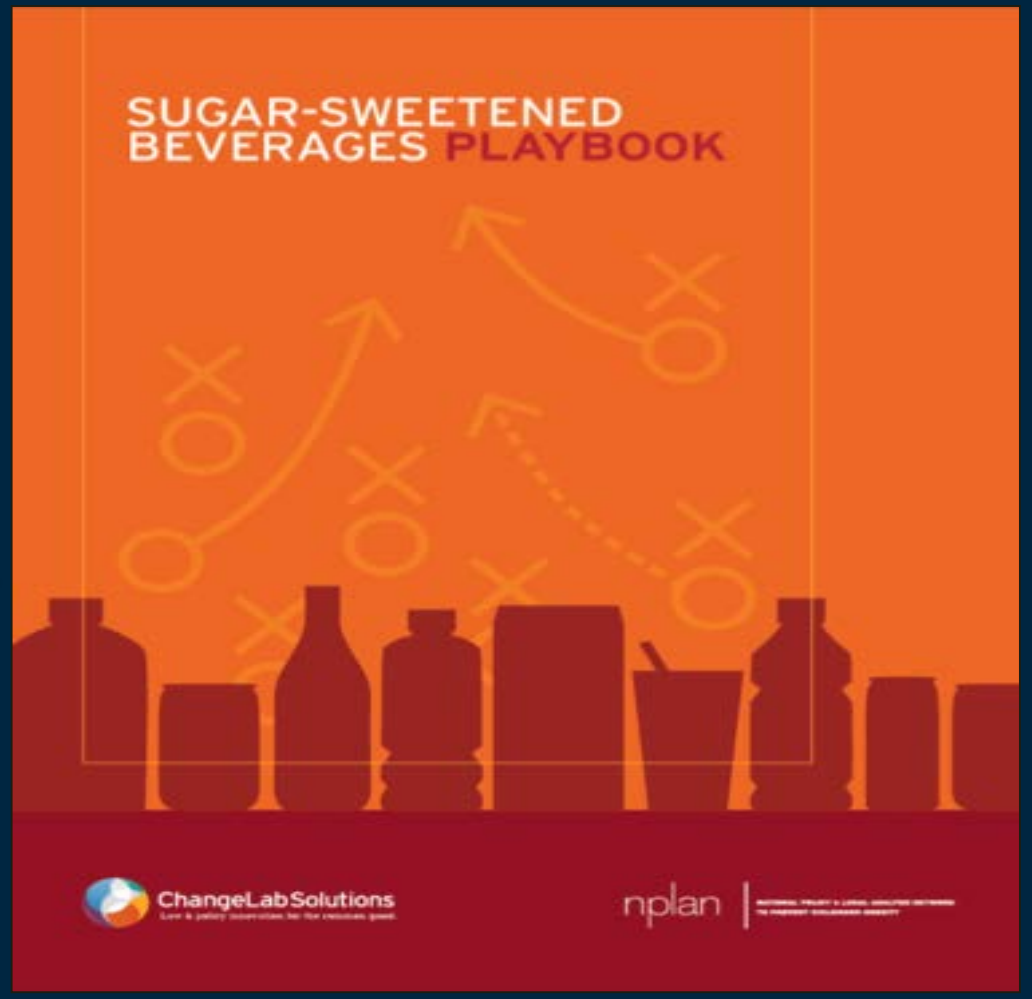
RESOURCES

More details on the strategies discussed today!



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http://tinyurl.com/ssbplaybook

SSB Restrictions

Today almost one-third of children in the United States are obese or overweight. Many studies have demonstrated a link between obesity and the consumption of sodas and other sugar-sweetened beverages (SSBs). Many public health advocates see cutting down on the excessive consumption of SSBs as a clear obesity prevention policy strategy.

As such, ChangeLab Solutions has created a collection of resources for advocates and policy makers who want to address this issue. We have the resources you need for developing regulatory policies to address the availability of SSBs for children in your community. If you are unable to find what you are looking for here, you can contact us directly for legal and policy technical assistance.

Skip to publications list

Where to start?

A common question from public health professionals around the country is "Where do we start?" ChangeLab Solutions has developed a Sugar-Sweetened Beverages Playbook that outlines 10 strategies for communities and states to consider to reduce SSB consumption to improve health. In general, communities and states begin with public education campaigns and work their way up to restrictions on the availability of SSBs. A collection of strategies, rather than a single strategy, will more effectively create environments that promote health.

The 10 strategies outlined in the Playbook include:

ChangeLab Solutions

Thank you!

Christine Fry, MPP

cfry@changelabsolutions.org

changelabsolutions.org

Follow us on Twitter!
@ChangeLabWorks

Thank you Christine! Now let's Discuss!

Poll and Questions for Christine

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Discussion: Challenges and Opportunities

1. Where do you see yourself meeting barriers in implementing SSB PSE changes?
2. Do you feel that this kind of work is allowable under SNAP-Ed funding? What parts do you feel you would/would not be able to pursue?
3. Do you have a local success story related to water access or SSB reduction from your county?
4. Are there other policies in action that you have heard about or are currently happening in your city that you feel others could benefit from knowing about when considering beverage policy in their cities?
5. Do you see any opportunities for collaboration between counties or cities on this topic?

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Thank You!

For Participating in Strategies and Tools for Healthy Beverages Policies

HAVE A WONDERFUL DAY!

WHITNEY BALL, PROGRAM COORDINATOR

WMBALL@UCSD.EDU

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