



BOYS & GIRLS CLUBS
OF SAN FRANCISCO

BGCSF Food Policy

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Timeline

- **2006**
 - Vis Valley was 1st Clubhouse to ban sodas; instituted Hot Cheeto Fridays
 - Club Directors & Program Managers voted to serve healthy beverages
- **2007**
 - Soda Free September staff challenge
 - Admin office implemented healthy beverage policy for youth
 - Tenderloin and Treasure Island piloted nutrition policy
- **2008**
 - 1st Soda Free Summer (organization-wide)
 - Implemented Rethink Your Drink Policy
 - removed candy and sweetened beverages from vending machines
- **2009 – now**
 - Implement Food Policy Citywide

Who should follow the policy?

- Staff
- Club members
- Individual & Corporate Volunteers
- Donors
- Partner organizations
- Families

Giant bubble gum machine filled with... toys & balloons!



(DCYF snacks are exempt from this policy)

What's the #1 predictor of health?

Zipcode!



Why do we have a Citywide food policy?

- **Vision:** To become the healthiest place in San Francisco for young people, especially disadvantaged youth.
- **Consistency:** To provide consistent access to healthy food and consistent messaging across Clubs
- **Law:** In 2007, CA Senate Bill 12 set School Nutrition Standards for K-12

Did you know?

- 1/3 of low-income preschoolers are now obese by age 5
- If no action is taken, 1 in 2 children of color born in the year 2000 are likely to develop type 2 diabetes in their lifetime.
- Severely overweight students miss four times as much school as do students who are not overweight.
- The Department of Health and Human Services estimates that unhealthy eating and inactivity lead to **13 times** more deaths every year than guns.
- Children see over 10,000 commercials a year for junk food. Big Food spends [\\$10-15 billion](#) a year marketing junk food to kids.

Portion Distortion

20 years ago



333 calories



500 calories (1 cup of pasta)



85 calories, 6.5 oz

Today



590 calories



1,025 calories (2 cups of pasta)



250 calories, 20 oz

Jihan, former Teen Director at Excelsior



35
pounds

Amanda, former Social Rec Director, Vis Valley



60
pounds



"When Soda Free Summer hit, it was so much motivation...that's when I lost the majority of my weight."

Health at Every Size Messages

- Supports youth in adopting health habits for the sake of health and well-being (rather than weight control)
- Accepts and respects the natural diversity of body sizes and shapes.
- Emphasizes healthy lifestyles as opposed to weight or thinness as an ideal
- Encourages finding joy in moving one's body and becoming more physically vital.





No eating contests

A Few of the Challenges!

- Staff buy-in / competing priorities
- Outside vendors
- Limited youth involvement in designing the policy
- Staff turnover & education
- Consistent messaging and training
- Big Soda

Challenges

Sprite Step Off
SERVICE
challenge

Boys & Girls Club

Ernest Ingold Club!

Join us
Saturday
October 24, 2009
10:00am -
12:00pm
All ages
welcome!

Challenges

