

BANPAC Be Sugar Savvy/SFS Committee
Teleconference Minutes
February 4, 2010
877-814-7306 and use pass code 2222384#

Attendees: Darlene Fujii, Lisa Craypo, Marianne Szeto, Jody Ornellas (GUSD), Susan Karlins

- ❖ RYD/SFS Meeting agendas—regional and local updates:
 - funding
 - Materials
 - Media
 - Successes highlighted
 - Partner organizations engaged

Darlene reported that the LC had begun planning by identifying funding for materials needed. LC has set deadlines for each county to report what's on hand and what kind of funding available for SFS brochure and DWSTO. LC identified target priority partners:

- Early childhood
 - Dental Community
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- ❖ LC is preparing tip sheets for various audiences, including
 - Childcare/preschools
 - Pediatricians
 - Dental Community
 - Political Leaders
 - Food Banks
 - Schools
 - Afterschool Programs
 - Summer Programs

Handouts will be available to use and distribute to partners to provide a roadmap of what to do. Jody noted that there will be limited summer schools due to economic downturn. Gilroy won't have a Parks & Rec program this summer either.

- ❖ Marianne obtained a discounted price for stainless steel bottles for prizes @ \$5.10— got the Rethink Your Drink Label and Shape Up logo. We can brand them for that price. Can get a variety of sizes. Shape Up is ordering 500-1000 and asking partners to help purchase for their use: Park & Recreation, YMCA, Public Health Centers, Boys & Girls Club. **Marianne** to send info to Susan to share on e-blast & web.
- ❖ Shape Up SF is working w/ YMCA Summer Program & Park & Recreation & county clinics. Janet Green of Kaiser SF very excited about RYD posters. Susan to approach Kaiser Regional about purchase of SFS materials for Kaiser clinics, to follow up on discussion between Christina Goette and Kathryn Boyle last year. Marianne scheduled two local Sugar Savvy trainings for Sugar Savvy. **Marianne**, Please send dates/locations to Susan for e-blast.
- ❖ Shape Up—continued: Katie Leung completed a direct Chinese translation of DWSTO and Marianne got it to Mark to print—translated it—she wants translation credit if published. Shape Up would like to do separate run of Spanish to credit tobacco free coalition.

- ❖ Jr. Giants is a nonprofit arm of SF Giants. Interested in working w/ SFS campaign. They work w/ low-income youth—over 82 leagues across the Western Region. They mentioned being soda free in an ad. Want materials and training for all leagues. They currently work with Power Play! Campaign. Jody suggested approaching Kaiser for funding. On their website, they sponsor through local partners—include Oakland Parks & Recreation—Darlene said they currently work with that group. Marianne noted a contradiction between wanting consistency among teams and autonomy of local groups. All local commissioners do get together in May and JG invited Marianne to do a training workshop. DF: we could maybe provide a template for generic materials to print & distribute with their own resources. Susan: Jackie had queried whether B of A could fund materials?—we should suggest that JGs. MS: SF getting ready to introduce soda fee in next month or so. Using NYC soda/fat graphic on buses in SF. DF: Tuline is trying to organize the conversation- **Diane and Darlene** would like to be part of the conversation and could act as trainers. **Susan** to check w/ Tuline to see if she's pulling together a meeting and, if not, to set up a phone meeting.
- ❖ **Marianne** to share her sponsorship proposal by putting it on their website and sending Susan a link. Lisa asked about BANPAC's two page fundraising letter from last year.—**Susan** to find it, update it and send to **Lisa** for review, then post on www.banpac.org
- ❖ Darlene will be away for February 18 and 23rd. **Darlene** will find out who will lead AC session on 2/23/10 and let Susan know. **Susan & Liz** should cover the update at the meeting. **Susan** should revise the agenda.
- ❖ **Darlene** will revise the Sugar Savvy curriculum with updated data. For the 25 pound weight loss/gain from one daily soda, she will use “caloric equivalent” or “is the same amount of calories as.” Darlene prefers to use the 140 pound number since finding additional recent references to it. **Susan** to check w/ Jackie and get back to Darlene.

NEXT Call Wednesday, February 17 @ 9AM—Darlene to lead the call.

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