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
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
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

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
“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)
Rethink Your Drink Materials

• Re-Think Your Drink Branding
• Potter the Otter Materials
• Go For H2O Power Play
• Drink Label Cards
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)
Connection to Priority PSE Strategies

Find it online at:


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 (CX³)
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.
Guest Speaker: April Eagan
Inyo County Prevention
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

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

<table>
<thead>
<tr>
<th>Priority PSE Strategies</th>
</tr>
</thead>
<tbody>
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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.
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Got Water?

Bottle Filling Station
Get it here. Carry and drink a gallon a day, especially in hot weather. Please carry a reusable water bottle and keep plastic out of the landfill. Our water has been treated to exceed federal and state standards for safe drinking water.

By The Numbers
Americans use about 50 billion plastic water bottles yearly, 167 for each person. About 38 billion bottles end up in landfills. End-to-end, they would circle the equator 217 times. Making these bottles uses around 20 million barrels of oil and creates more than 2.5 million tons of CO₂.

Every time you fill your reusable bottle you keep a disposable bottle out of the landfill, and you save money. You can refill an average reusable bottle with tap water once a day for ten years, five months, and 21 days before it would cost as much as one quart of bottled water.
13. Design signage about Rethink Your Drink to be placed at water fountain.

Tired?
Bad tempered?
Have a headache?

Drink Water.

You’ll feel better.

Please recycle your bottle.
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
Policy Brief Outline

**Federal Policy**
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- **Worksite beverage standards**
- **Vending machine changes**
- **School wellness policy**
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.

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.

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!
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.

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

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
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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

### Beverage Standards

<table>
<thead>
<tr>
<th>Mandatory Nutrition Standards</th>
<th>At least 50 percent of beverage vending machine offerings must include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Beverages that contain 100% fruit or vegetable juice with added sweeteners. 1</td>
<td></td>
</tr>
<tr>
<td>2. Nondiet 100% fruit juice. 2</td>
<td></td>
</tr>
<tr>
<td>3. Beverages that are limited to a portion size no greater than 12 ounces (the limit on website) Note: If juices are available in smaller-sized portion (8 ounces), they would be preferred. 3</td>
<td></td>
</tr>
</tbody>
</table>

### Mandatory Pricing/Placement Standards

<table>
<thead>
<tr>
<th>Beverages meeting the mandatory 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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

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Find it online at: https://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-WP-VendingMachineStandards.pdf
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<th>State Legislation</th>
<th>Name</th>
<th>Description</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>SB 19, 2001</td>
<td>The Pupil Nutrition, Health, and Achievement Act of 2001</td>
<td>Sets nutritional standards for foods sold in elementary schools: School meal programs follow strict nutritional guidelines and are also used in other settings</td>
<td></td>
</tr>
<tr>
<td>SB 622, 2013</td>
<td>Sweetened Beverage Tax</td>
<td>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.</td>
<td>The bill died in the Senate Appropriations Committee in 2014.</td>
</tr>
<tr>
<td>SB 1210 (Florez) and AB 2100 (Coto)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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<th>Description</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB 685, 2013</td>
<td>Human Right to Safe Drinking Water</td>
<td>Establishes that every human being has the right to safe, clean, affordable, and accessible water adequate for human consumption, cooking, and sanitary purposes.</td>
<td>Gives legal backing to hold water districts, government agencies, housing developments accountable to provide safe drinking water, and also holds contaminators accountable</td>
</tr>
<tr>
<td>SB 965,</td>
<td>High School Beverage Policy</td>
<td>A high school soda ban expanded previous efforts focused on K-8 grades to set standards for beverage availability at schools.</td>
<td>This effectively eliminated the sale of soda and other sweetened beverages from all school campuses</td>
</tr>
</tbody>
</table>
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• Berkeley Soda Tax
• San Francisco soda warning labels

Local Application

• Worksite beverage standards
• Vending machine changes
• School wellness policy
Local Beverage Policy Changes
Local Beverage Policy Changes

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.

"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."
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Local Application
- Roadmap and tools From Change Lab Solutions
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.
Strategies to Reduce Sugar-Sweetened Beverage Consumption
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.

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Soda

7 oz
3.9 oz
2.4 oz

1950s

Hamburger

12 oz

French Fries

6.7 oz

Now

FOR MORE INFORMATION, VISIT
MakingHealthEasier.org/TimeToScaleBack
10 WAYS TO LIMIT SSBs IN YOUR COMMUNITY

Our recommended 10 strategies to reduce SSB consumption and improve health in your community.
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 237
Calories from Fat 0

% Daily Value
Total Fat 0g
0%
Sodium 25mg
1%
Total Carbohydrate 58g
20%
Sugar 55g
19%
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.

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.

<table>
<thead>
<tr>
<th>Drink</th>
<th>Container Size</th>
<th>Sugar Type</th>
<th>Calories per Container</th>
<th>Teaspoons (sp) of Sugar per Container</th>
<th>Walking Time to Burn Off the Drink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>20 fl. oz. bottle</td>
<td>Sugar-Free</td>
<td>0 calories</td>
<td>0 tsp</td>
<td>0 minutes</td>
</tr>
<tr>
<td>1% Milk</td>
<td>16 fl. oz. bottle</td>
<td>Natural Sugar</td>
<td>260 calories</td>
<td>8 tsp</td>
<td>56 minutes</td>
</tr>
<tr>
<td>100% Orange Juice</td>
<td>16 fl. oz. bottle</td>
<td>Natural Sugar</td>
<td>244 calories</td>
<td>11 tsp</td>
<td>53 minutes</td>
</tr>
<tr>
<td>Soda</td>
<td>12 fl. oz. can</td>
<td>Added Sugar</td>
<td>136 calories</td>
<td>8 tsp</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Soda</td>
<td>20 fl. oz. bottle</td>
<td>Added Sugar</td>
<td>227 calories</td>
<td>14 tsp</td>
<td>49 minutes</td>
</tr>
<tr>
<td>Sports Drink</td>
<td>20 fl. oz. bottle</td>
<td>Added Sugar</td>
<td>126 calories</td>
<td>9 tsp</td>
<td>27 minutes</td>
</tr>
<tr>
<td>Energy Drink</td>
<td>16 fl. oz. can</td>
<td>Added Sugar</td>
<td>240 calories</td>
<td>15 tsp</td>
<td>52 minutes</td>
</tr>
<tr>
<td>Sweetened Tea</td>
<td>20 fl. oz. bottle</td>
<td>Added Sugar</td>
<td>213 calories</td>
<td>14 tsp</td>
<td>46 minutes</td>
</tr>
<tr>
<td>Fruit-Flavored Soda</td>
<td>12.5 fl. oz. bottle</td>
<td>Added Sugar</td>
<td>165 calories</td>
<td>11 tsp</td>
<td>36 minutes</td>
</tr>
<tr>
<td>Juice Drink</td>
<td>20 fl. oz. bottle</td>
<td>Added &amp; Natural Sugar</td>
<td>305 calories</td>
<td>17 tsp</td>
<td>66 minutes</td>
</tr>
<tr>
<td>Fruit Nectar</td>
<td>11.5 fl. oz. can</td>
<td>Added &amp; Natural Sugar</td>
<td>196 calories</td>
<td>11 tsp</td>
<td>42 minutes</td>
</tr>
<tr>
<td>Vitamin-Added Water</td>
<td>20 fl. oz. bottle</td>
<td>Added &amp; Natural Sugar</td>
<td>125 calories</td>
<td>8 tsp</td>
<td>27 minutes</td>
</tr>
</tbody>
</table>

Notes: Walking times are based on the average calorie expenditure for a 154-pound individual walking at 3.5 mph (200 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 the nearest minute.


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 materials 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 1-877-543-3633. For important nutrition information, visit www.CalFresh.Gov/CalFresh.net.
Now what?

10 WAYS TO LIMIT SSBs 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 & After-school 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

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

Limit SSBs on Government Property
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
Limit SSBs in Private Sector

Example: Redwood Discovery Museum (Eureka, CA)
Restrict Sales of SSBs on & near School Grounds
Prohibit SSBs in Childcare & Afterschool Programs
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
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

Strategies to Address
Unhealthy Food and Beverage Marketing to Children

Retail Environment
- Healthy zoning
- Improving the in-store marketing environment
- Improving the in-restaurant marketing environment
- Taxation and tax incentives

Childcare & Schools
- Improving the food environment in childcare and schools
- Nutrition standards for government procurement and vending

Government Property
- Nutrition standards for government procurement and vending
- Reducing unhealthy marketing on government property and public transit
- Adopting a policy to guide government sponsorship

Community-Wide
- Improving the outdoor advertising environment
- Reducing unhealthy advertising in broadcast media
- Reducing unhealthy marketing in digital media
- Improving the print media advertising environment

To learn more visit: www.changelabsolutions.org/marketing-to-kids

ChangeLab Solutions is a nonprofit organization that provides resources on matters relating to public health. The information in this document should not be considered legal advice or legal representation. All legal issues, concerns, threats consult a lawyer of your choice. Support provided by Los Angeles Department of Public Health and RWJF 7-11 Alliance. © 2018 ChangeLab Solutions.
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
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. Promote SSBs in Childhood & 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
More details on the strategies discussed today!
SSB Restrictions

GET THE LATEST NEWS, JOIN DISCUSSIONS ON PUBLIC HEALTH ISSUES, SHOW US CHANGE IN YOUR COMMUNITY, OR MAKE A DONATION.

CONNECT WITH US

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:
Thank you!

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changelabsolutions.org

Follow us on Twitter!
@ChangeLabWorks
Thank you Christine! Now let’s Discuss!

Poll and Questions for Christine
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?
Thank You!

For Participating in Strategies and Tools for Healthy Beverages Policies

HAVE A WONDERFUL DAY!

WHITNEY BALL, PROGRAM COORDINATOR

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INLAND DESERT TRAINING & RESOURCE CENTER