

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Larry Meredith, Ph.D.
Director

June 24, 2008

Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Supervisor Adams requests Board approval of the Resolution proclaiming June, July and August of 2008 as "Soda Free Summer" in Marin County.

Dear Supervisors:

RECOMMENDATION:

1 Approve the attached Proclamation declaring June, July and August of 2008 as "Soda Free Summer" in Marin County.

SUMMARY: The Bay Area Nutrition and Physical Activity Collaborative is organizing a Regional Soda Free Summer Campaign. Participating counties include Marin, Alameda, Contra Costa, San Mateo, San Francisco and Santa Clara. The Marin Physical Activity Nutrition Wellness Collaborative is organizing a Countywide Soda Free Campaign including providing Train the Trainer classes to community organizations and an activity highlighting the campaign at the Marin County Fair.

The three leading causes of death in the Bay Area, heart disease, cancer and stroke, are all directly linked to poor nutrition habits and lack of physical activity. Research shows that good nutrition can help to lower people's risk for many chronic diseases, however, a gap remains between recommended dietary patterns and what American actually eat. The average Bay Area resident consumes about half a pound of sugar a day or more than 180 pounds a year. The largest source of added sweeteners in the diet comes from soda. In fact, one 20-ounce soda contains 17 teaspoons of sugar, and drinking just one bottle a day can pack on an extra 25 pounds over a year. Empty calories from sugar-sweetened beverages, like soda, are a major contributor to the Bay Area's unprecedented obesity crisis where more than half of the residents are overweight or obese and at risk for diabetes and other debilitating chronic diseases.

To raise awareness and empower young people and families to reduce or eliminate products full of sugar and high fructose corn syrup, the Bay Area Nutrition and Physical Activity Collaborative is launching a regional "Soda Free Summer" campaign, urging citizens to "Rethink Your Drink" and go Soda Free this summer.

COMMUNITY BENEFIT: This proclamation is an opportunity to educate and motivate families to make healthier choices by reducing their sweetened beverage consumption during the summer months.

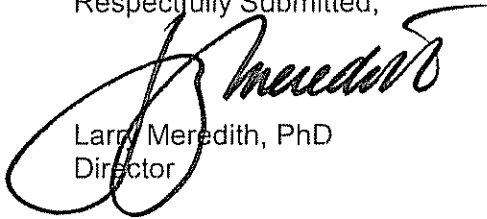
FISCAL/STAFFING IMPACT: None

REVIEWED BY:

Auditor Controller ☐
Human Resources ☐
County Counsel ☐

N/A ☒
N/A ☒
N/A ☒

Respectfully Submitted,

A large, stylized handwritten signature in black ink, appearing to read 'Larry Meredith'.

Larry Meredith, PhD
Director

SAP Document Number: No SAP document required