

BANPAC Rethink Your Drink Committee
August 29, 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: Jennifer Gross, Darlene Fujii, Yikki Wong, (SFDPHD, Chinatown Public Health), Marianne Szeto (Shape Up SF), Gwenn White (Contra Costa Co Health Services), Doreen Hassan, YMCA of the Silicon Valley, Suellen Haggerty, (Santa Clara County Public Health Dept,) Susan Karlins, BANPAC Coordinator (Santa Clara County Public Health Department)

9:00 RYD Update:

- Network Materials Update: long review process—will not be out this summer
- New Materials Available at www.banpac.org
 - Project LEAN RYD Fact Sheets (E/S)
 - Project LEAN RYD Posters (E/S)
 - Various fact sheets and Q & A about Sugar
 - Spa Water Recipes (E/S)
 - Media Fact Sheet: A Sticky Situation
 - Pledge the Practice! Pass the Policy! Organizational Change handouts
- RYD Data for 2012

Total Train the Trainer Workshops:	20	
Total Train the Trainer Participants	617	
Total	Workshops	Participants
	110	3,377
Total	Events	Participants
	131	54,920
Professional Presentations	Participants	
22	1453	

- Kaiser grant opportunities for 2012-14—working with 20 organizations—incentives again this time.

9:15 Introductions and check in for each organization. Organizational highlights Included:

- **Chinatown Public Health/SFDPH:** Used new RYD flier at Civic Center Farmers Market August 15 with RYD Exhibit including that Sugary Beverage consumption, rate of Diabetes and OW/Obesity increasing in SF Asian American Community. Have interns working interactive exhibit telling participants how much sugar they are consuming.
- **YMCA of Silicon Valley:** Summer Food Service Program served 15,000 this summer and nutrition component was RYD and on Family Night, stressed healthy food consumption. Ensure all kids receiving adequate PA and nutrition education. Potlucks are the challenge with new healthy food and beverage program so family nights become healthier. Focus on fresh fruit and milk, sometimes do provide juice snack period.

- **Alameda County Nutrition Services:** Sugar Savvy/RYP displays in all libraries in August; surplus CTG money will support policy work with Dan McClure in East Oakland—focus of Cal Endowment. Hoping to use some for media—campaign State was going to launch this summer. Mike Miller may help place in Bay Area. AC PH Commission will be looking into recommendation to BOS to look into County revenue stream. Oral Health Committee is pushing this from dental community. Hoping to be the first county to look at feasibility of such. Kaiser supporting the water campaign to be made into toolkit including a partnership with global tap, giving schools a very favorable price. Also working with Richmond to plan schools water program. SFS FB page is very dynamic and moving and lots of people tweeting to SFS. Darlene will ask Ericka to send Twitter access info to Susan. CSPI is organizing Food Day to be Pour One Out, encouraging everyone to host a Pour One Out to capture pix of people pouring out sugary drinks. Also shOctober Sugary Drink Pledge-*Fewer Sugary Drinks* website.
- **Shape Up San Francisco** Working with YMCA on Healthy Beverage Policy and scheduled with Bay View-Hunters Point Foundation and Children's Council. Met with steering committee and research firm about timing of a local poll. May not make sense to do educational campaign until 2014. Considering focus groups about messaging. Could we borrow existing PSAs. Darlene referred Marianne to Kick the Can website for access to public ads.
- **San Mateo County** Moving forward with SSB convening in October and in the process of planning it. Eight organizations interested in creating wellness policies and hope that some organizations can be helped with BANPAC's Kaiser grant. Recent press coverage of an online poll on interest in a local tax.
- **Santa Clara County:** *Our Kids are Drowning in Sugar* campaign, very successful at worksite campaign, Arteagas using a water bubbler instead of free sodas to employees. Working with dental community in this county as well.
- **Contra Costa County:** Promoted RYP messages at World Breastfeeding Week reached 200 people and Delta View Elementary in Bay Point and reached 120 kids. Gearing up for 3-4 Back to School Nights and one staff training with employment and human services staff in mid-September.
- **BANPAC** Susan meeting with Shene and Robin next week about RYP policy work to find out what they have in mind. Have an exploratory conversation to find out their strategy statewide. How do they work with CCPHA Beverage Committee? We want to partner with them in some way.

10:00 Adjourn