

**BANPAC Rethink Your Drink/SFS Committee**  
**Teleconference Minutes**  
**April 14, 2010**  
**877-814-7306 and use pass code 2222384#**

Attendees: Jo Seavey-Hultquist (Santa Clara), Marianne Szeto, (SF,) Darlene Fujii (Alameda,) Gwenn White (Contra Costa,) Joe Prickitt (BARNN), Susan Karlins (BANPAC)

- ❖ **RYD/Soda Free Insert/Action Card** will be included in every DWSTO and approximately 120,000 separate cards will be ordered w/ Kaiser funds. FIRST 5 staff to work on Spanish & Vietnamese translations & typesetting. (Thank you, Jo!) FIRST 5 SCC does not have the capacity for Chinese typesetting so an organization in SF (most demand for Chinese) would have to oversee translation/ typesetting and be finished in a week or so. Probably not do-able.
- ❖ Darlene suggested that Jo ask printer to **shrink wrap and batch cards in 100's**.
- ❖ Counties could print more on their own from PDF or In-design.
- ❖ Allocation approximately as follows—to be finalized at tomorrow's RYD/SFS meeting.
  - **Alameda:** Half Eng/Spn + 150 total in Vietnamese
  - **Contra Costa:** 60% English/40% Spanish/100 Chinese
  - **San Francisco:** Half Eng/Spn /150 Vietnamese
  - **Santa Clara:** 40% English/40% Spanish/20% Vietnamese
  - **Marin:** 75% Spanish/25%
  - **San Mateo ?? 50/50 ?**
- ❖ **Changes to text/formatting of postcard portion:**
  - Remove "Rethink Your Drink" and substitute Reducing to take place of cutting
  - Add 4<sup>th</sup> bullet: *I support policies that limit access to sugary drinks and foods*
  - Reduce top paragraph on postcard. Send in this card for next steps you can take and to be entered into a raffle for great prizes.
- ❖ **Changes to top portion:**
  - Make year-round by substituting "Be Soda Free" for "Have a soda free summer"
  - Jo will ask designer if good to put RYD logo on left, Be Soda Free, and SFS logo on right
  - Final changes to be presented to LC—informing only—tomorrow.
- ❖ **Timeline/production of DWSTO books:**
  - Susan to respond to designer & try to get English DWSTO finalized by next Wednesday
  - SK to check in w/ Spanish translator & get updated timeline
  - Susan to send email to team—make sure DWSTO order numbers given to Jo are final. Jo to send Susan spreadsheet so people remember what they ordered!
  - Jo needs final numbers for DWSTO by Friday.
- ❖ **Tip Sheets**
  - Discussed dental provider Tip Sheet developed by Darlene with input from CDA through Joe P.—Darlene wanted input on reducing text/increasing white space
  - Darlene can reduce the number of bullet points for better formatting—left decision to her
  - Marianne identified alternate bullets to soda cans—water glasses—and distributed to committee for use.

**NEXT Call Wednesday, May 12 @ 9AM -- call 877-814-7306 and use pass code 2222384#**