

Sugar Sweetened Beverage Community  
Advisory Board  
Special Meeting Notice

Oakland City Hall  
1 Frank H. Ogawa Plaza  
Oakland, CA 94612  
Hearing Room 1, 1st floor  
March 3, 2018 • 9:00am-11:00am

**FINAL** AGENDA

1. **Welcome and Call to Order**
  - *Modifications to the Agenda*
2. **Funding Allocation Discussion of “Oakland SSB Advisory Board: Draft Funding Buckets”**
3. **Open Forum**
4. **Adjournment**

# Oakland SSB Advisory Board: Draft Funding Buckets

## Prevention & Promotion (Citywide)

### GOALS

- Promote water consumption, potable drinking water that should be easily accessible to children and adults in homes and public facilities, including parks, playgrounds, schools, public buildings, worksites, and clinics.
- Prevent and address factors related to the evidenced based impacts of SSB (obesity, diabetes, heart disease, tooth decay, etc.) thru promotion.
- Impact health disparities and inequities due to SSB impacts on a community level thru culturally relevant, community driven and designed initiatives
- Minimize marketing's impact on children and limit overall marketing of SSBs (ie this could be more policy related-eliminating marketing of SSBs, limit advertising in SSB venues, etc) by replacing marketing of SSBs with marketing and messaging of healthy alternatives and lifestyle.
- Invests in neighborhoods that increase access to healthy food and active living

### EXAMPLES

**Increase access and the consumption of water:** Installation of hydration stations in schools, parks, city buildings and community centers.

**Social Marketing and Public Communications Campaign:** Designing a culturally relevant media campaign to promote the consumption of water vs soda as well as nutrition and physical activity.

**Active lifestyle:** Increasing access and promoting physical activity. For example, citywide initiatives to improve parks and park access.

## Healthy Neighborhoods and Places (Neighborhood and place based)

### GOALS

- Promote increased consumption, access to and the spread and/or creation of healthier alternatives to SSBs, including access to healthy, high quality food.
- Engage small businesses and business establishments to support SSB reduction strategies
- Promote healthy retail that addresses local economy and food system gaps in access to healthy equitable and sustainable alternatives to sugar sweetened beverages
- Increase physical activity and promote active lifestyles

### EXAMPLES

**Community Based Initiatives:** These initiatives could include nutrition education, promoting drinking water, programs to reduce impacts of sugar and promote physical activity programming run by NGOs, churches, clinics, etc. to engage community and promote individual / family knowledge, attitude and behavior changes as relates to SSB consumption.

**Food Access:** Bringing more healthy, affordable food to neighborhoods, including urban gardens / farms, farmer's markets and Food Pharmacies.

**Healthy Retail Programs:** Increasing healthy food access and healthier drink alternatives in neighborhood stores.

**Healthy Alternatives:** Creating and increasing healthier drink alternatives to SSBs.

**Meal Programs:** Improving the nutritional quality of the food for children and families of low socioeconomic status, and to increase the number of meals provided that support health eating and support learning about healthy eating,

**Child Wellness and Nutrition Education Programs:** Promoting gardening, nutrition education and physical activity for children, adults, and seniors.

**Active lifestyle:** Increasing access and promoting physical activity. For example, improvements for walkable, safer neighborhoods and parks

### **Health Care Prevention and Mitigation: Medical and Dental**

#### GOALS

- Engage the medical and dental workforce to implement strategies for SSB reduction and prevention.
- Support the expansion of nutrition screening and counseling, education regarding sugar-sweetened beverage consumption and healthy alternatives, options, and strategies to decrease obesity, diabetes and oral health disparities across the lifespan.

#### EXAMPLES

**Oral Health:** Increasing screening and preventive programs eg. dental sealants at schools, expand dental services for low-income pregnant women, expanding dental health programs at WIC and early childhood development centers as relates to SSB reduction and prevention.

**Provider training and engagement:** Equipping health care providers in water promotion, nutritional counseling and screening skills development, and to conduct educational strategies to decrease SSB consumption.

**Screenings, referrals and other early prevention programming:** Increasing nutrition/BMI screenings and referrals, including breastfeeding, in order to increase nutrition and healthy lifestyles that can help decrease SSB consumption and mitigate SSB impacts.

### **Policy and Advocacy:**

#### GOAL

- Limit access to SSBs (ie. could be related to restrictions within city agencies and school districts on the sale of beverages and foods sold in schools, school related activities during off-school hours, etc)

## EXAMPLES

**Community organization and community led engagement in policy and structural change efforts and organizing:** Pass policies at City, County or School District level as well as organizing to change policies and practices in neighborhoods and community organizations including faith and NGOs as relates to SSB consumption.

**Community action research:** Community based research that can provide information and evaluation to the best practices and impacts of the SSB initiative.

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