

**BANPAC Rethink Your Drink Committee
July 18, 2012**

Conference Line: 877-814-7306 Pass code: 2222384#

Agenda

Chairs: Jennifer Gross, San Mateo Co Health Services and Darlene Fujii, Alameda County Nutrition Services

Participants: Marianne Szeto (Shape Up SF), Danielle Menona (Ravenswood Family Health Center), Ericka Doolittle (ACNS), Cheryl Fraser (UCCE-Alameda, NETA), Gwenn White (Contra Costa Co Health Services), Geneva Clay (FIT for Learning), Lindsay Kwong and Catherine Wong (SFDPH-Chinatown Public Health Center), Jim Grizzell (Health Educator), Jo Seavey-Hultquist (Kaiser Permanente), Melissa Burke (Lucille Packard Children's Hospital), Susan Karlins, BANPAC Coordinator (Santa Clara County Public Health Department)

- 9:00 Introductions and check in for each organization. Organizational highlights included
- **Kaiser Permanente South Bay:** Sugar Savvy train-the-trainer for community health grantees, sharing best practices from MDs and others
 - Physicians at Milpitas have completed integrated RYD messages into clinical encounters
 - Jo working with other facilities to do the same
 - Potter on display at different facilities; currently San Jose
 - Promoting Dexter and Martina PSA; developed collateral materials for school and childcare w/ SCCPHD
 - SCCPHD now has Choose Water Now on website promoting Dexter and Martina YouTube videos
 - Kaiser has been Tweeting about Dexter and Martina PSA
 - Rap song w/ still photo now on YouTube as well as the two videos
 - Continuing *Thirsty for Good Health* RYD campaign in the clinics
 - RYD posters in elevators and Pediatrics of all South Bay facilities
 - Table tents in cafeterias with RYD sugar savvy displays
 - **Generations Community Wellness** is planning a Great Sugar Dump 5K in September. Looking for exhibitors.
 - **Chinatown Public Health:** completed RYD flier translation and did PR for the RYD launch—a wonderful illustrated article was printed in the Chinese language Herald newspaper.
 - RYD is one theme in their weekend community health campaign
 - Sponsoring two series of classes reaching 200 community members with RYD at the YMCA and a church in Chinatown
 - September 15—planning press event to promote skills learned by the community, including recipe exchange
 - Reaching out to local farmers markets with bilingual materials, including Civic Center (reaching 200)

- **Alameda County Nutrition Services**
 - Supporting the Soda Free Summer Facebook page and Twitter feed
 - Can promote events and highlight photos—send to Ericka.doolittle@acgov.org
 - ACNS staff still organized around community segments, e.g. dental partners, youth, faith-based, health clinics
 - CTG grant through Cal Endowment and PHI: budget to buy media including bus tails, billboards, radio spots. Want to use SCCPHD PSAs. Will email request to Susan. Will contact Mike Miller to see if 22 packets of sugar spots available from State.
 - Working with up to 10 organizations in East Oakland through Cal Endowment initiative to focus on policy adoption by organizations in that neighborhood—working with BANPAC’s Dan McClure of Generations Wellness
 - **Lucille Packard Children’s Hospital**
 - RYD exhibits in children’s area at Art and Wine Festivals in Palo Alto and Mt. View July 21 and 22
 - Large employee health fairs in Redwood City and Palo Alto, promoting new food and beverage policy to employees who bring their families
 - Education for nurses who provide materials, potter books and stickers and displays in waiting rooms.
 - **Shape Up San Francisco**
 - Working with Food Guardians in Bay View HEAL Zone, including a Sugar Savvy training
 - Working with Janna Cordeiro, MPH to help the YMCA of SF, Marin and Northern San Mateo develop a healthy food and beverage policy for 20K youth. Also working with either Zynga or Twitter and one more organization. **Susan to send YMCA policy from Silicon Valley to Marianne. Jenn G to send YMCA booklet to Marianne.**
 - **San Mateo County**
 - Working on organization policies with three cities (Daly City, Burlingame and Belmont) as well as CBOs, with Dan McClure.
 - Presented Park and Recs dept Sugar Savvy train-the-trainer workshops and 1-2 community workshops
 - **Santa Clara County**
 - Working with municipalities, childcare, and faith-based organizations to pass healthy food and beverage policies, through CPPW-Obesity Prevention grant.
 - Providing Rethink Your Drink education to Chinese-American elders through a grant from Social Services
 - Promoting Dexter and Martina online at <http://www.sccgov.org/sites/sccphd/en-us/Residents/Rethinkyourdrink/Pages/Media-Campaigns.aspx>

9:45 **RYD Update for 2012**

- State Network materials due soon
- Network approved fliers completed in 4 languages—on display at Network Regional Training today in Oakland; on route to each County Liaison
 - Special thanks to Catherine Wong, Lindsay Kwong and colleagues at Chinatown Public Health Center for their Chinese translation of the flier
 - **10:05 Adjourn Next Meeting August 29 at 9AM Conference Line: 877-814-7306 Passcode: 2222384#**