

BANPAC Be Sugar Savvy/SFS Committee
Teleconference Minutes
March 3, 2010
877-814-7306 and use pass code 2222384#

Attendees: Shirley Watt (Marin), Ellen Szakal (Marin), Ericka Doolittle (Alameda), Liz Sills (Santa Clara), Maritza Rodriguez (SCC), Suellen Haggerty (SCC), Gwenn White (Contra Costa), Marianne Szeto (San Francisco), Mark Elkin (San Francisco --SFUSD), Lisa Craypo (evaluation), Valerie Fung-a-Ling (Dairy Council), Tuline Baykal (Youth Action/Power Play!), Susan Karlins (BANPAC), Jeanne Silberstein (Desert Sierra),

- ❖ Changes to Sugar Savvy Curriculum & Stickers with corrections for Soda Free Summer brochures: Ericka will ask Darlene about the status of the curriculum—SCC will be conducting train-the-trainer workshops in March and needs updated curriculum. Also 5 counties present at the last LC meeting had decided to sticker and tear the current brochures instead of buying more (There are almost 90K in circulation.) The committee asked if Darlene would create the sticker(s) needed to update the brochures with current facts.

- ❖ New Commitment card with spectrum of prevention options.
 - Lisa suggested and all agreed to simplify the message—from a menu of options to a simpler “join our movement” and then ask for email and send messages about changing home, work, school, organizational and faith environments and learning about legislation—and/or forward to CCPHA.
 - Also agreed to see if money from Kaiser could support a bit of help with wording from Brown Miller. (Susan)
 - Lisa mentioned that the soda tracker was popular, according to the 2008 SFS evaluation. It was agreed that Susan include money in the Kaiser mini-grant proposal to update the website –including soda tracker—or that we have a downloadable soda tracker which may be more useful since it won’t require remembering and repeatedly using a login.
 - The card won’t be printed until late May, if Kaiser approves funds in late March and sends funds 4-6 weeks later. Marianne suggested and it was agreed to use the Rethink Your Drink logo because it points to broader changes and can be effectively used all year—especially in the fall and winter within schools and other organizations. Lisa expressed concern that Darlene have input given her role in creating the campaign. After discussion, it was agreed that Lisa and Ericka will work with Darlene to see if she can meet w/ Lisa and Susan tomorrow. Susan will then send out Darlene’s response and LC members can vote on whether or not to change their positions.
 - Valerie suggested that milk be added to the RYD poster—and if that happened, Dairy Council could print them. Susan indicated the Network Region could probably print as is. All agreed to keep as is.
 - Susan mentioned that Jo including an insert with the new commitment card and half a page of low-literacy information in the revised DWSTO. Asked if Mark would be interested in using that at schools. He said it depends—may be printed too late—interested to see information. Susan mentioned that Jo would be open to input.

❖ DWSTO

- In response to a question about the cost per booklet, Marianne explained that it will be about \$.73/each, including harder cover, 4 activity sheets, and insert.
- Everyone indicated their county had told Jo about how many they intended to purchase
- Susan to ask the State Network if the poster could be approved (has the SFS logo on t-shirt.)
- Jo: could you please get a quote on printing posters?
- Susan: get quote on translation of poster & see if it can be included in the Steps Spanish translation of DWSTO.
- Marianne mentioned that SF is using the DWSTO version of the SFS logo—likes the colors.

❖ Tip Sheets

- Tuline reminded the group that drafts are due to the Leadership Council on 3/9/10. Please make suggestions within a couple of days so the authors can integrate and bring semi-final versions to the 3/18 meeting.

My apologies to anyone whose name was left off-I tried to cover decisions only.

○
NEXT Call Wednesday, March 17 @ 9AM -- call 877-814-7306 and use pass code 2222384#

Paula's suggestion 3/4/10:

I want to join the *Rethink Your Drink* movement. have included my email address and county of residence below for more information and to be in a raffle for free gifts.