



The **Bay Area Nutrition and Physical Activity Collaborative (BANPAC)** is committed to ensuring the well-being of our communities by improving nutrition and physical activity opportunities in nine Bay Area member counties (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma).

BANPAC Sugary Drink Policy Platform

Overconsumption of sugary drinks is one of the greatest contributing factors to the obesity and diabetes epidemics of the 21st century, and disproportionately affects vulnerable and disadvantaged communities. Tackling overconsumption of sugary drinks requires promotion of tap water consumption and comprehensive policy, systems and environmental changes. To that end, the **Bay Area Nutrition and Physical Activity Collaborative supports efforts across the Spectrum of Prevention to decrease the adverse effects of sugary drink consumption to improve health and health equity outcomes as detailed in the policy priorities below.**

Policy Priorities

1. Implement a **sustainable funding stream** to mitigate the health impacts from overconsumption of sugary drinks.
2. Increase **awareness** of health harms from overconsumption of sugary drinks.
3. **Restrict use of local, state, or federal dollars** on the purchase of sugary drinks.
4. **Make the healthy choice the default** choice.
5. Create **healthy retail** environments.
6. **Limit access** to sugary drinks for children.
7. Eliminate sugary drink **marketing and advertising** to children.
8. Promote equitable access to affordable, clean, safe drinking **water**.

Guiding Principles

BANPAC's efforts to address the health impacts of sugary drinks will be guided by the following core principles:

1. Promote **health equity** by prioritizing disadvantaged communities, with a focus on reaching all BANPAC counties.
2. Focus on **policy, systems and environmental change**.
3. Empower community-based action, **coalition-building, and leadership engagement**.
4. Support **evidence-based** prevention strategies.
5. Provide space for **innovation**, accompanied by **evaluation**.