

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



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TRAINING & RESOURCE CENTER

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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



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

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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.

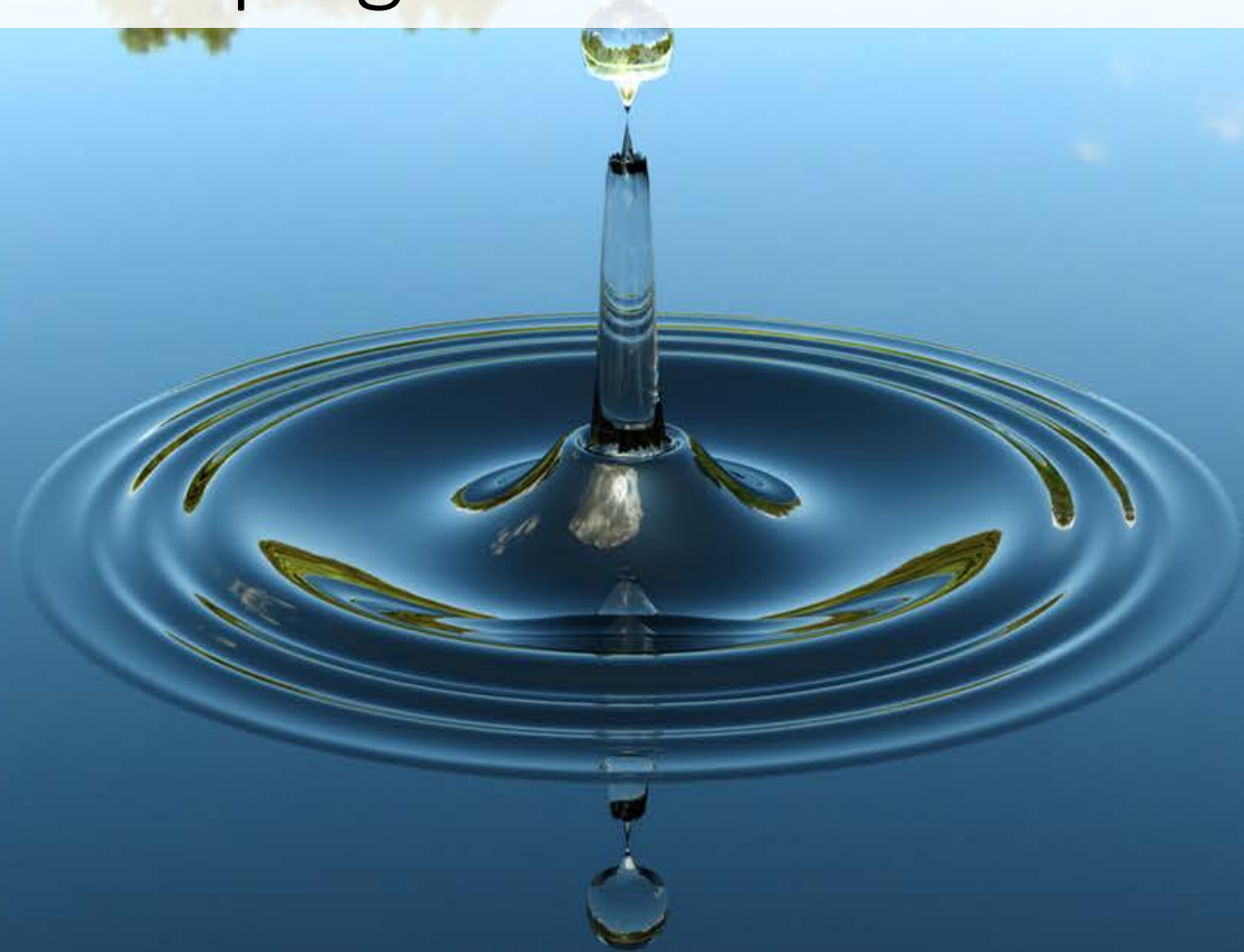
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Poll: Gauging the use of Rethink Your Drink Campaign in different community settings



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)



Rethink Your Drink Materials

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



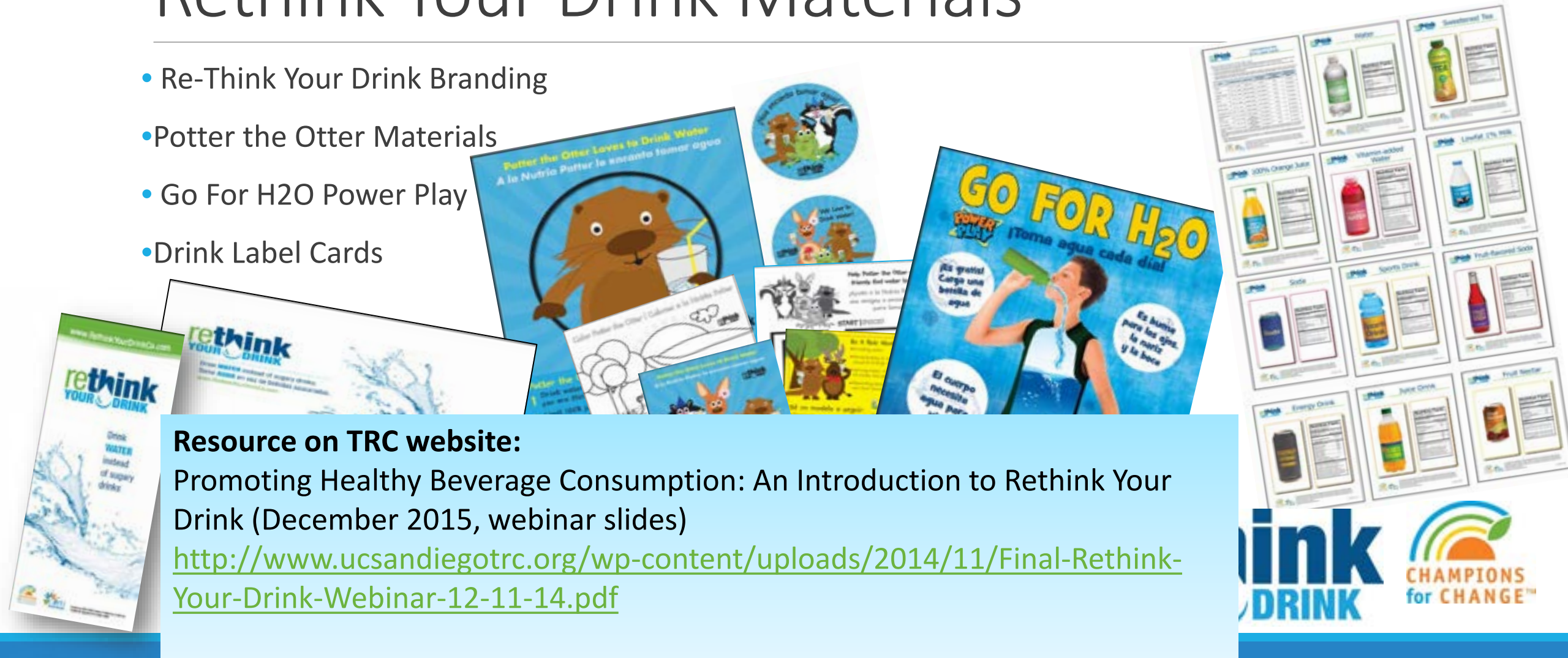
Rethink Your Drink Materials

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- Drink Label Cards

Resource on TRC website:

Promoting Healthy Beverage Consumption: An Introduction to Rethink Your Drink (December 2015, webinar slides)

<http://www.ucsandiegotr.org/wp-content/uploads/2014/11/Final-Rethink-Your-Drink-Webinar-12-11-14.pdf>



Connection to Priority PSE Strategies

Find it online at:

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



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

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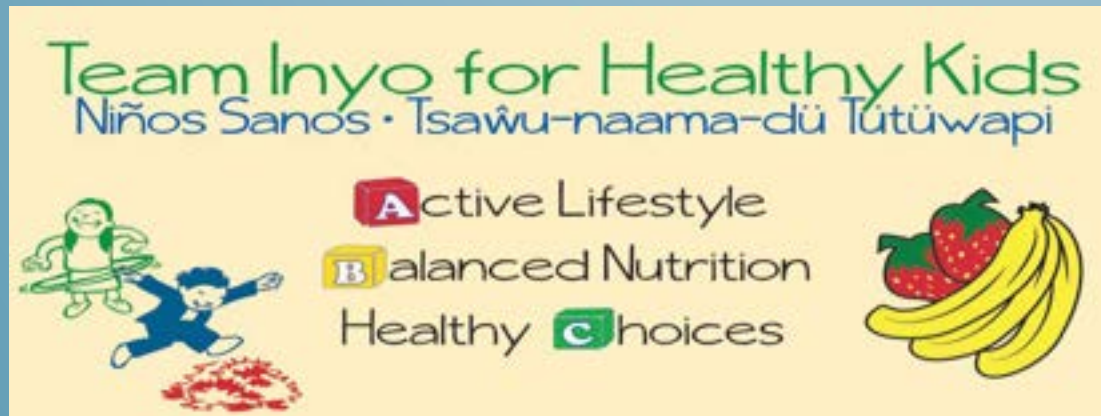
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STEPS TO WATER STATION SUCCESS!

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
Priority PSE Strategies**

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6. The overall *Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX³)*

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

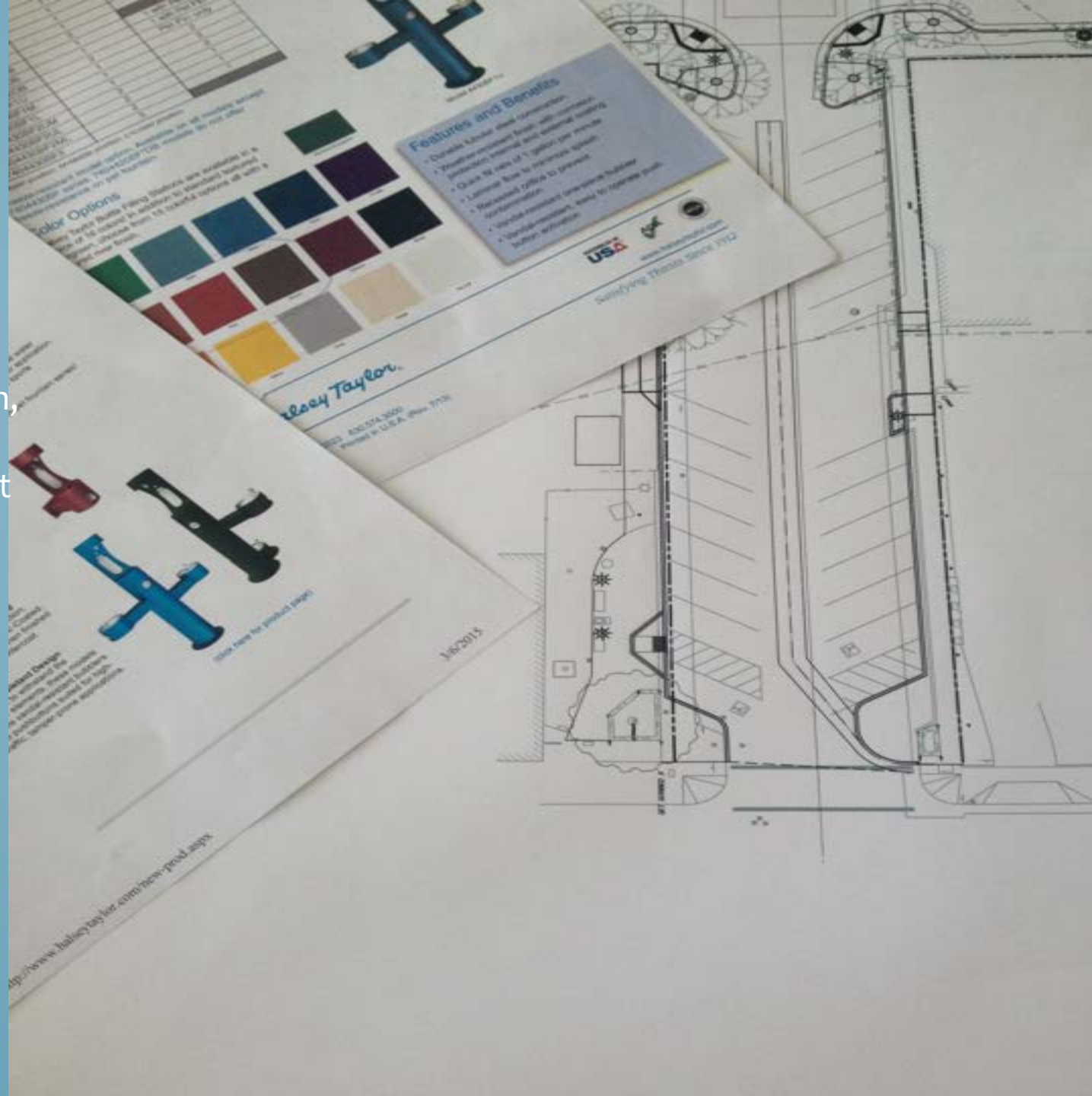
STEP 4: CREATE AN ACTION PLAN AND TIMELINE!

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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8. Celebrate
installation of the
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8. Celebrate
installation of the
fountain!



9. Create media materials to advertise the fountain and build interest in the ongoing project.



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 Talmadge 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



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 Talmadge Park.

Photo courtesy Team Inyo

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, DHS 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 860-872-0900, or email eam@inyocounty.us to be added to Team Inyo's meeting and events list-serv.

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 have showers and thunderstorms with a chance of 29%. North temperature for skies tonight will be an overnight low of 44.

Day	Hi	Lo
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 during the day, a cold front resulting in large hail winds in the evening and upper Midwest. Hail the size of golf balls, a million dollars around Buffalo.

Local Sun/Moon

First 5/25	Day	Sunrise	Sunset
	Saturday	5:38 a.m.	8:02 p.m.
	Sunday	5:37 a.m.	8:03 p.m.
	Monday	5:37 a.m.	8:03 p.m.
	Tuesday	5:36 a.m.	8:04 p.m.
Full 6/2	Wednesday	5:36 a.m.	8:05 p.m.
	Thursday	5:35 a.m.	8:06 p.m.
	Friday	5:35 a.m.	8:06 p.m.

National Cities

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

Standard Time (Daylight Saving Time) begins on the first Sunday in April at 2:00 a.m. Eastern Standard Time.

Astronomical Events
May 23, 2003

Sunrise: 6:18 AM PDT
Sunset: 7:27 PM PDT

All time and day times are for a uniform horizon of 3° degrees.

The Moon
Rise: 7:04 AM
Set: 7:04 PM

FOR

ENTE

SERVICES

14. Evaluate use of the fountain.



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

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.

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.

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.

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.

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

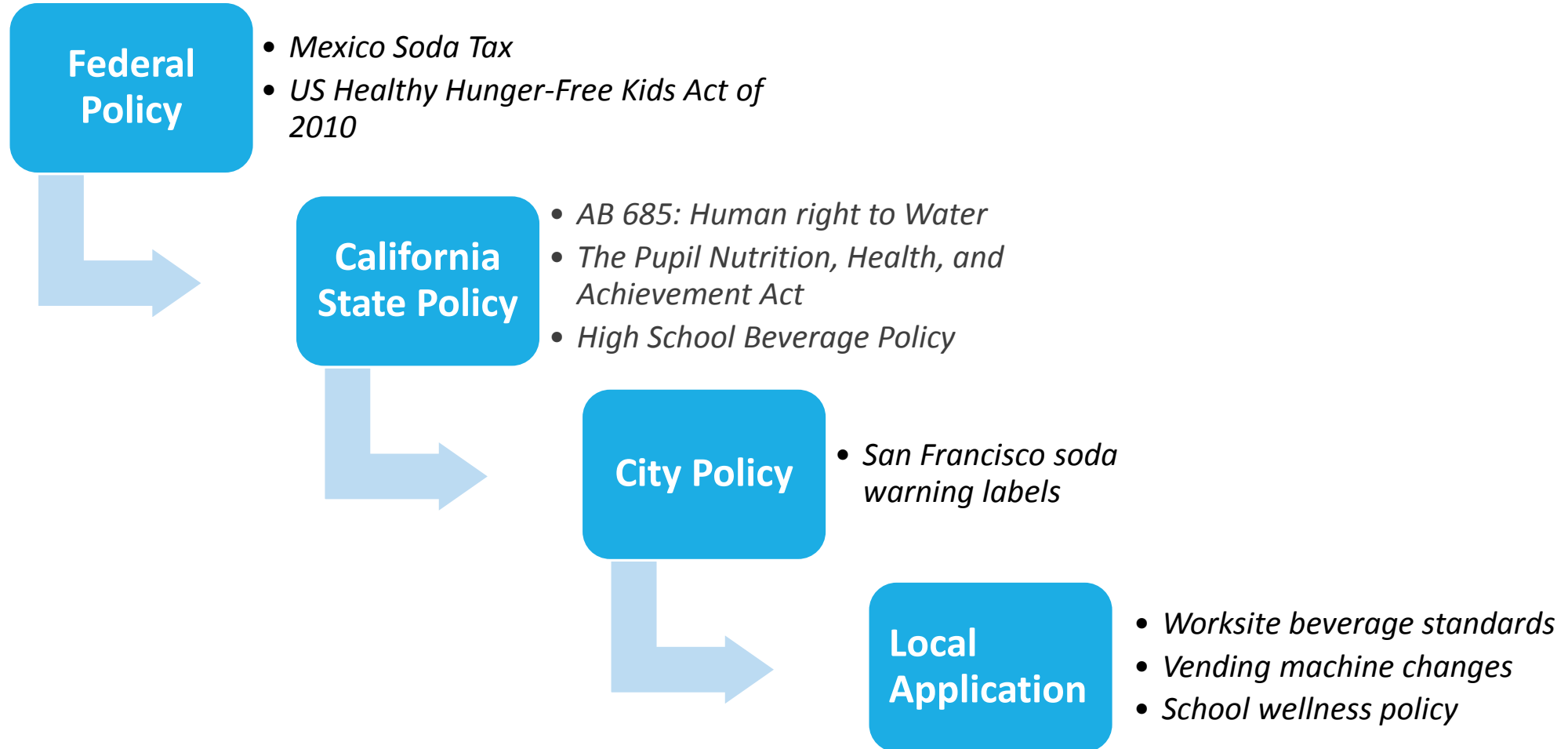


Thank you April. Now let's Discuss!
Poll and Questions for April

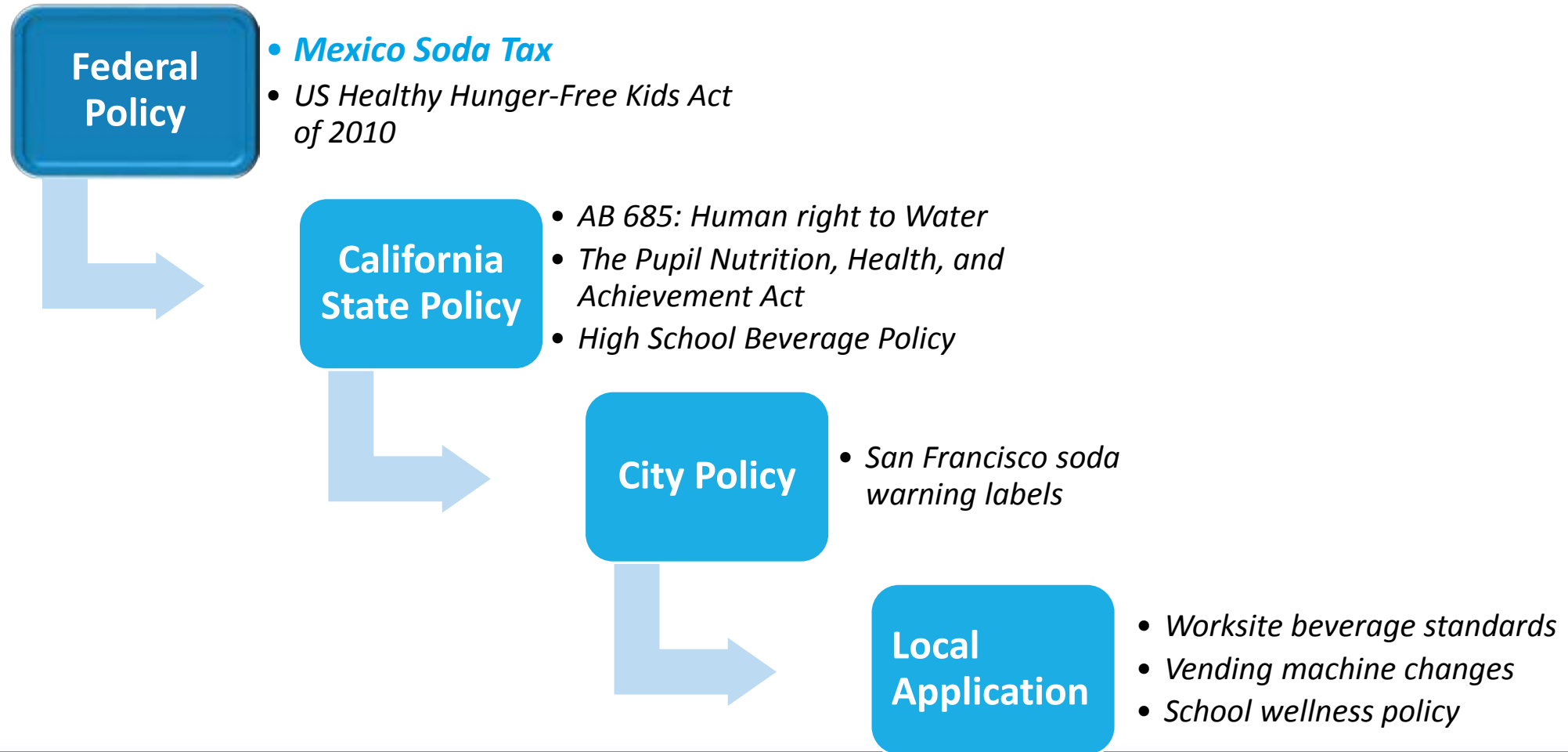


Policy Brief: Applicable Water and Beverage Legislation

Policy Brief Outline



Policy Brief Outline



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).

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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!**

Mexico Passes Soda Tax

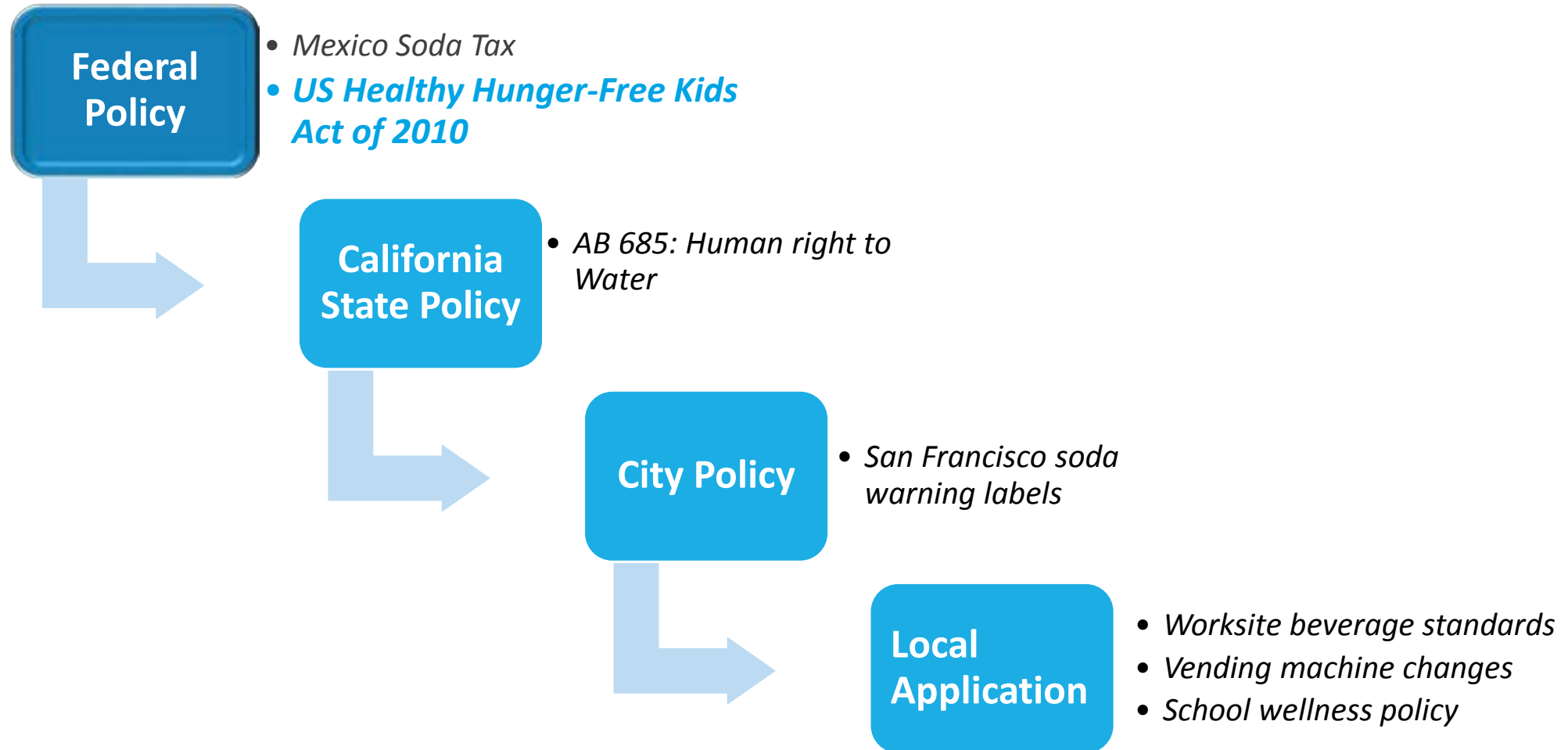
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Barclay, *Mexico's Sugary Drink Tax Makes A Dent In Consumption, Study Claims*, npr, <http://www.npr.org/sections/thesalt/2015/06/19/415741354/mexicos-sugary-drink-tax-makes-a-dent-in-consumption-study-claims>

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



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

Worksite programs 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.



FOOD STANDARDS

Mandatory Nutrition Standards

All food items 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.²
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).³

Recommended Nutrition Standards

All food items served in vending machines should meet the following nutrition standards:

1. Have no more than 350 milligrams (mg) of sodium per serving.⁴
2. Contain at least 2 grams (g) of dietary fiber per serving.
3. Until a standard becomes available, list trans fat.⁵

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

All food items served in vending machines should meet the following nutrition standards:

1. Beverages that contain 100% fruit or vegetable juice with no added sweeteners.¹
2. Water.²
3. Nonfat or 1% lowfat milk.³
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. 100% fruit juice
2. 100% vegetable juice
3. 100% fruit juice
4. 100% vegetable juice
5. 100% fruit juice
6. 100% vegetable juice
7. 100% fruit juice
8. 100% vegetable juice
9. 100% fruit juice
10. 100% vegetable juice



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:
(50 calories from fat/50 total calories)
 $\times 100 = 10\%$

Percent calories from saturated fat:
(10 calories from saturated fat/50 total calories)
 $\times 100 = 20\%$

Percent sugar by weight:
(10 grams of sugar/400 grams)
 $\times 100 = 2.5\%$

Nutrition Facts	
Serving Size 12 oz (354 mL)	
Amount Per Serving	
Total Fat	10g
Saturated Fat	2g
Trans Fat	0g
Cholesterol	5mg
Sodium	350mg
Total Carbohydrate	100g
Dietary Fiber	2g
Sugars	10g
Protein	10g

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 is 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, CARAMEL, VANILLA.

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 hire a vendor 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.



Fax

To: _____
From: _____
Subject: _____
Fax: _____

For an effort to improve the health of our community, I would like to request the following items to be added to my vending machine. Please contact me at the following phone number to discuss this request.

My contact information is as follows:

- 1. Name
- 2. Title
- 3. Phone
- 4. Email
- 5. Fax
- 6. Address
- 7. City
- 8. State
- 9. Zip

Please contact me at the following phone number to discuss this request.

Thank you for your assistance.

Signature: _____

Date: _____

Print Name: _____

Print Title: _____

Print Address: _____

Print City: _____

Print State: _____

Print Zip: _____

Print Phone: _____

Print Fax: _____

Print Email: _____

Print Website: _____

Print Social Media: _____

Print Other: _____

Print Comments: _____

Print Notes: _____

Print Attachments: _____

Print Signatures: _____

Print Stamps: _____

Print Markers: _____

Print Pencils: _____

Print Erasers: _____

Print Sharpeners: _____

Print Rulers: _____

Print Protractors: _____

Print Compasses: _____

Print Calculators: _____

Print Pens: _____

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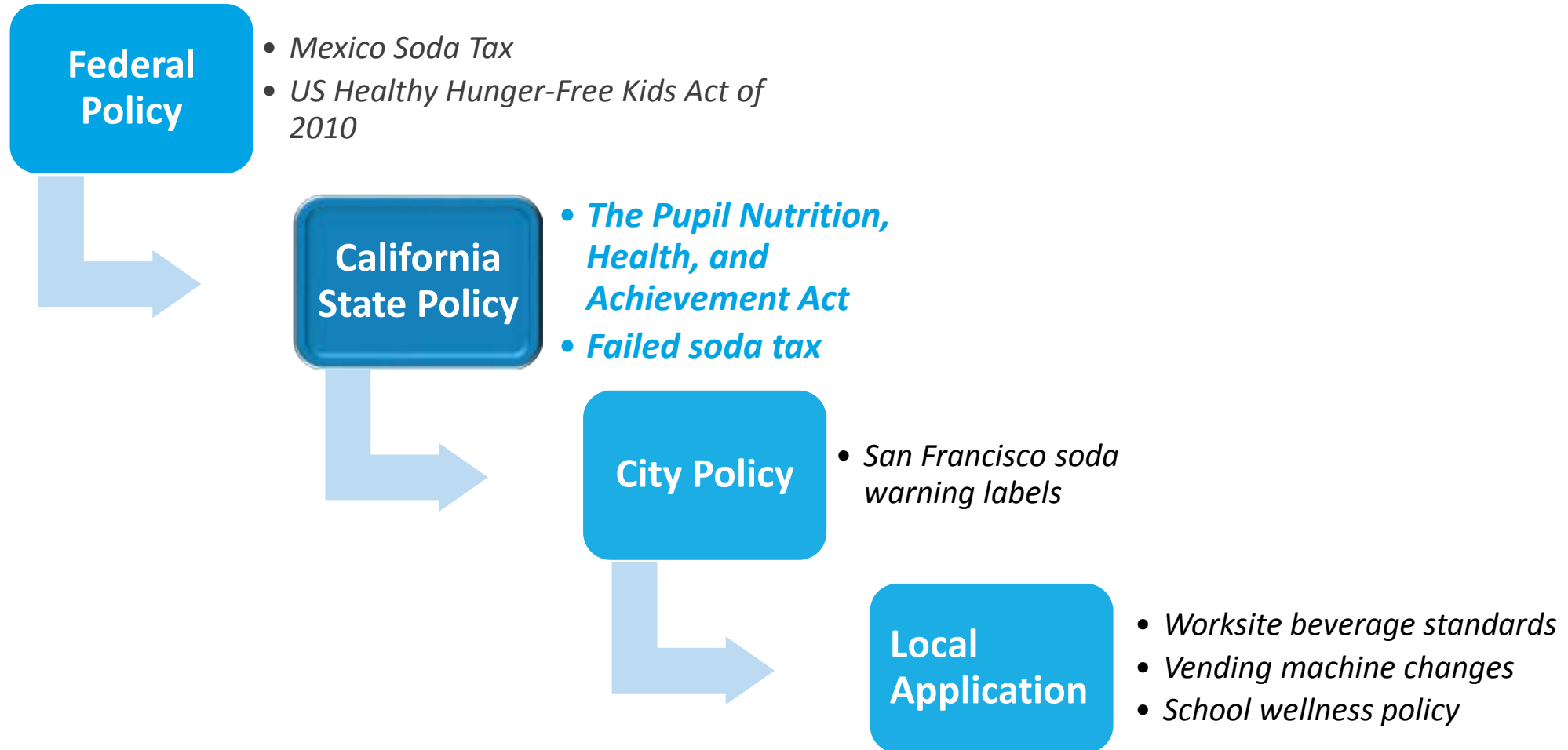
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Print Pens: _____

Find it online at:

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

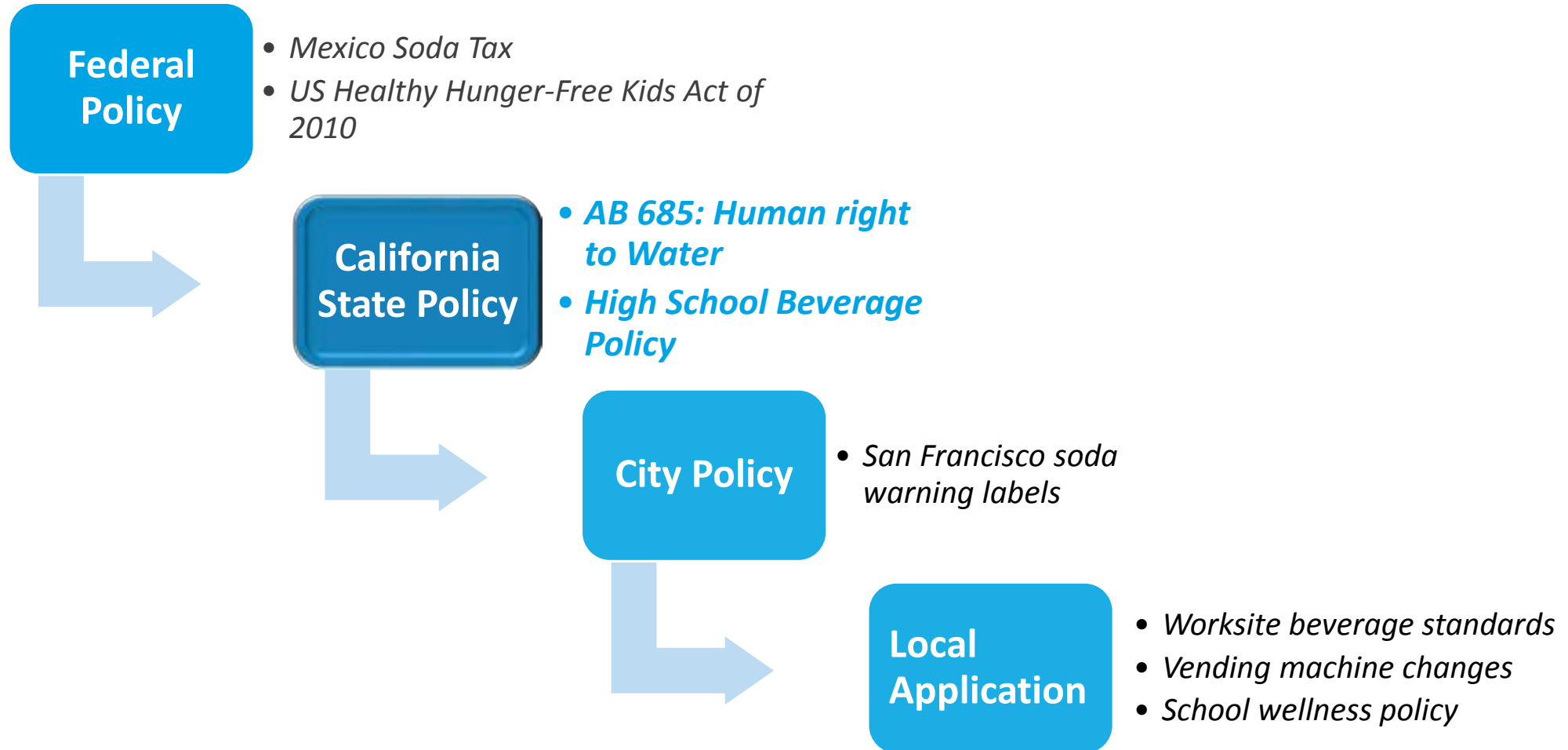
Policy Brief Outline



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.

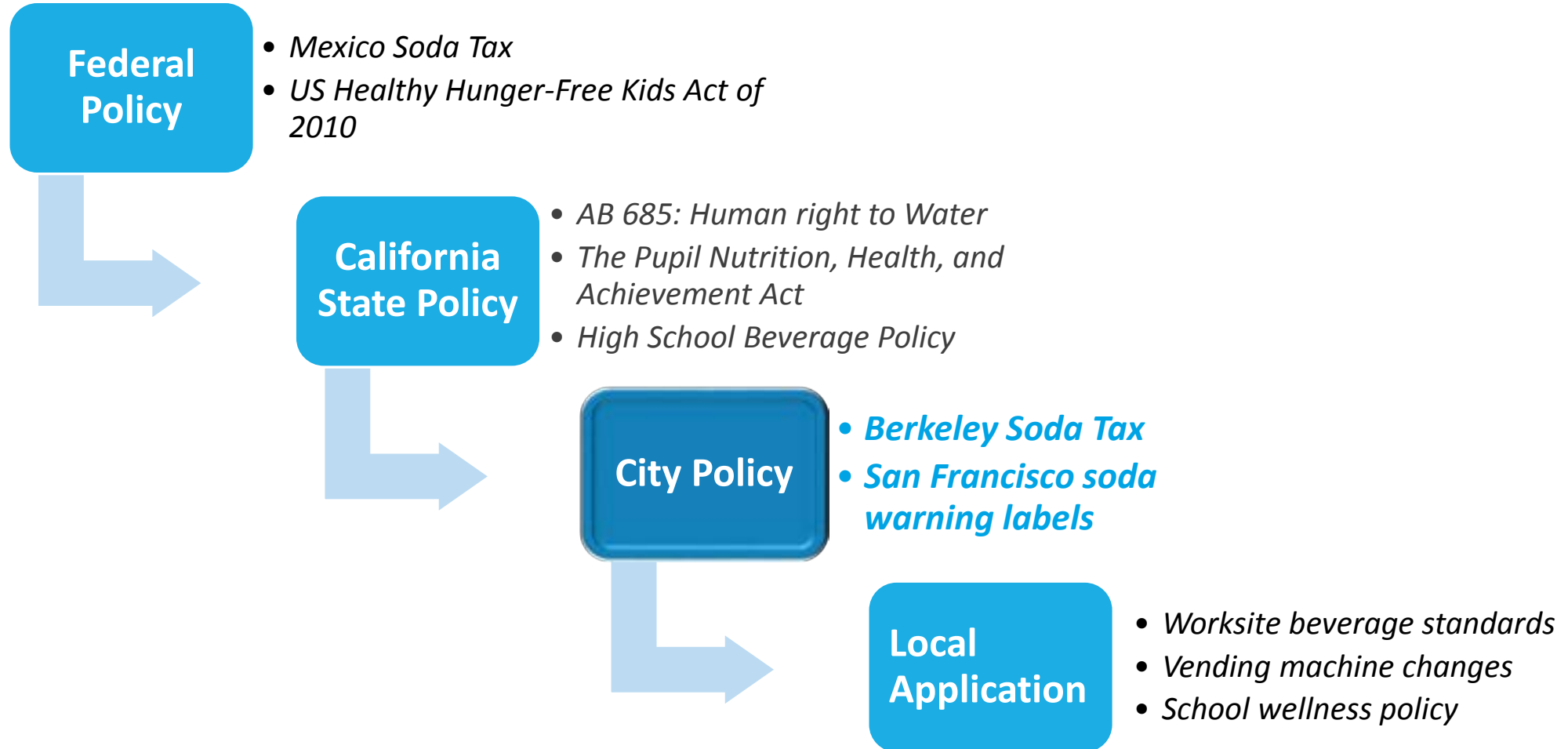
Policy Brief Outline



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

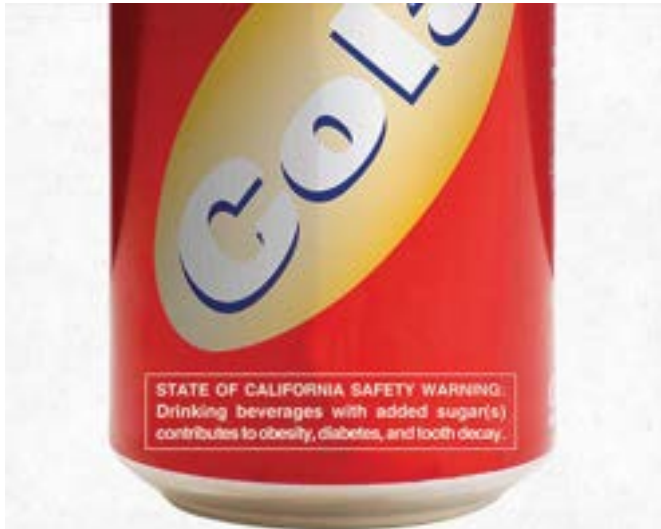
Policy Brief Outline



Local Beverage Policy Changes



Local Beverage Policy Changes



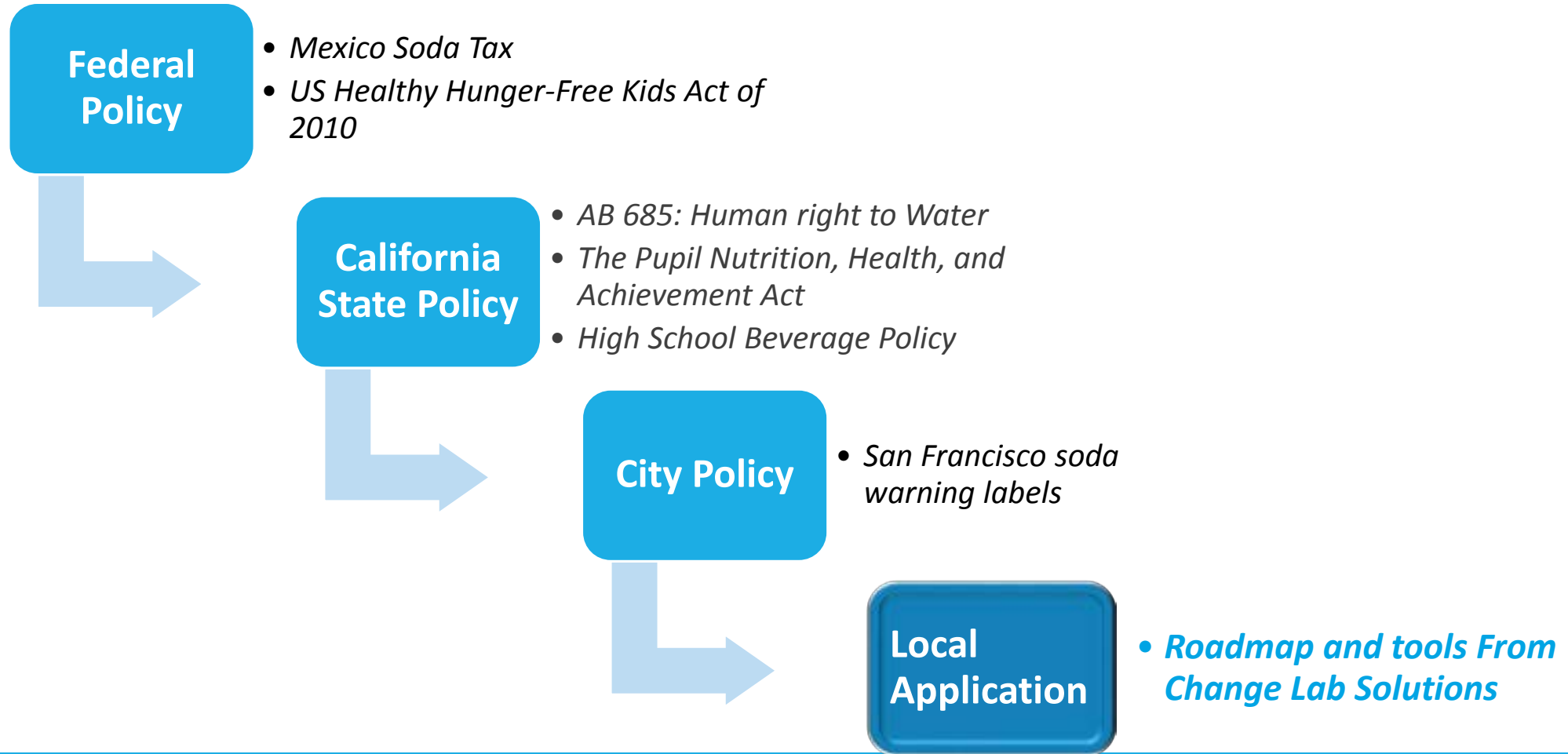
“Warning, Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay. This is a message from the City and County of San Francisco.”



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.

Policy Brief Outline



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.



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Strategies to Reduce Sugar-Sweetened Beverage Consumption



Presented by

Christine Fry, MPP

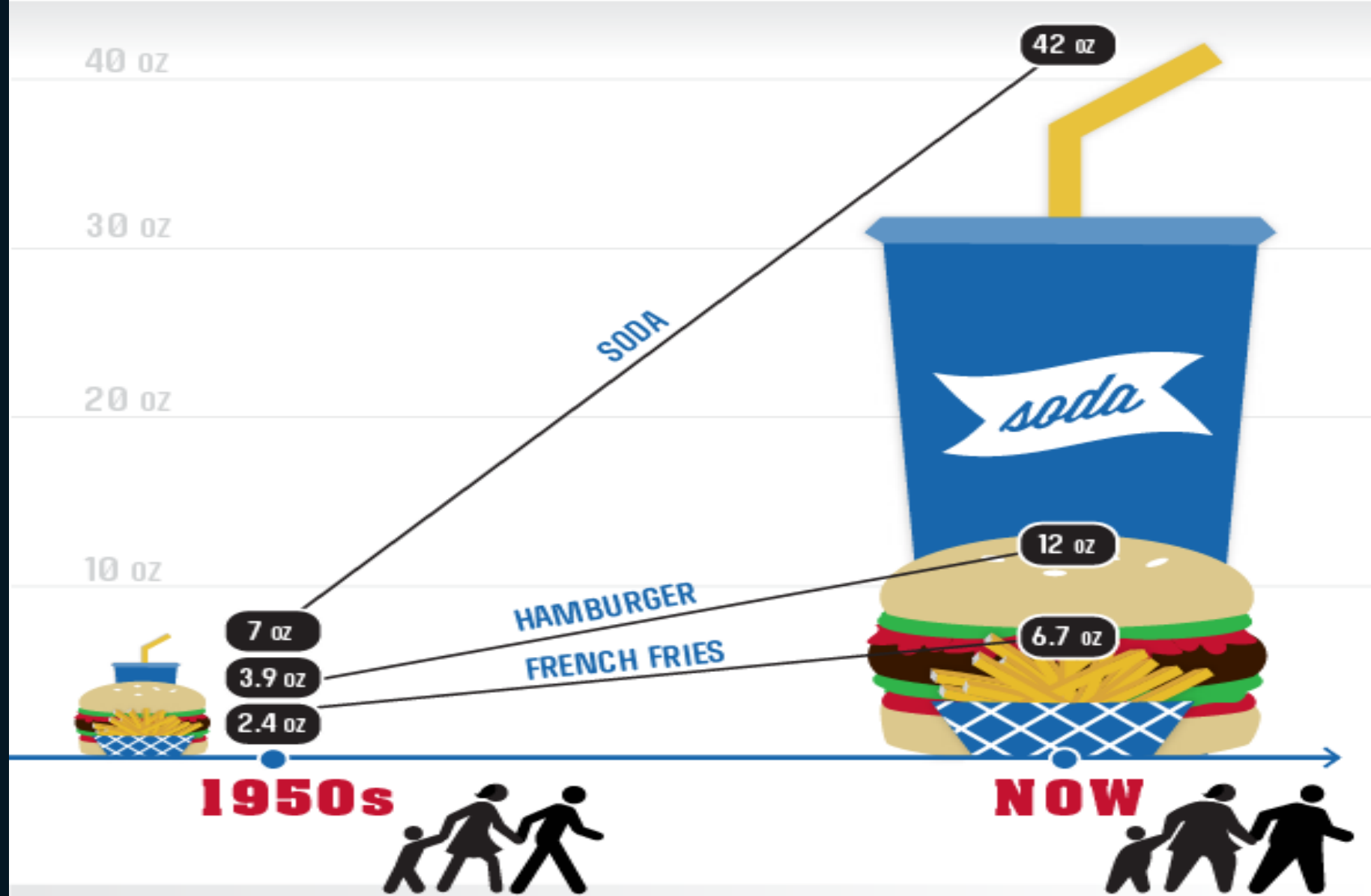
Vice President, Organizational Learning

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.

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FOR MORE INFORMATION, VISIT
MakingHealthEasier.org/TimeToScaleBack

SOURCES

Young, L., & Nestle, M. (2002). The contribution of expanding portion sizes to the US obesity epidemic. *JPHR*, 92(2), 246-49.

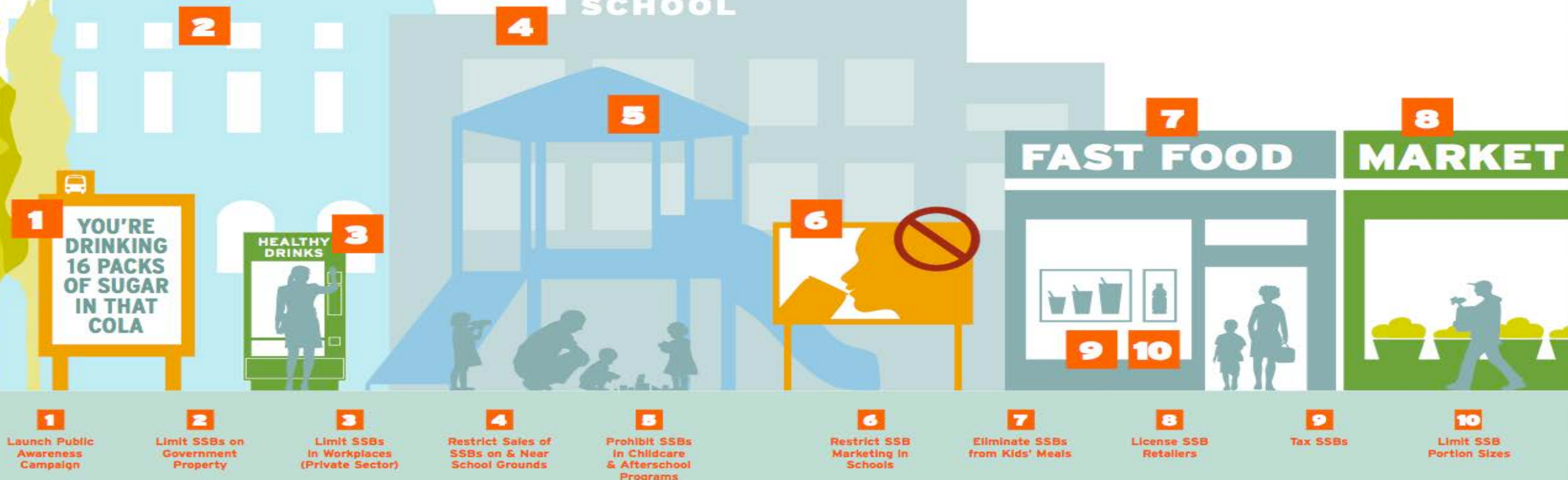
Young, L., & Nestle, M. (2007). Portion sizes and obesity: Responses of fast food companies. *JPHR*, 28(2), 238-48.

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

- 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 58g	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.CalChampionsForChange.net.

Adapted from the California WIC Program.

827-689/Ver. 07/13



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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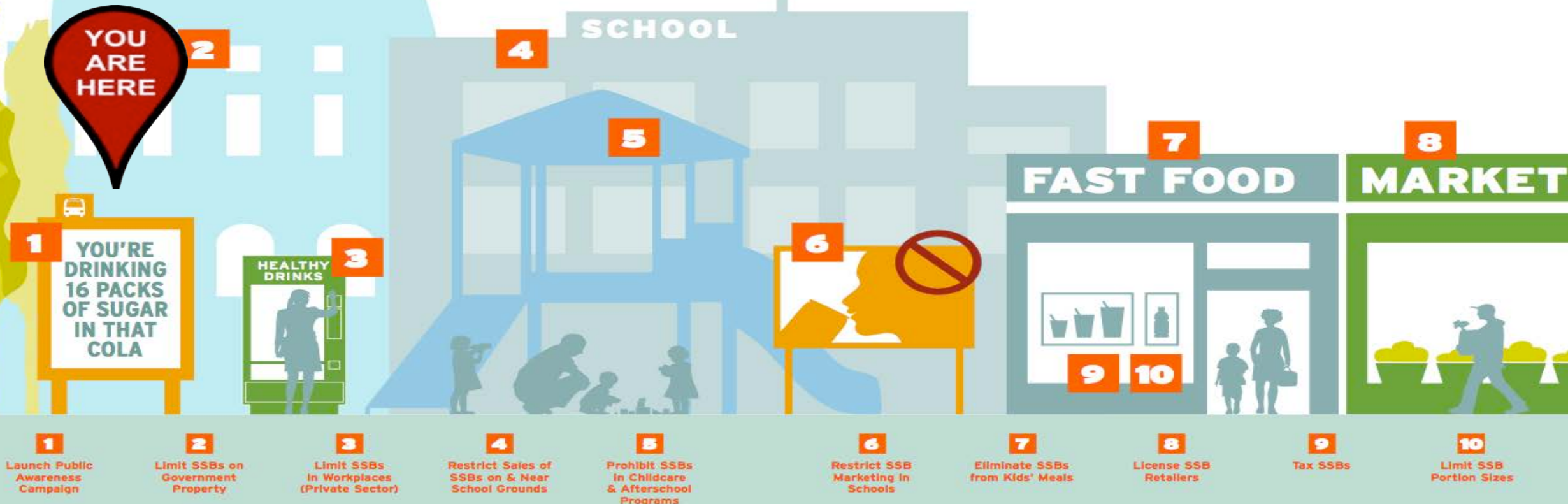
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Now what?

10 WAYS TO LIMIT SSBs IN YOUR COMMUNITY

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

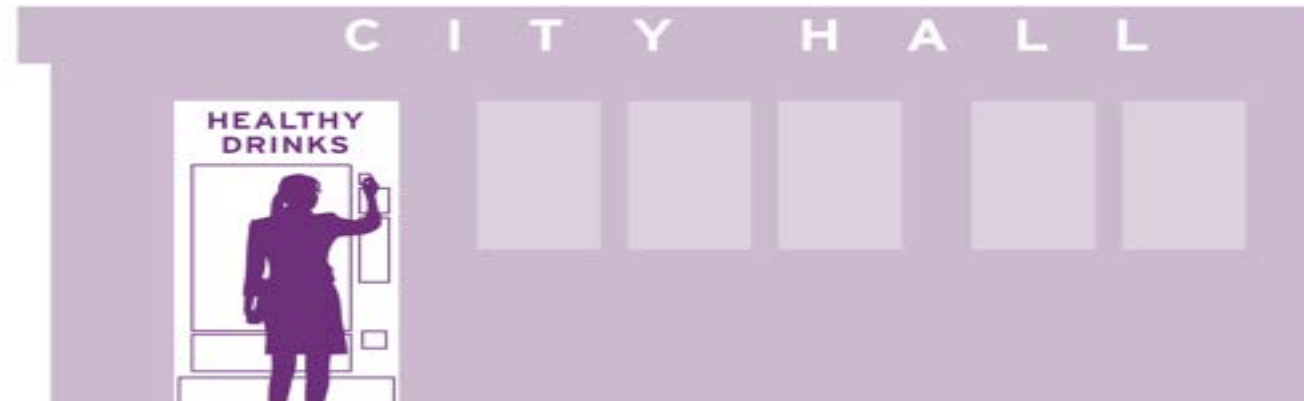


2

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.

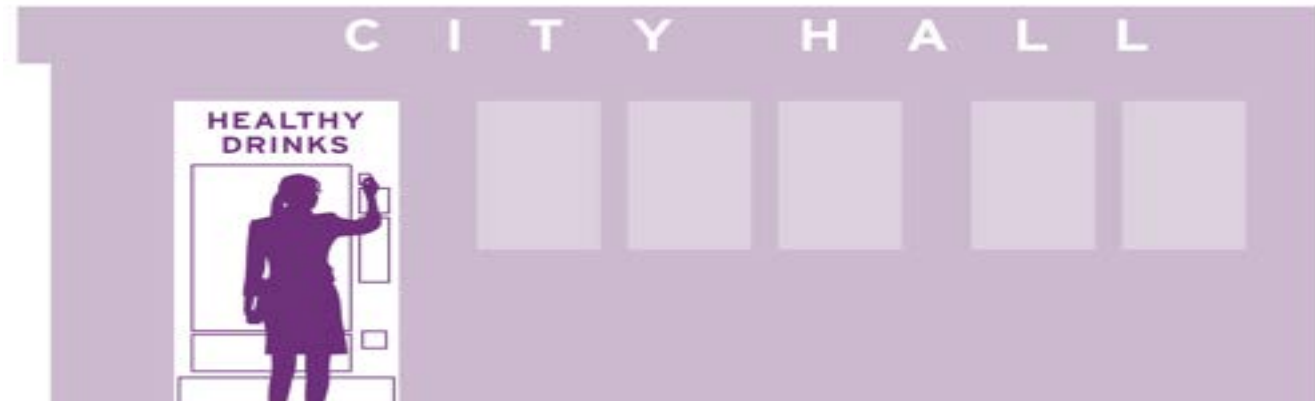


2

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?



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

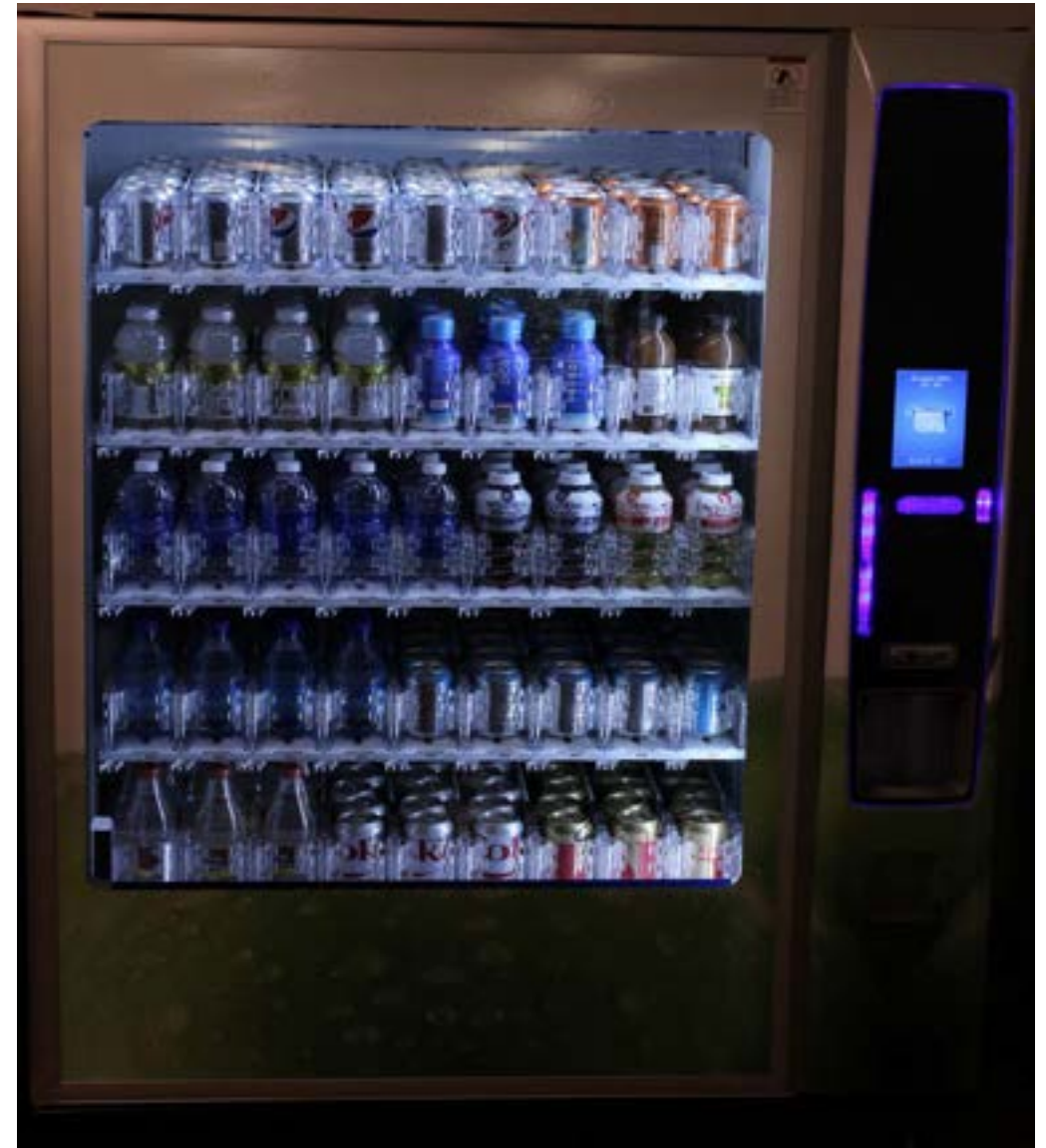
Example: Redwood Discovery Museum (Eureka, CA)



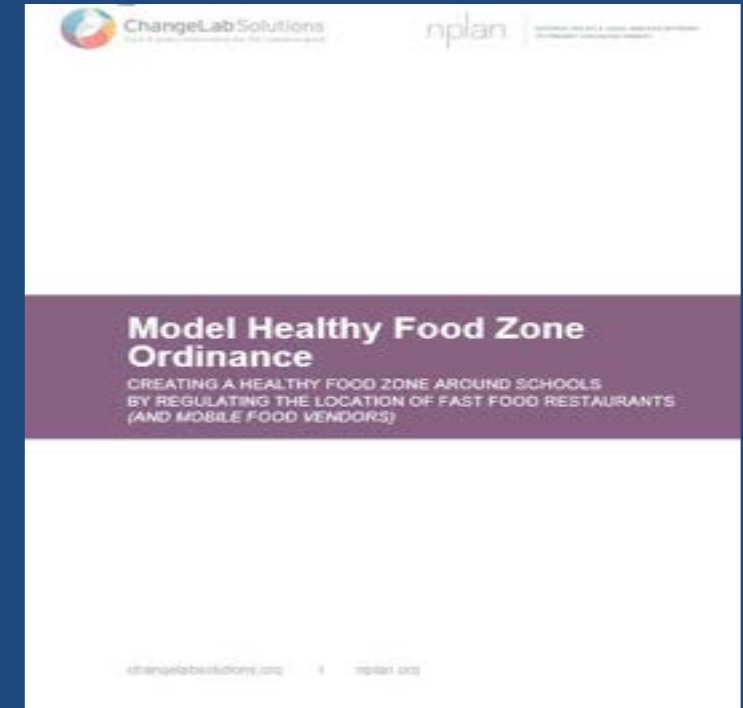
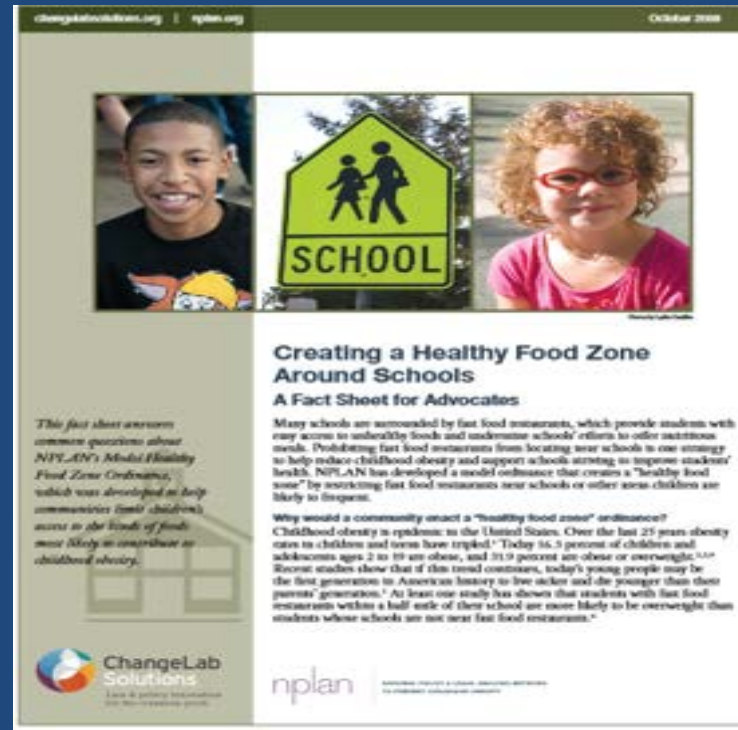
Photo by saxxon

4

Restrict Sales of SSBs on & near School Grounds



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

 Louisiana's Ragin' Cajuns



Teche
FEDERAL BANK

RaginCajuns.com

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

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



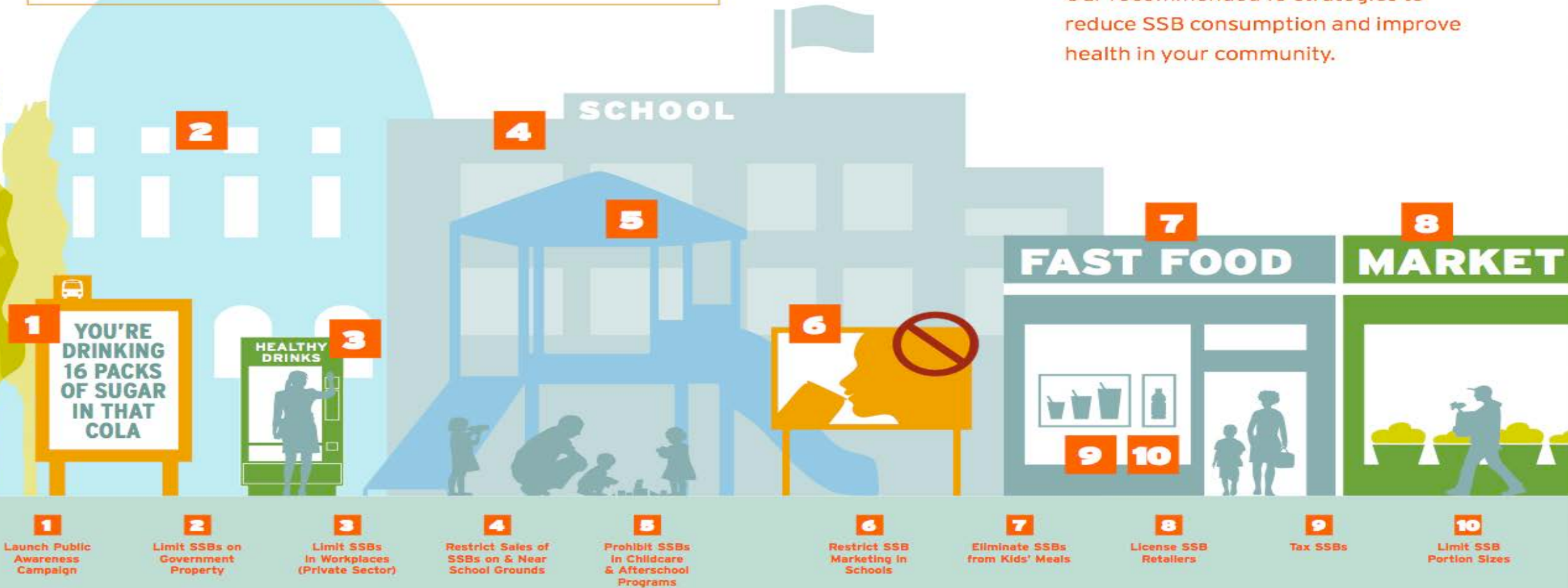
Create Healthy Checkout Aisles
License SSB Retailers



Post Warning Signs

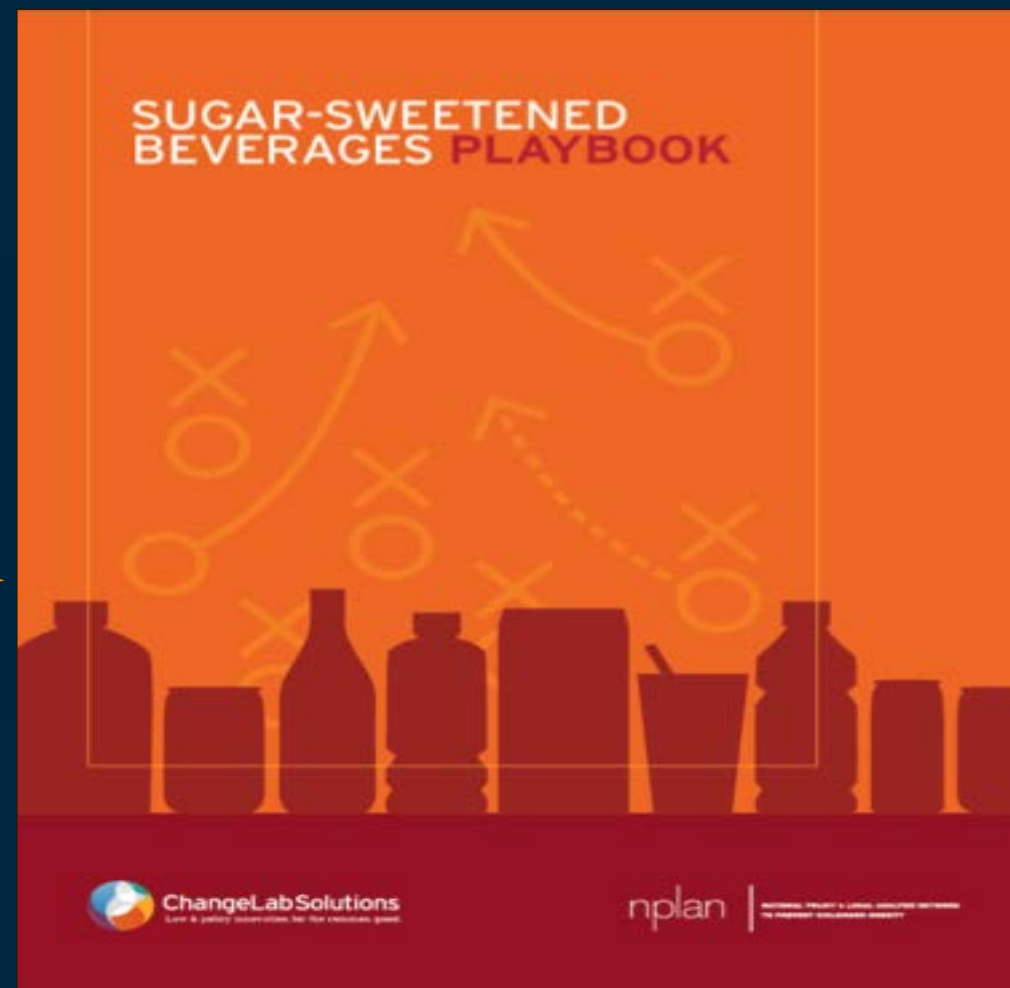
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ChangeLab Solutions RESOURCES

More details on the
strategies discussed
today!



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<http://tinyurl.com/ssbplaybook>

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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:

CONNECT WITH US

Get the latest news, join discussions on public health issues, show us change in your community, or make a donation.



ChangeLab Solutions

Thank you!

Christine Fry, MPP

cfry@changelabsolutions.org

changelabsolutions.org

Follow us on Twitter!
@ChangeLabWorks



10 WAYS TO LIMIT SSBs IN YOUR COMMUNITY

SUPPORTING FIVE COUNTIES
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San Diego
Riverside



Inland Desert
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IN PARTNERSHIP WITH
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recommended 10 strategies to
reduce SSB consumption and improve
health in your community.

Thank you Christine! Now let's Discuss!
Poll and Questions for Christine



1
Launch Public
Awareness
Campaign



2
Limit SSBs on
Government
Property

3

3
Limit SSBs
in Workplaces
(Private Sector)

4

4
Restrict Sales of
SSBs on & Near
School Grounds

SCHOOL

5

5
Prohibit SSBs
in Childcare
& After-school
Programs



6
Restrict SSB
Marketing in
Schools

7
FAST FOOD



7
Eliminate SSBs
from Kids' Meals

8
MARKET



8
License SSB
Retailers

9
Tax SSBs

9 **10**



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

INLAND DESERT TRAINING & RESOURCE CENTER

