

May 11, 2010

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 2010 as "Soda Free Summer" in Marin County.

Dear Supervisors:

**RECOMMENDATION:**

1. Approve the attached Resolution proclaiming June, July and August of 2010 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 Wellness Collaborative and the Department's Community Health and Prevention Services-Nutrition Wellness Program is organizing a countywide Soda Free campaign including training classes and activities that highlight the campaign for Marin schools as well as youth and community organizations culminating with an event 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 the risk for many chronic diseases; however, a gap remains between recommended dietary patterns and what Americans 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 people to reduce or eliminate products full of sugar and high fructose corn syrup, the "Soda Free Summer" campaign, urges citizens to "Rethink Your Drink" and go Soda Free this summer.

**COMMUNITY BENEFIT:** This resolution is an opportunity to educate and motivate families to make healthier choices by reducing their sweetened beverage consumption during the summer months. Last year approximately 57% of those participating in the campaign were soda free most of the days during the three month intervention.

**FISCAL/STAFFING IMPACT:** None

**REVIEWED BY:**

Department of Finance	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Human Resources	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
County Counsel	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>

Respectfully Submitted,

Larry Meredith, PhD  
Director

SAP Document Number: No SAP document required