

¿Por qué enfocarnos en comida (y bebida) chatarra?
Why Focus on Junk Food (and Drinks)?

Taller comunitario #2

Community workshop #2



Perris, CA
Marzo (March) 2021



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

Fundador:

Funder:



Aliados:

Partners:



Love 4 Life Association

Bullying and Suicide Prevention 501(c)3
Non-Profit Organization



PUBLIC HEALTH
ADVOCATES



Love 4 Life Association

501(c)3 Non-profit Organization



Love 4 Life

Our vision is to save lives through love.

Wendy Romero, Chief Executive Officer

Brenda Carolina Romero, Assistant Chief Executive Officer

Funders (Fundadores):



Partners (Aliados):



Love 4 Life Association

Bullying and Suicide Prevention 501(c)3
Non-Profit Organization



Promover el establecimiento de políticas eficaces de salud pública a nivel estatal y local

Promote the establishment of effective public health policy at the state and local levels

- Investigación
Research
- Desarrollo y seguimiento de políticas
Policy Development and Tracking
- Asistencia Técnica
Technical Assistance
- Educación y Movilización de la comunidad
Community Education and Mobilization

Orden del Día

Outline for Today

- Comida chatarra y bebidas azucaradas
Sugary Beverages
- Conexión al diabetes
Connection to Diabetes
- Mercadeo de comida
Food Marketing
- Políticas de Comida y Bebidas
Food and Beverage Policies
- Comida Chatarra Vendida en las Cajas Registradoras
Food sold at checkout



PUBLIC HEALTH
ADVOCATES

Obesity & Diabetes Prevention

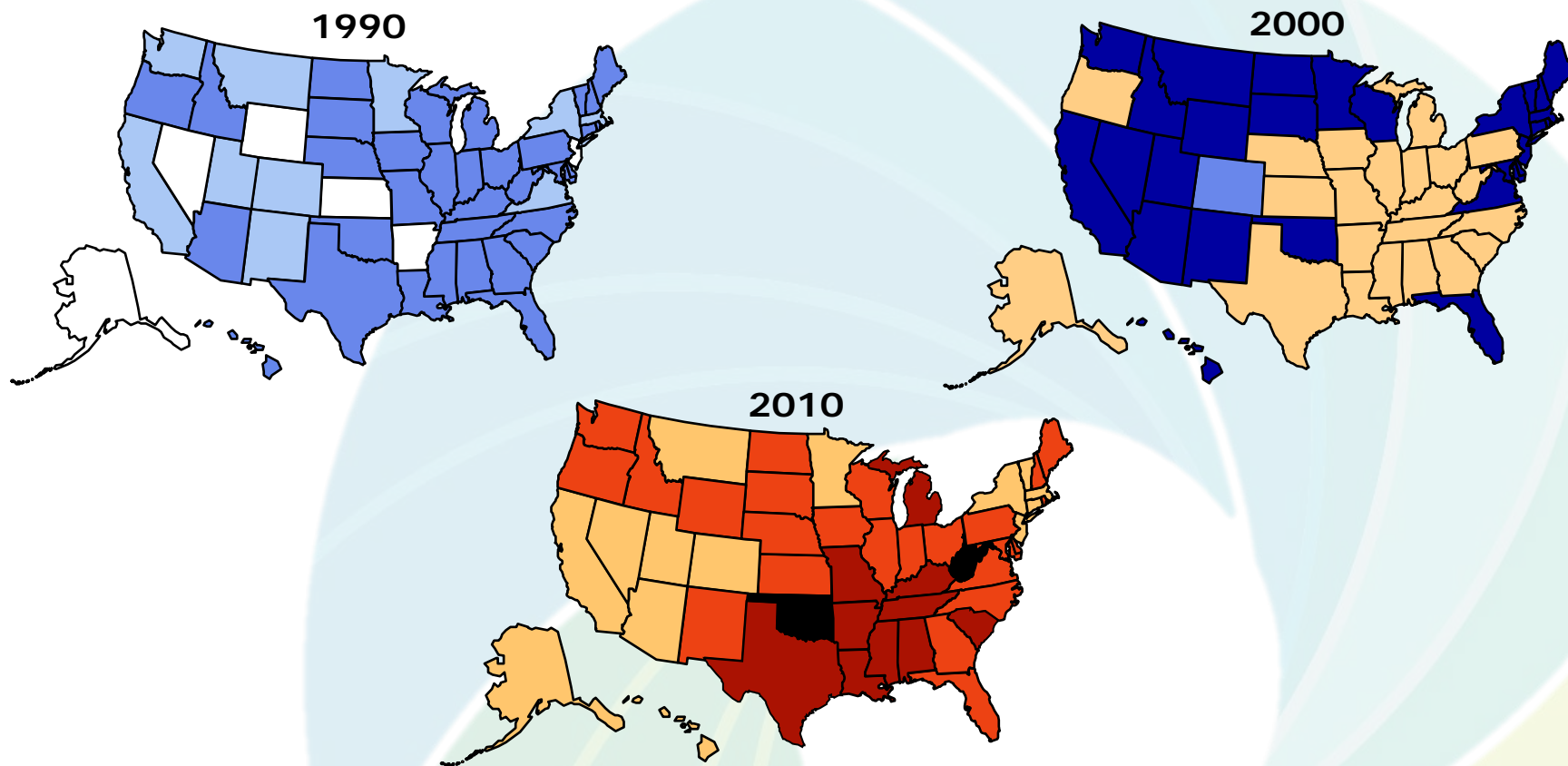
- **Soda & Junk Food out of Schools (1999-2005)**
- **Physical Education Funding (2006)**
- **Menu Labeling in Chain Restaurants (2007-8)**
- **Soda & Other Sugary Drinks (1999 -)**
 - ✓ **Soda tax legislation**
 - ✓ **Warning label legislation**

Prevención de la Obesidad y Diabetes

- **Refrescos y Comida Chatarra Fuera de las Escuelas (1999-2005)**
- **Fondos para la Educación Física (2006)**
- **Etiquetas de Menú en Restaurantes de Cadena (2007-2008)**
- **Refrescos y otras bebidas con alta cantidad de azúcar (1999-)**
 - **Impuestos de bebidas azucaradas**
 - **Legislación de Etiquetas de Aviso**

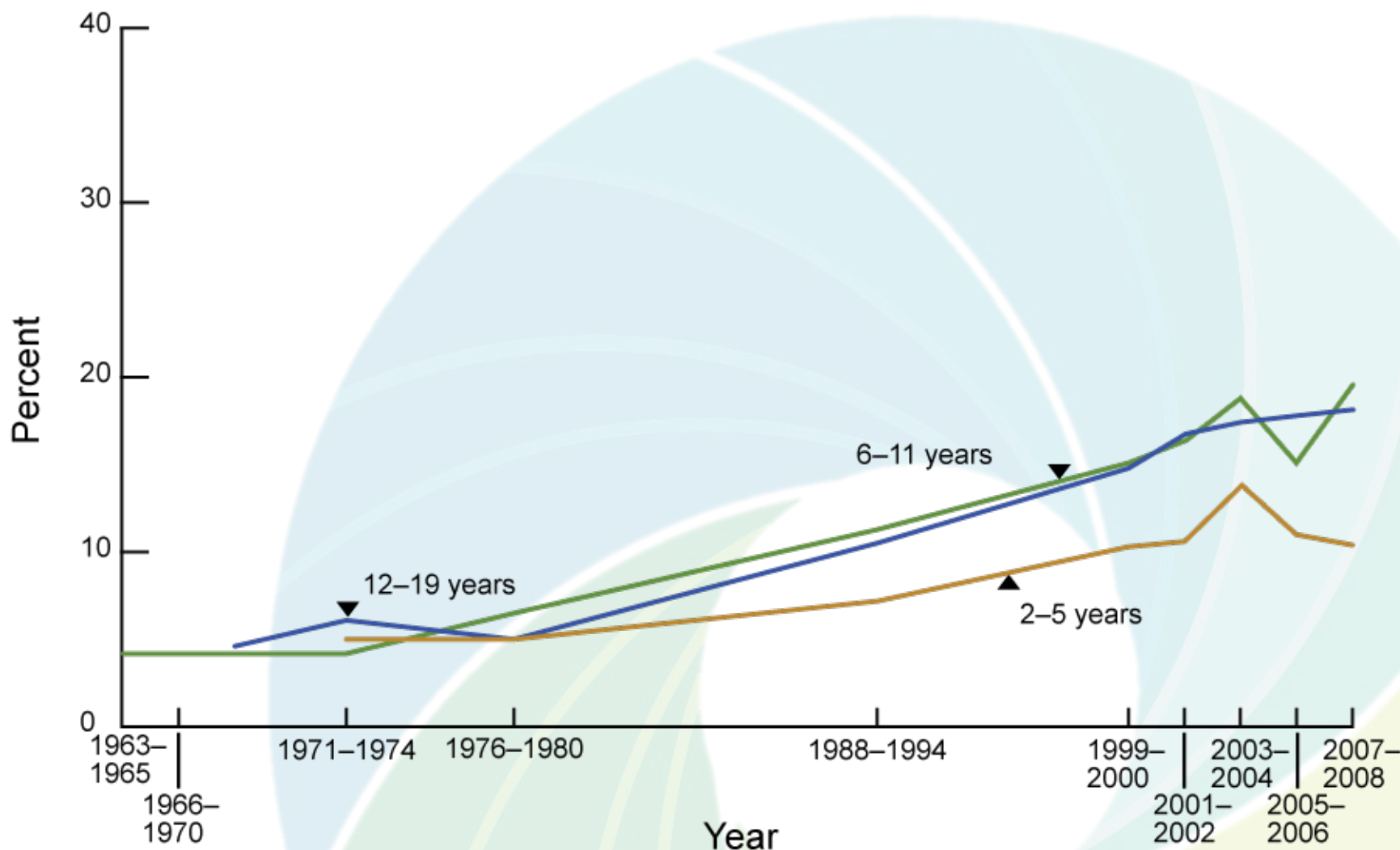
Obesity Trends* Among U.S. Adults

BRFSS, 1990, 2010, 2000



Legend: No Data, <10%, 10-14%, 15-19%, 20-24%, 25-29%, ≥30%

**Figure 1. Trends in obesity among children and adolescents:
United States, 1963–2008**



NOTE: Obesity is defined as body mass index (BMI) greater than or equal to sex- and age-specific 95th percentile from the 2000 CDC Growth Charts.

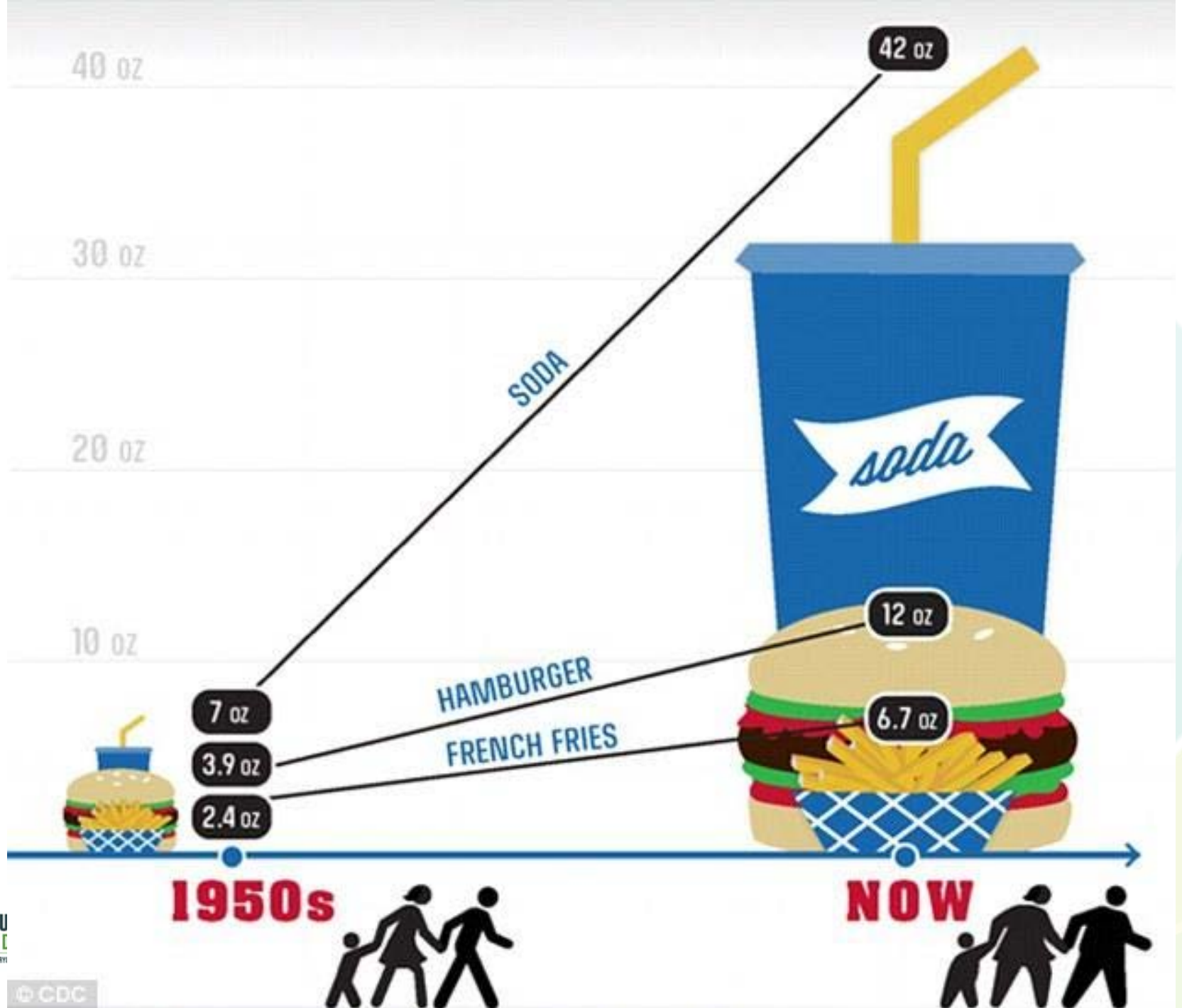
SOURCES: CDC/NCHS, National Health Examination Surveys II (ages 6–11), III (ages 12–17), and National Health and Nutrition Examination Surveys (NHANES) I–III, and NHANES 1999–2000, 2001–2002, 2003–2004, 2005–2006, and 2007–2008.

Riverside County City	2010 Overweight + Obese %
Coachella	48.7%
Banning	45.9%
Indio	44.4%
Perris	44.2%
Moreno Valley	42.3%
Cathedral City	42.1%
Blythe	40.3%
Desert Hot Springs	40.0%
San Jacinto	39.5%
La Quinta	39.2%
Riverside	39.2%
Palm Springs	38.8%

Riverside County City	2010 Overweight + Obese %
Lake Elsinore	38.2%
Hemet	38.1%
Beaumont	38.1%
Wildomar	36.7%
Menifee	36.1%
Corona	35.0%
Norco	33.7%
Palm Desert	31.6%
Murrieta	29.2%
Temecula	27.6%
RIVERSIDE COUNTY	38.2%
CALIFORNIA	38.0%

Junk Food is EVERYWHERE



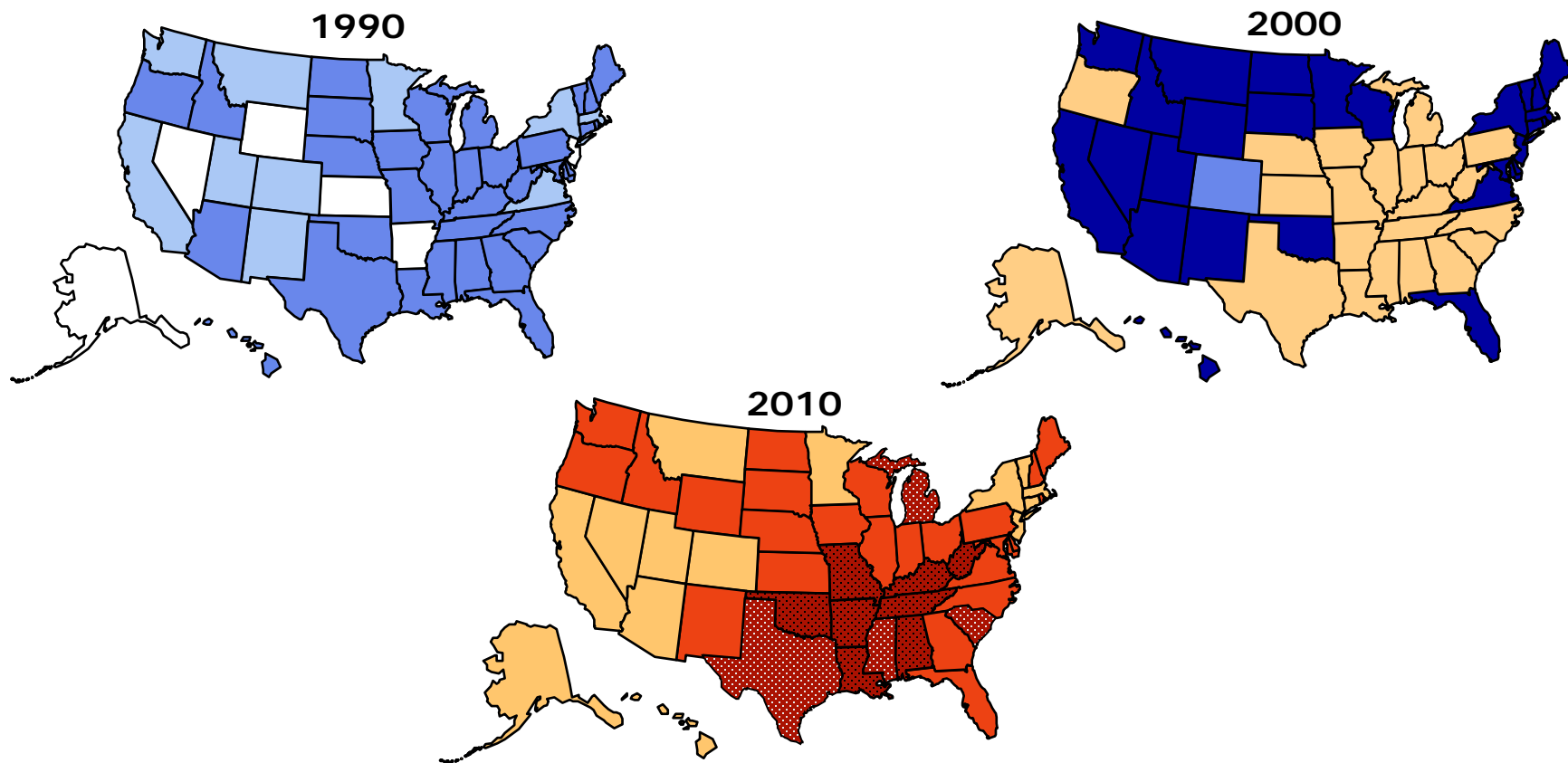


PU
AC
EVERY

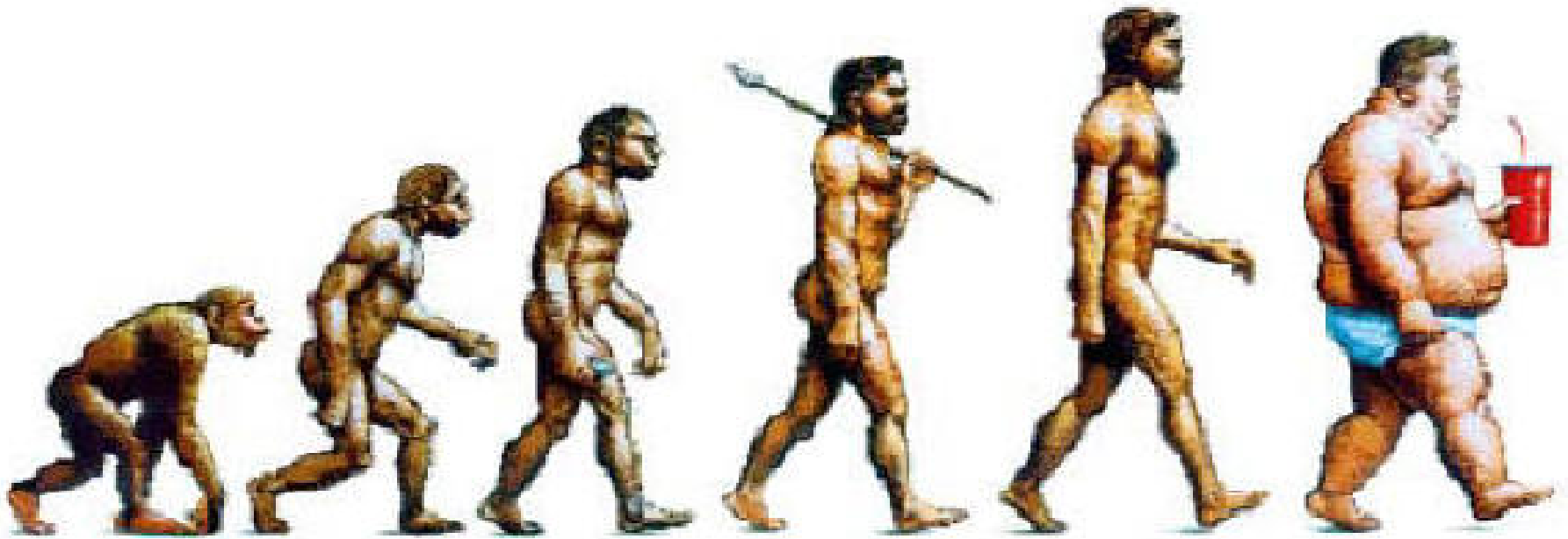
Tendencias de obesidad entre adultos de Estados Unidos

Obesity Trends Among U.S. Adults*

BRFSS, 1990, 2010, 2000



Los seres humanos son biológicamente hechos con la disposición de desear la manteca, azúcar, y la sal.



Human beings are biologically hard-wired to crave fat, sugar and salt

¿Qué determina el estado de salud?

What Determines Health Status?

El comportamiento
Behavior
20-30%

Genes
10-15%

**El estado
de salud**
Health Status

El ambiente **60-70%**
Environment



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”



Public Policy



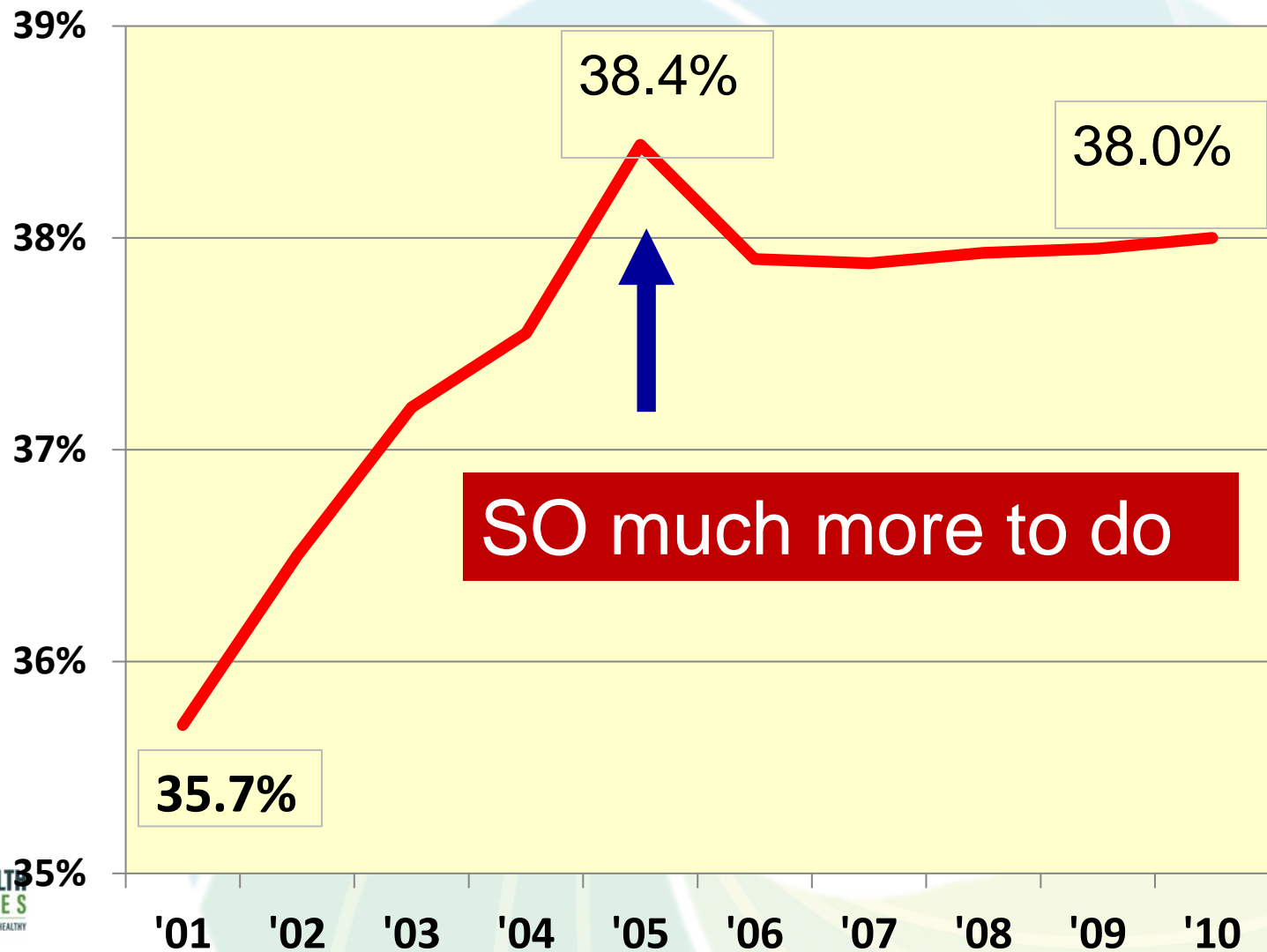
INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

“No es razonable esperar que la gente va a cambiar su estilo de vida cuando hay tantas fuerzas en el ambiente social, cultural, y físico que trabajan ante ese tipo de cambio ”



Política pública

Percent of California Students Overweight or Obese (2001-2010)



Por ciento de los estudiantes de California Sobrepeso u obesidad(2001-2010)





¿Cuáles son sus botanas favoritas?
(Favor de compartir en el chat)

*What are your favorite snacks?
(Please share in the chat)*



El Mundo de Bebidas Azucaradas

The World of Sugary Drinks

Refrescos (Bebidas Carbonatadas Endulzados con Azúcar)

Soda (Carbonated Sugar-Sweetened Beverages)



Bebidas de Deportes

Sports Drinks



Té Frio y Café

Iced Teas and Coffees



Bebidas de Fruta

Fruit Drinks



Bebidas de Vitaminas

Vitamin Water



Bebidas de Energía

Energy Drinks



¿Por qué enfocarse en las bebidas azucaradas?

1. La fuente principal de los azúcares añadidos

Why Focus on Sugary Drinks?

1. Largest source of sugar

Consumo de Azúcar Adicional

Added Sugar Intake

Recomendaciones Diarias:

Daily Recommendations:

- Hombres: **9** cucharaditas (~ 150 calorías)
Men: 9 tsp (~ 150 calories)
- Mujeres: **6** cucharaditas (~100 calorías)
Women: 6 tsp (~100 calories)
- Niños: **3** cucharaditas (~ 50 calorías)
Children: 3 tsp (~ 50 calories)

¡El consumo medio de azúcar adicional en los Estados Unidos es 17 cucharaditas (270 calorías) al día!

The average American consumes 17 tsp (270 calories) of added sugar a day!

¿Qué estamos consumiendo?

What are We Consuming?

En los Estados Unidos, el fuente #1 de calorías son:

In the U.S. the #1 source of calories for:

<u>Niños entre 6-11</u> <i>(Kids age 6-11)</i> 1. Postres <i>Desserts</i> 2. Bebidas Azucaradas <i>Sugary drinks</i>	<u>Adolescentes entre</u> <u>12-19 (Kids age 12-19)</u> 1. Bebidas Azucaradas <i>Sugary drinks</i> 2. Postres <i>Desserts</i> 3. Pizza	<u>Adultos < 50</u> 1. Postres <i>Desserts</i> 2. Bebidas Azucaradas <i>Sugary drinks</i>
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Fuente más grande de azúcar en la dieta Americana

Largest source of sugar in the American diet



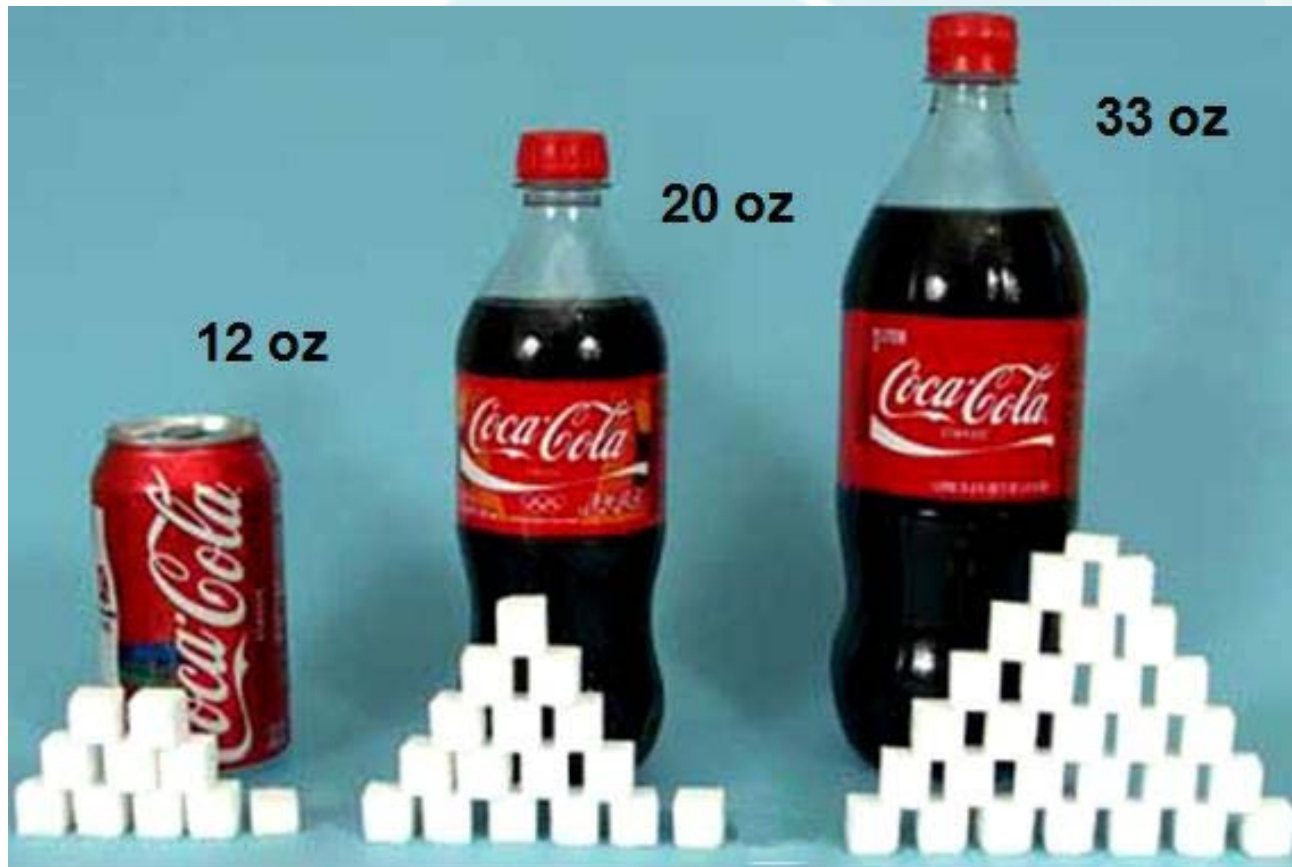


¿Cuánto azúcar en 20 oz de refresco?

How much sugar is in 20 oz of soda?

Fuente más grande de azúcar en la dieta Americana

Largest source of sugar in the American diet



10 cucharaditas

10 tsp

16 cucharaditas

16 tsp

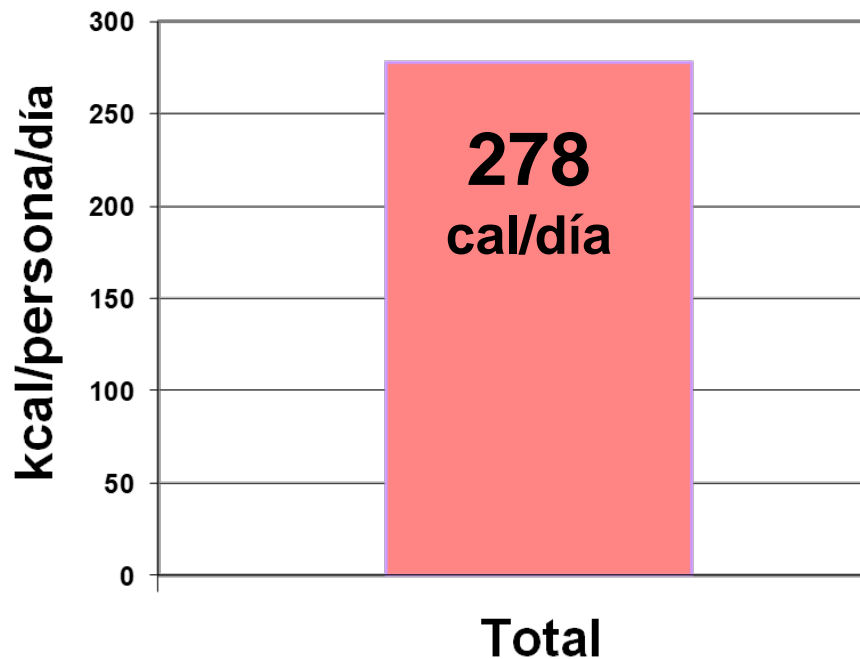
27 cucharaditas

27 tsp

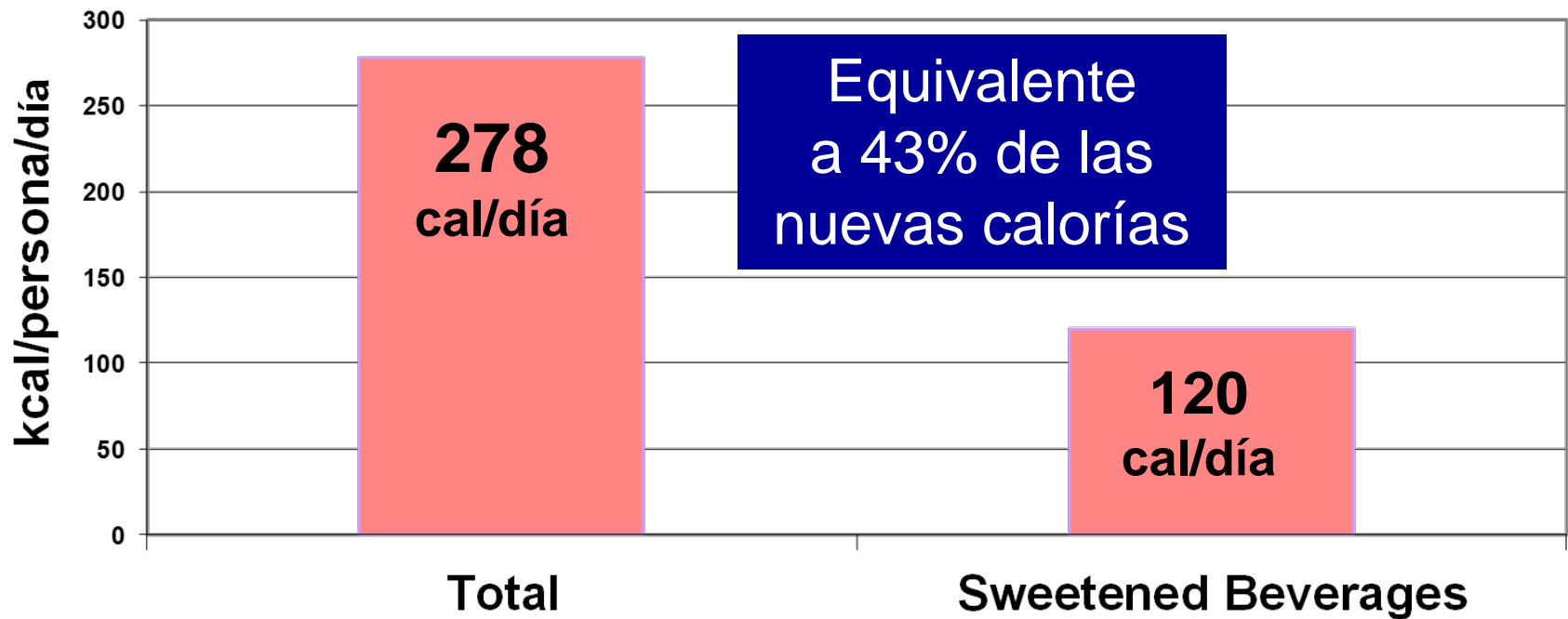


**PUBLIC HEALTH
ADVOCATES**
EVERYONE HAS THE RIGHT TO BE HEALTHY

Aumento en el consumo de calorías por persona (1977-2001)

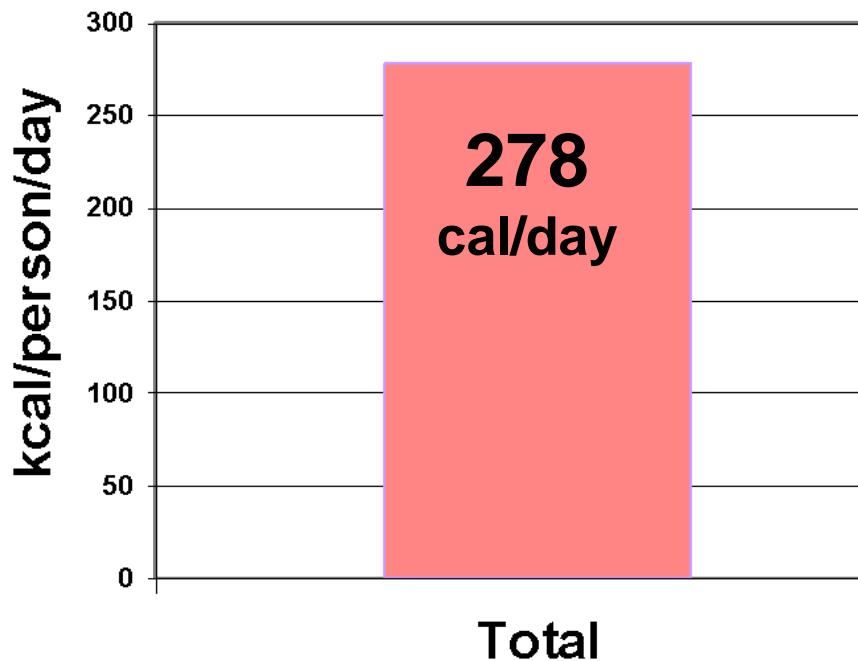


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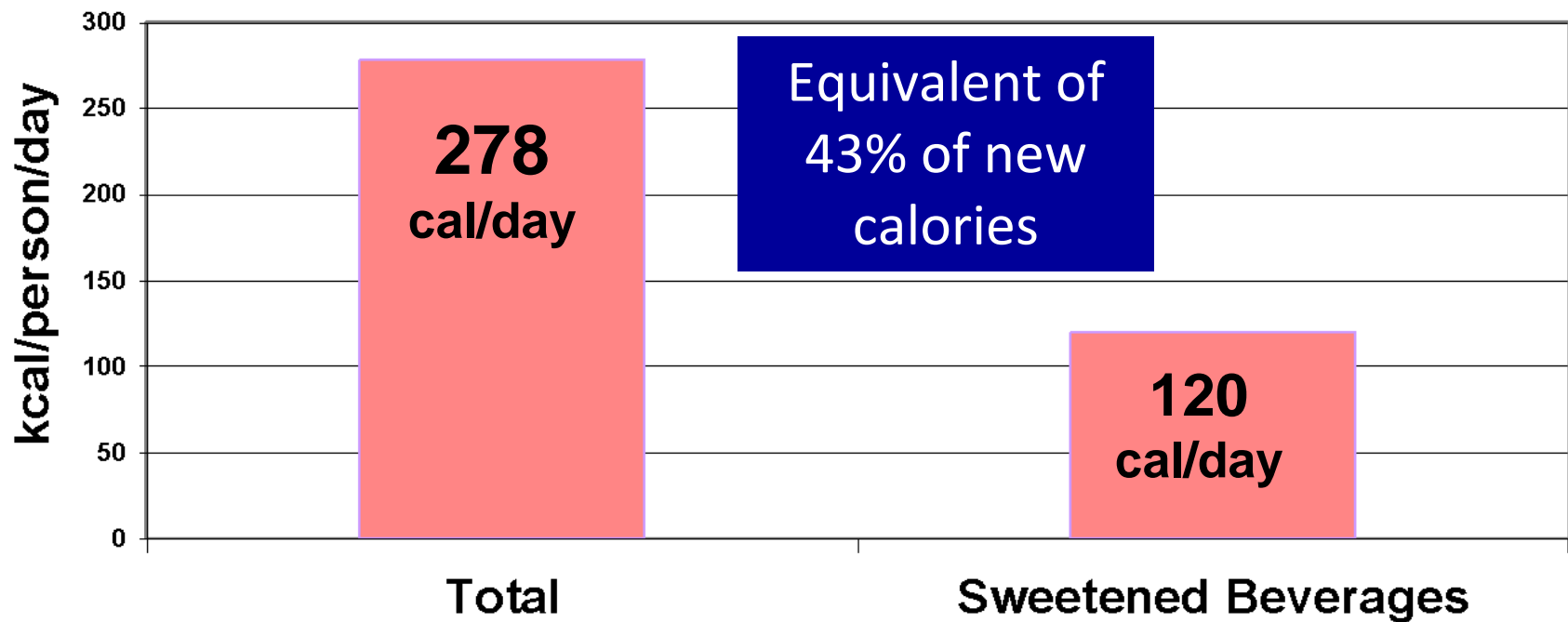


**Contribuyente PRINCIPAL
a la epidemia de obesidad**

Increase in Per Capita Calorie Intake (1977-2001)



Increase in Per Capita Calorie Intake (1977-2001)



**SINGLE LARGEST
Contributor to Obesity Epidemic**

1. Start Here →

2. Check Calories

3. Limit These
Nutritons

4. Get Enough Of
These Nutritons

5. Foot Note →

Nutrition Facts			
Serving Size 1 Cup (228g) Serving Per Container 2			
Amount Per Serving			
Calories 250		Calories from fat 110	
		% Daily Value	
Total Fat 12g			18%
Saturated Fat 3g			15%
Trans Fat 3g			
Cholesterol 30mg			10%
Sodium 470mg			20%
Total Carbohydrates 31mg			20%
Dietary Fiber 0g			0%
Sugars 5g			
Protiens 5g			
Vitamin A			4%
Vitamin C			2%
Calcium			20%
Iron			4%
Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
	Calories	2000	2500
Total Fat	Less Than	65mg	85mg
Saturated Fat	Less Than	20mg	25mg
Cholesterol	Less Than	300mg	300mg
Sodium		2400mg	2400mg
Total Carbohydrates		300mg	375mg
Dietary Fiber		25mg	30mg

1. Empezar Aquí →

2. Checar Calorías

3. Limitar estos
Nutrientes

4. Comer
Suficiente
de estos
Nutrientes

5. Más Datos →

Etiqueta de Nutrición			
Tamaño de Porción 1 Taza (228g) Porción por Envase 2			
Cantidad por Porción			
Calorías 250		Calorías de Grasa 110	
		% Valores Diarios	
Grasa Total 12g			18%
Grasa Saturada 3g			15%
Grasa Trans 3g			
Colesterol 30m			10%
Sodio 470mg			20%
Total de Carbohidratos 31 mg			20%
Fibra Dietética 0g			0%
Azúcares 5g			
Proteínas 5g			
Vitamina A			4%
Vitamina C			2%
Calcio			20%
Hierro			4%
Porcentaje de Valores Diarios son basadas en una dieta de 2,000 calorías. Sus Valores Diarios pueden ser más altos o bajos depende de sus necesidades caloríficas.			
	Calorías	2000	2500
Grasa Total	Menos de	65 mg	85 mg
Grasa Saturada	Menos de	20 mg	25 mg
Colesterol	Menos de	300 mg	300 mg
Sodio		2400 mg	2400 mg
Total de Carbohidratos		300 mg	375 mg
Fibra Dietética		25 mg	30 mg

6. Guía Rápida
% de Valores Diarios

5% o menos es bajo
20% o más es alto



*¿Cuántas calorías
consumiría si come
toda la bolsa?*

- (a) 250 calorías*
- (b) 500 calorías*
- (c) 125 calorías*

*How many calories would you eat
if you ate the entire bag?*

- (a) 250 calories*
- (b) 500 calories*
- (c) 125 calories*



*¿Cuántos gramos de
azúcar consumiría si
come solamente de una
porción del alimento?*

(a) 10 g

(b) 3 g

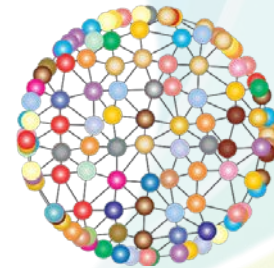
(c) 5 g

*How many grams of sugar would you
eat if you had one portion of the food?*

(a) 10 g

(b) 3 g

(c) 5 g



¿Por qué enfocarse en las bebidas azucaradas?

1. La fuente principal de los azúcares añadidos
2. Las consecuencias de azúcar líquido son especialmente dañinas

Why Focus on Sugary Drinks?

1. Largest source of extra calories
2. Uniquely harmful effects of liquid sugar



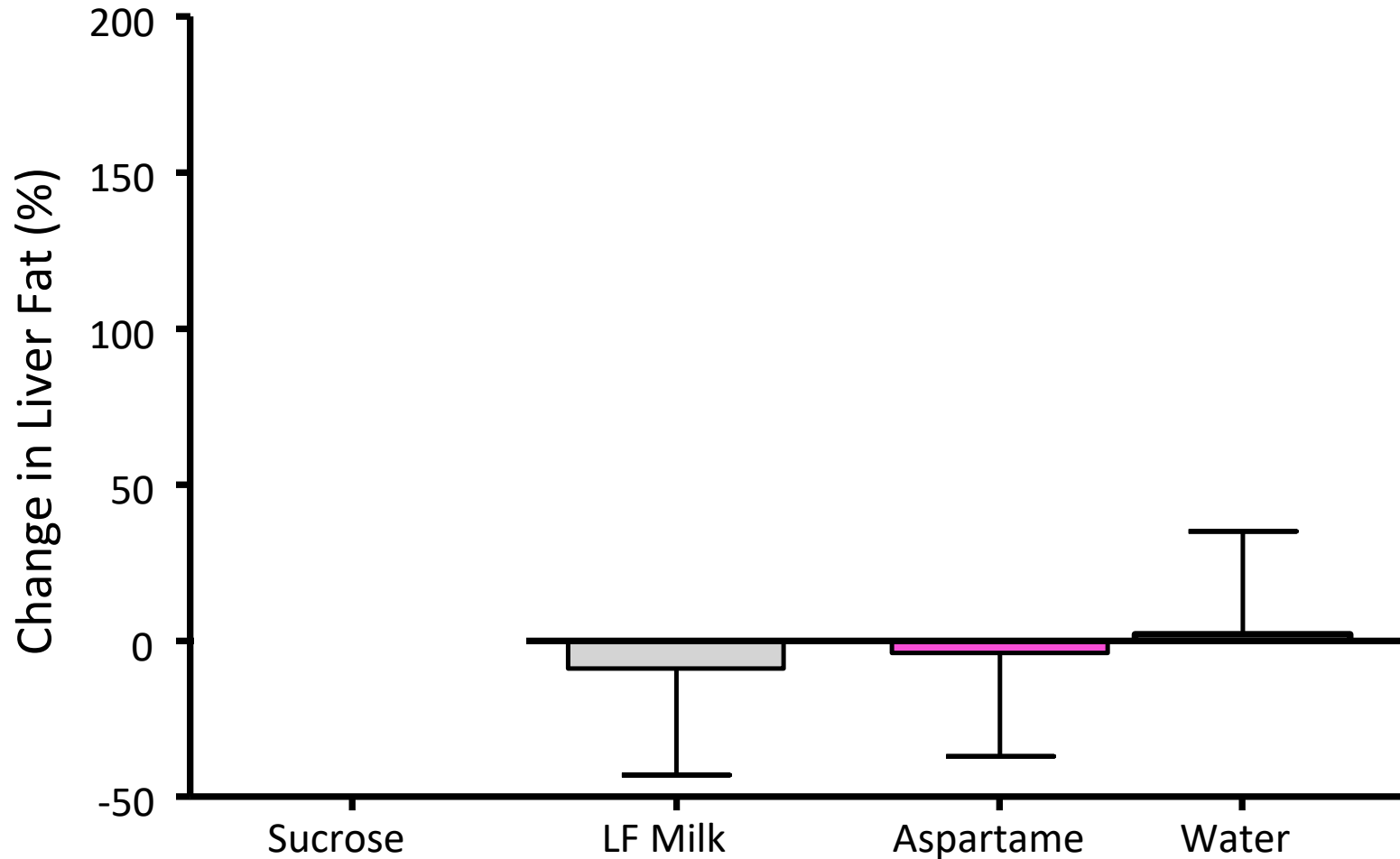
Changes in liver fat drinking less than 2 bottles (34 oz) of beverages daily for 6 mos

(Maersk, 2012)



Changes in liver fat drinking less than 2 bottles (34 oz) of beverages daily for 6 mos

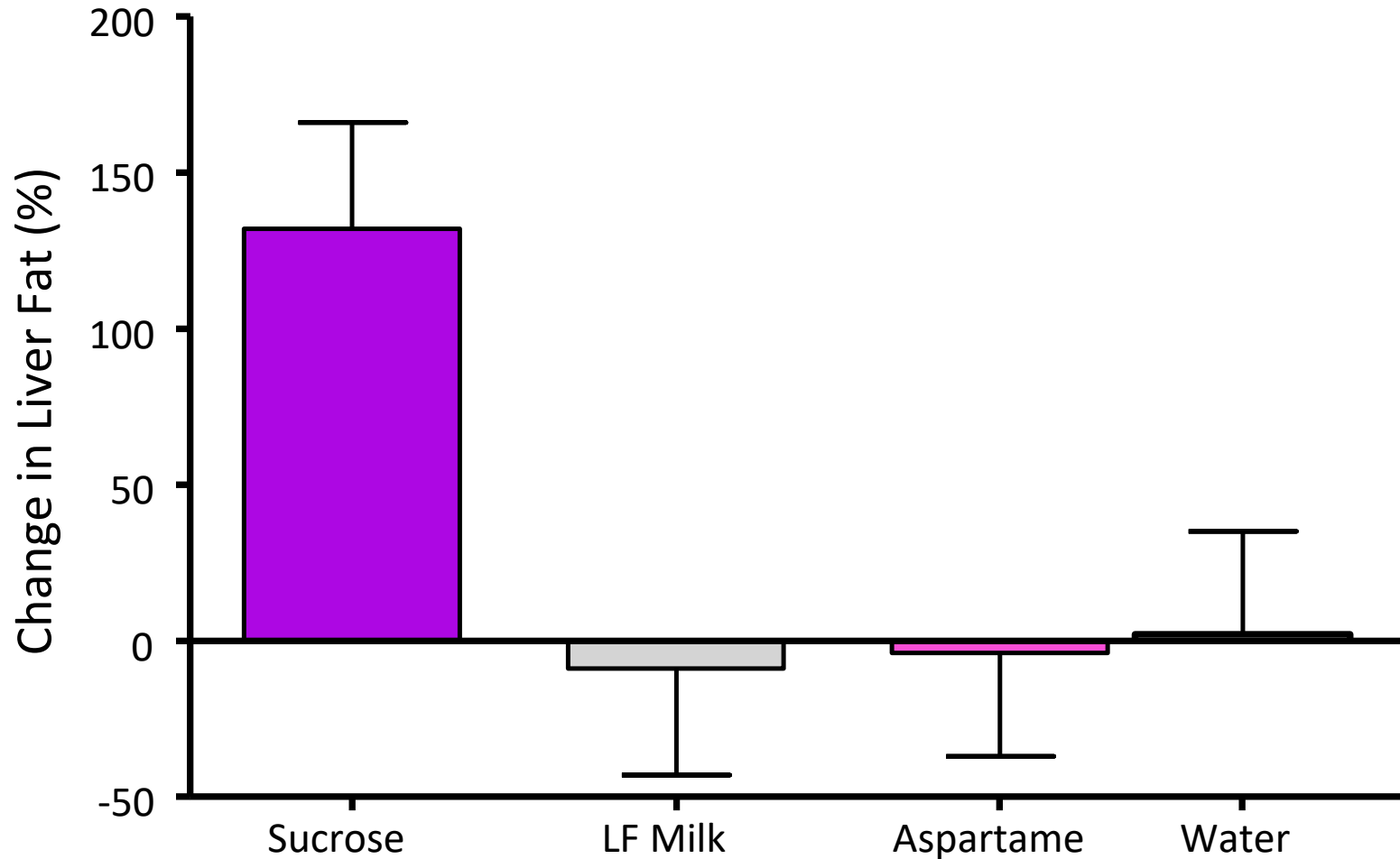
(Maersk, 2012)





Changes in liver fat drinking less than 2 bottles (34 oz) of beverages daily for 6 mos

(Maersk, 2012)



Efectos de azúcar líquido únicamente dañinos

Uniquely harmful effects of liquid sugar

1 botella de bebida azucarada al día

1 bottle of SSB/day

↑ Riesgo de desarrollar diabetes por 26%

Risk for diabetes by 26%

2 botellas de bebidas azucaradas al día por solamente 2 semanas

2 bottles of SSB/day for just 2 weeks

↑ Colesterol y triglicéridos aumentan por 20%

LDL cholesterol & triglycerides by 20%

2 botellas de bebidas azucaradas por día por 6 meses

2 bottles of SSB/day for 6 months

↑ Grasa en el Hígado

Fat in the liver

Seres humanos no son diseñados consumir azúcar en líquido

Human beings are not designed to consume liquid sugar

¿Por qué enfocarse en las bebidas azucaradas?

1. La fuente principal de los azúcares añadidos
2. Las consecuencias de azúcar líquido son especialmente dañinas
3. **Obesidad 2.0 = Diabetes**

Why Focus on Sugary Drinks?

1. Largest source of extra calories
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3. Obesity 2.0 = Diabetes

Economic Cost of Diabetes



- **Las tasas de diabetes se han triplicado en los últimos 30 años**

Diabetes rates have tripled in 30 years

- **La diabetes es la causa principal de los costos médicos en los E.E.U.U.**

Diabetes is the primary driver of increased health care costs in the US

- **Gastos médicos para las personas con diabetes son 2.3 veces más altos que la de los no diabéticos**

Medical expenditures for people with diabetes are 2.3 times higher than for those without diabetes

1 in 3

Diabetes Tied to a Third of California Hospital Stays, Driving Health Care Costs Higher



Racial/Ethnic Group	% of patients with diabetes
White	27.5%
Latino	43.2%
Asian Am / Pacific Islander	38.7%
African American	39.3%
Am Indian & Alaska Native	40.3%

1 in 3

Diabetes Tied to a Third of California Hospital Stays, Driving Health Care Costs Higher



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\$2,200 more per hospitalization

U.S. Adolescents with Diabetes or Pre-diabetes

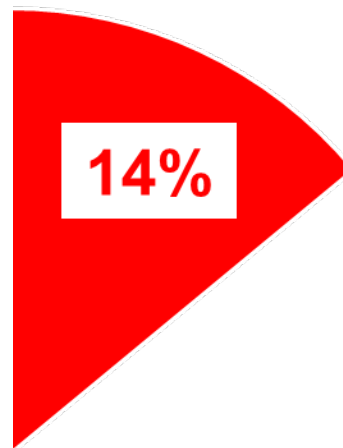
1999-2000: 9%

2007-2008: 23%

 **33% boys / 38% girls born in 2000**

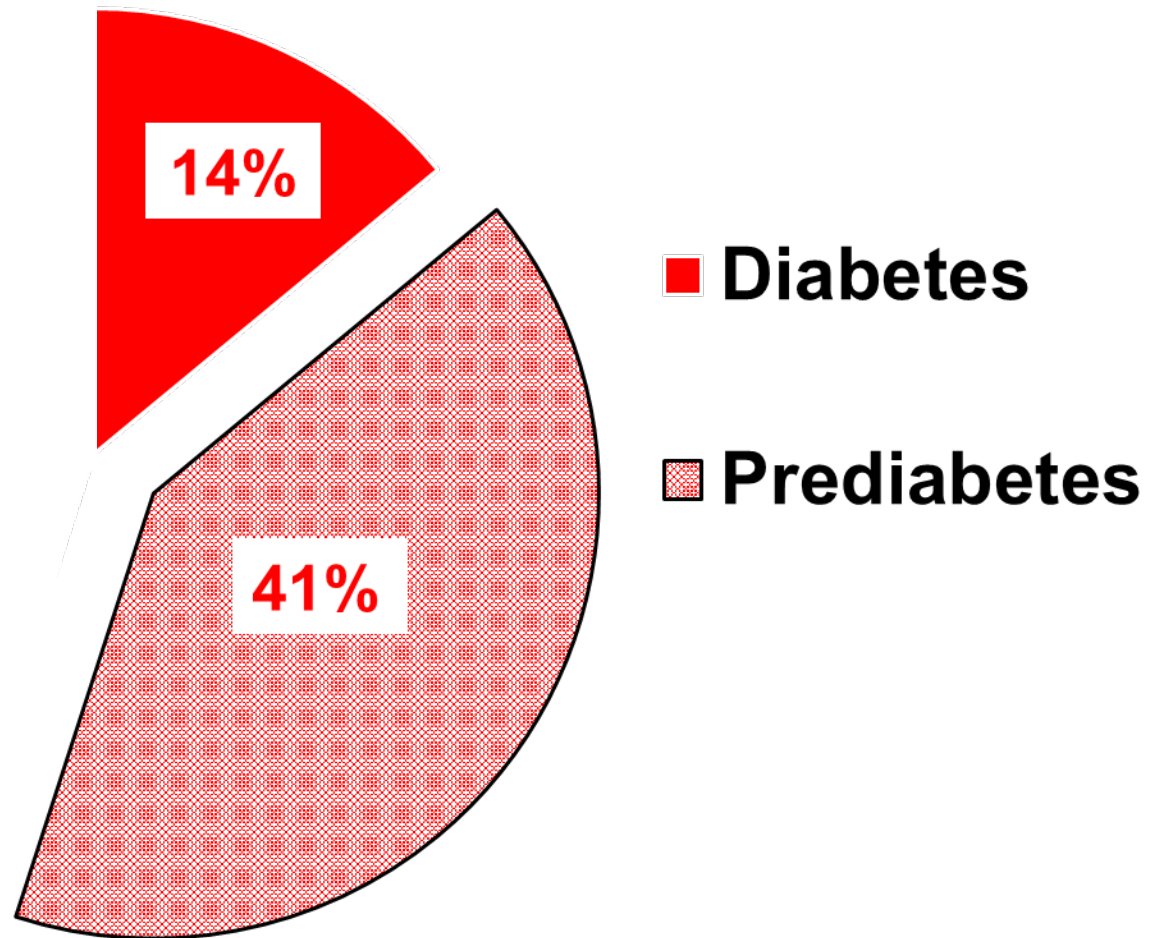
 **50% of African Am & Latino kids**

Diabetes Rates Among CA Adults (2011)

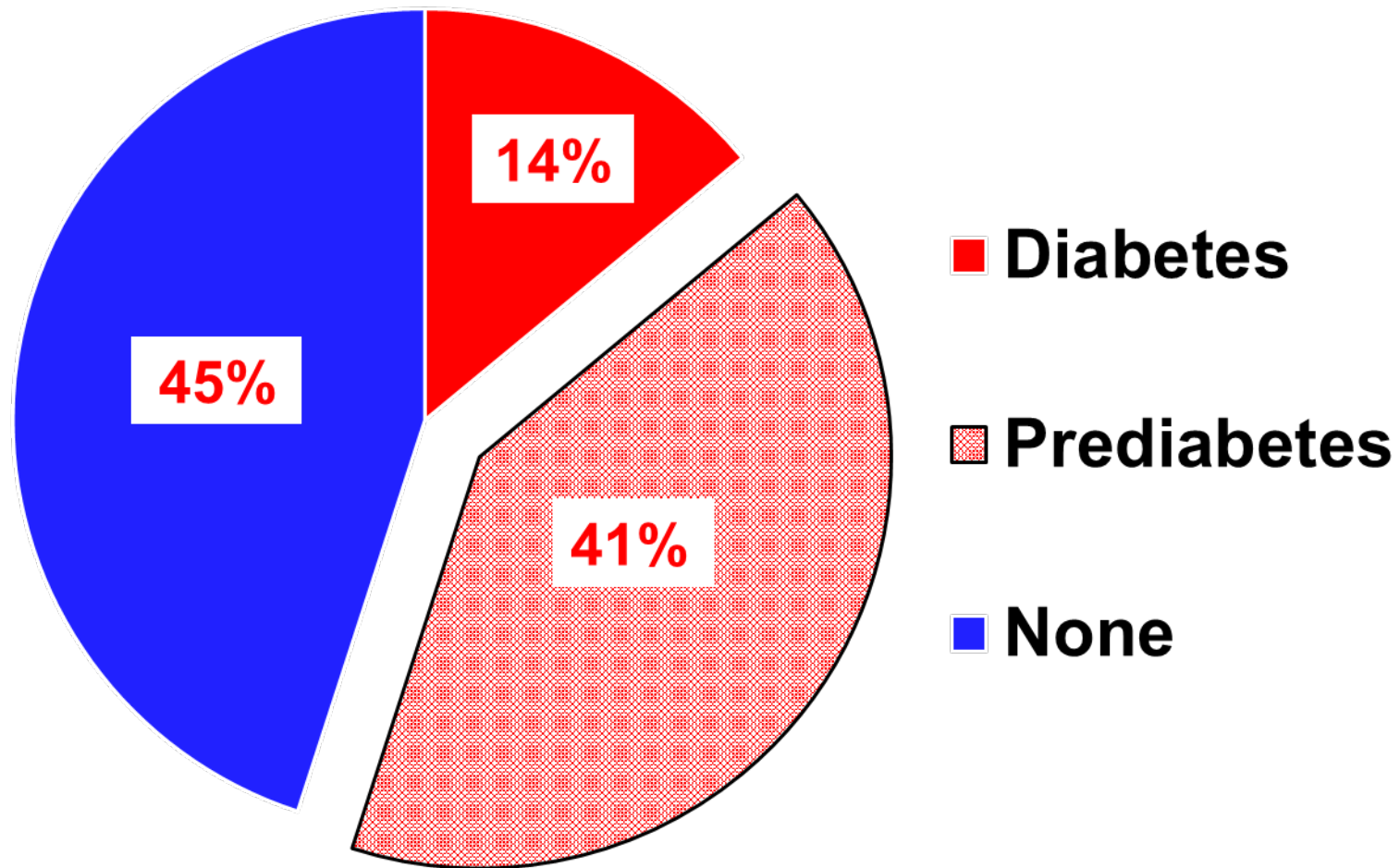


■ Diabetes

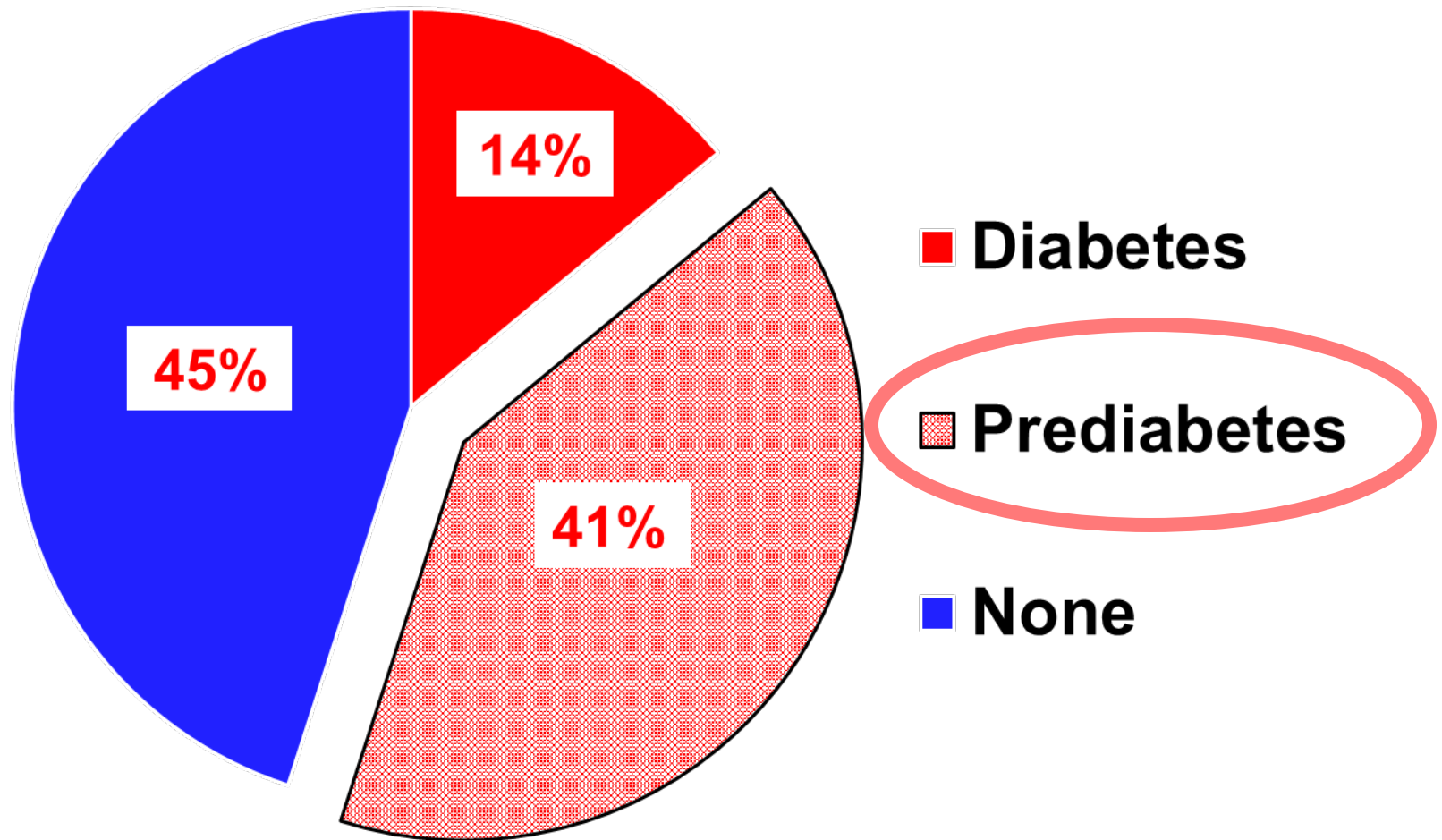
Diabetes Rates Among CA Adults (2011)



Diabetes Rates Among CA Adults (2011)



Diabetes Rates Among CA Adults (2011)



¿Por qué enfocarse en las bebidas azucaradas?

1. La fuente principal de los azúcares añadidos
2. Las consecuencias de azúcar líquido son especialmente dañinas
3. Obesidad 2.0 = Diabetes
4. El producto más comercializado a niños (\$400M/año)

Why Focus on Sugary Drinks?

1. Largest source of extra calories
2. Uniquely harmful effects of liquid sugar
3. Obesity 2.0 = Diabetes
4. Product MOST marketed to kids: \$400M/yr



**\$10 BILLION IS SPENT ANNUALLY ADVERTISING
FOOD AND BEVERAGES TO CHILDREN**

IOM, 2005





open happiness™



**PUBLIC HEALTH
ADVOCATES**
EVERYONE HAS THE RIGHT TO BE HEALTHY





VOTE NOW!

Pepsi is giving away millions to fund great ideas. Voting for the new ideas is now open. Find your favorite ideas and come back to support them all month. See who got the most votes last month.

ALL

CATEGORIES



HEALTH



ARTS & CULTURE



FOOD & SHELTER



THE PLANET



NEIGHBORHOODS



EDUCATION

VOTE FOR

Shuffled Ideas

\$5,000

\$25,000

\$50,000

\$250,000

CURRENT GRANT CYCLE

Days left to vote 12

Ideas in the running 1138

Finalists announced May 1st

Funding available \$1,300,000



RANKED #95 for \$5K • Education

Take the Foothill Elem. 6th Grades to Outdoor School in Yosemite

Natalie Gray - Foothill 6th grade

Vote for this idea



RANKED #112 for \$5K • Health

Provide economically vulnerable women with medical assistance.

Bloom Again Foundation

Vote for this idea

ABOUT THE PROJECT



every Pepsi refreshes the world

Start Your Application

10

Voting is open!
Pick your favorites now.

Selfish Giving

How the Soda Industry Uses
Philanthropy to Sweeten its Profits











beauty



laughter



joy



hope



wisdom



love

Welcome to Pepsi We Inspire! Join us in sharing the simple pleasures in life that motivate and inspire you by clicking the "share your inspiration" button.



latest inspiration

share your inspiration



we inspire voices

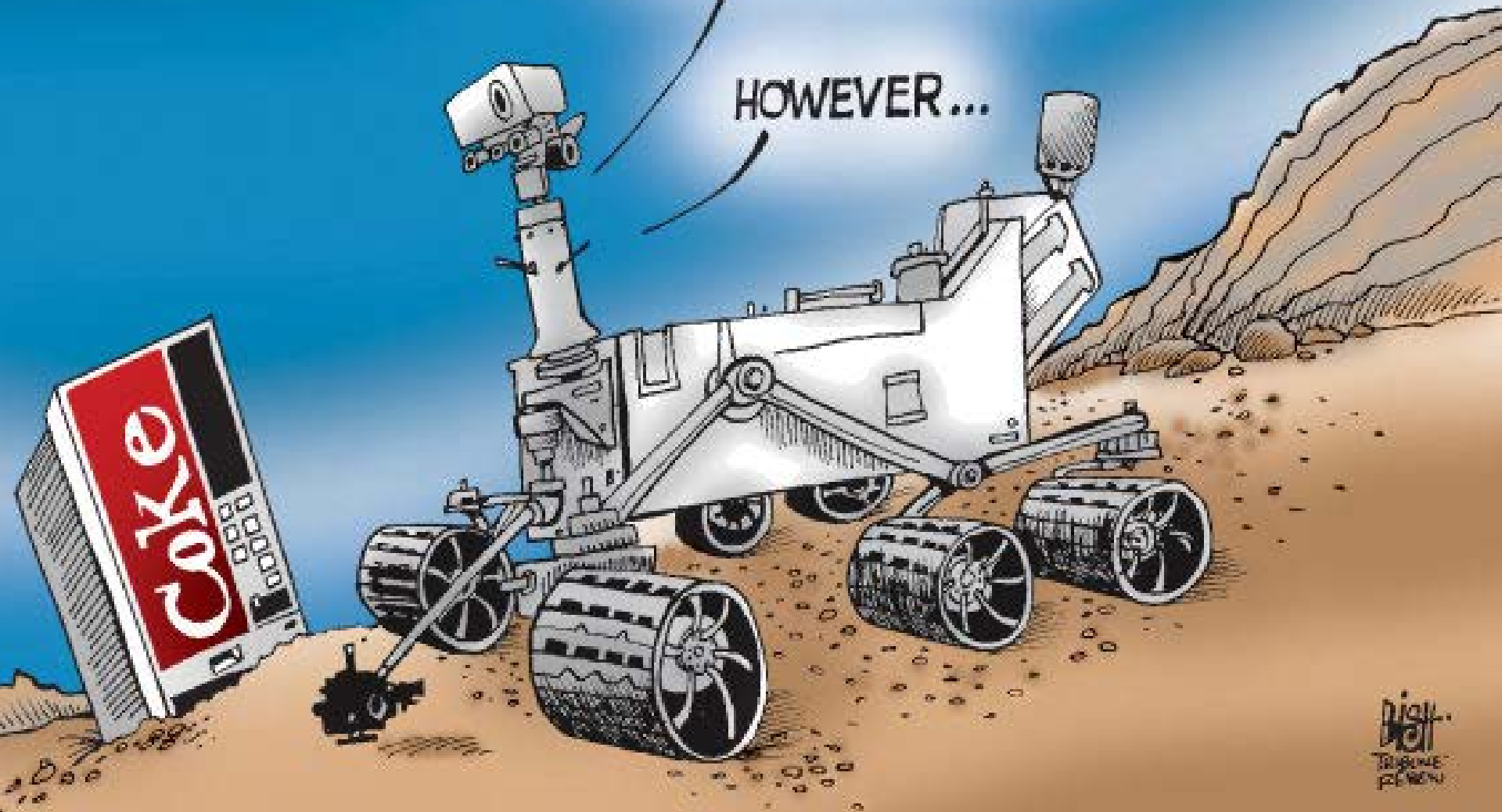




Mars Rover

STILL SEARCHING
FOR WATER.

HOWEVER...





48 Teaspoons Sugar

16 oz

32 oz

44 oz

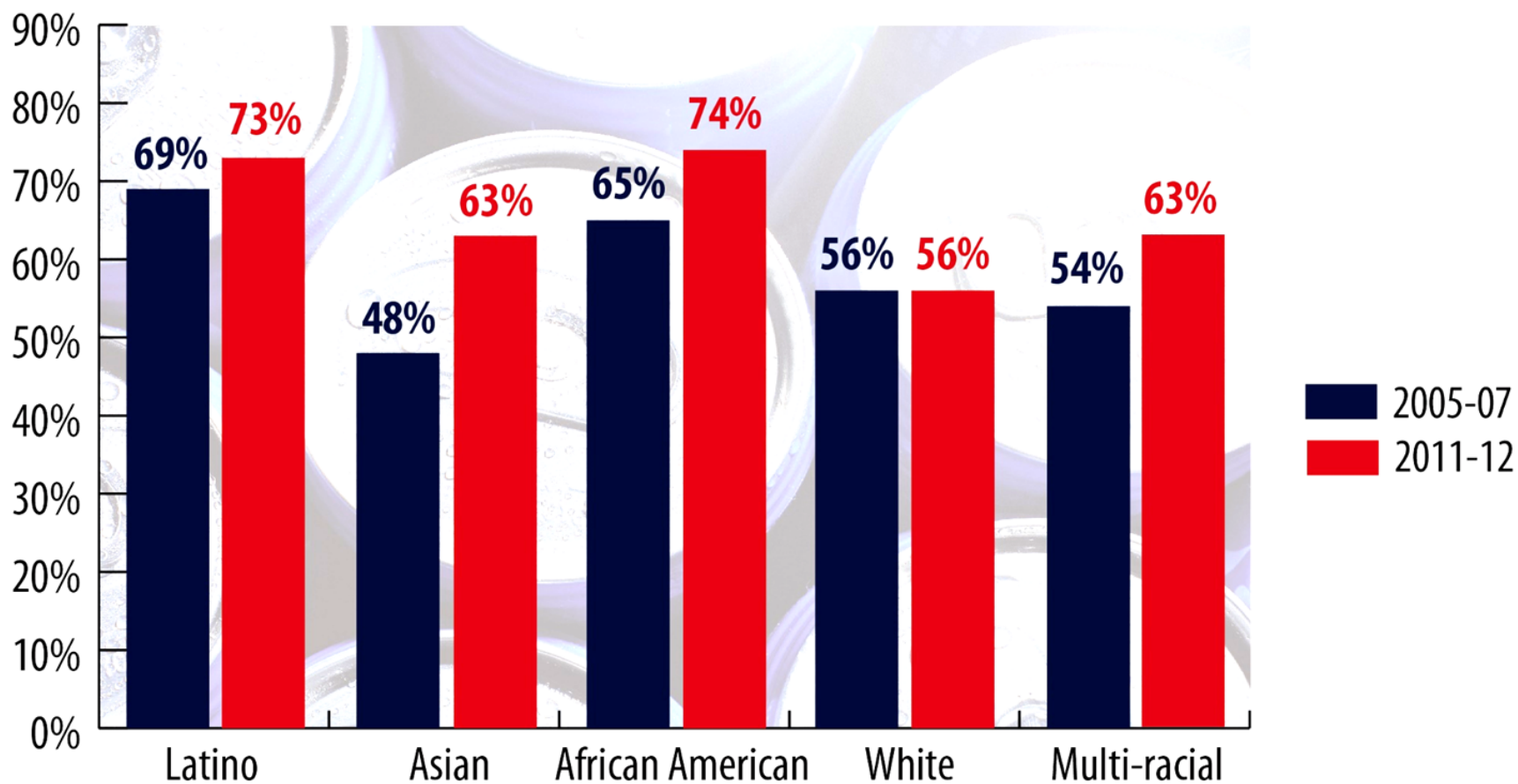
52 oz

64 oz





Percent of Adolescents (Ages 12-17) Drinking One or More Sugar-Sweetened Beverage per Day





U.S. Adolescents with Diabetes or Pre-diabetes

1999-2000: 9%

2007-2008: 23%

 **33% boys / 38% girls born in 2000**

 **50% of African Am & Latino kids**



***"The school system is where
you build brand loyalty."***

**John Alm
President, Coca-Cola Enterprises**

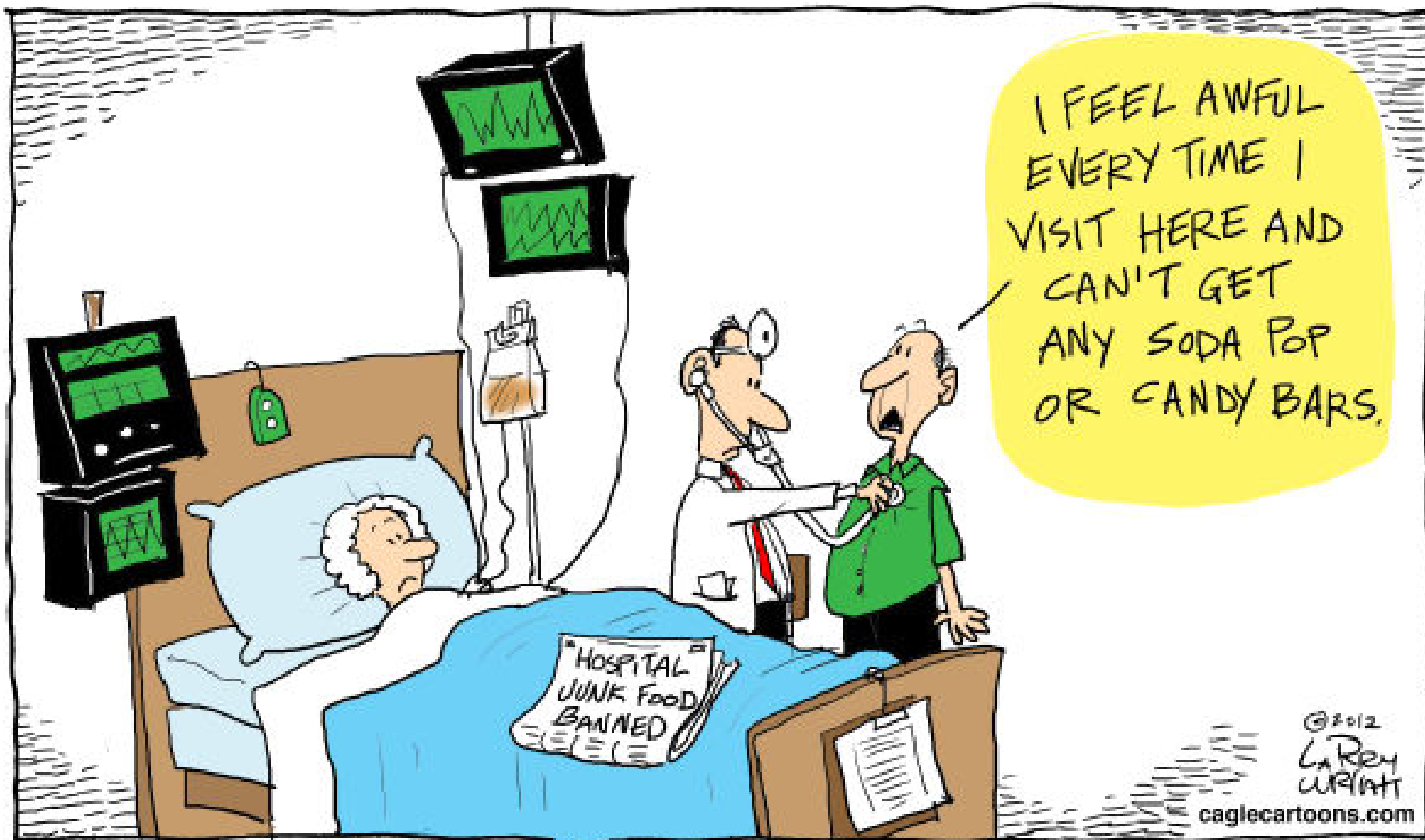
The New York Times

Soda Distributors to End Most School Sales

MARIA NEWMAN



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ADVOCACY**
EVERYONE HAS THE RIGHT TO



¿Por qué enfocarse en las bebidas azucaradas?

1. La fuente principal de los azúcares añadidos
2. Las consecuencias de azúcar líquido son especialmente dañinas
3. Obesidad 2.0 = Diabetes
4. El producto más comercializado a niños (\$400M/año)
5. Debemos buscar la equidad

- | | | |
|-------------|----------------------------|----------------------|
| ✓ Escuelas | ✓ Hospitales | ✓ Comida para niños |
| ✓ Educación | ✓ Impuestos | ✓ Tiendas y mercados |
| ✓ Ciudades | ✓ Etiquetas de advertencia | |

Why Focus on Sugary Drinks?

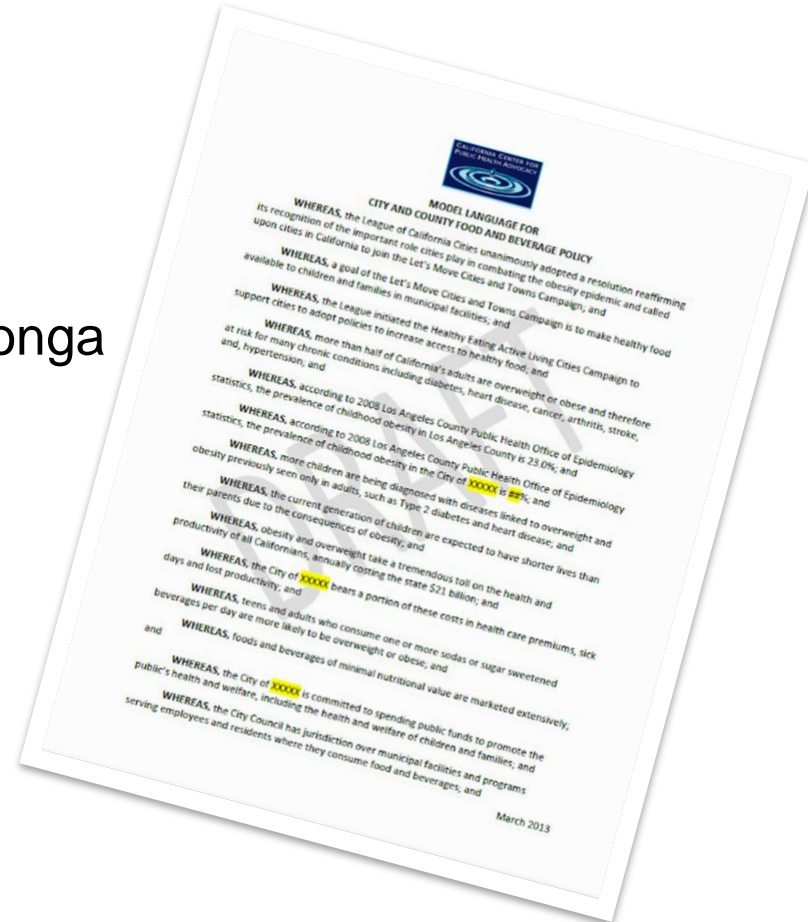
1. Largest source of extra calories
2. Uniquely harmful effects of liquid sugar
3. Obesity 2.0 = Diabetes
4. Product MOST marketed to kids: \$400M/yr
5. We must even the playing field

- | | | |
|-------------|------------------|-----------------|
| ✓ Schools | ✓ Hospitals | ✓ Kids' meals |
| ✓ Education | ✓ Taxes | ✓ Retail stores |
| ✓ Cities | ✓ Warning Labels | |

Nutrition Standards in California

Cities

- Baldwin Park
- Bell Gardens
- Brentwood
- Burlingame
- Carson
- Chula Vista
- Daly City
- El Monte
- Hawaiian Gardens
- Huntington Park
- Glendale
- La Puente
- Long Beach
- Los Angeles
- Pasadena
- Perris
- Pico Rivera
- Rancho Cucamonga
- Redding
- Riverside
- Sacramento
- San Fernando
- San Francisco
- San Jose
- Santa Ana
- South El Monte
- Visalia
- Victorville



Because health doesn't just happen

San Francisco Chronicle

SFCHRONICLE.COM AND SFGATE.COM | Wednesday, November 5, 2014 | PRINTED ON RECYCLED PAPER | \$1.00 ★★★★★

ELECTION 2014

Soda taxes: 1 up and 1 down

Berkeley measure surges to historic victory
— S.F.'s falls short of needed 2/3 majority

By Heather Knight

San Francisco voters rejected a tax on soda and other sugary beverages Tuesday, but voters in Berkeley approved their own version, making the

famously liberal bastion the first city in the country to adopt a controversial soda tax.

Proponents of both measures said sugar is fueling a worldwide obesity epidemic and contributing to a host of

diseases, including diabetes, and that a tax on soda would make people think twice about drinking so much of it.

Opponents, including the deep-pocketed American Beverage Association, argued that the tax smacked of a “nanny state,” would hit low-income residents hardest because they drink the most soda, and would probably raise the cost of groceries for everybody.

Opponents of both measures gath-

ered at a San Francisco bar to celebrate their win in the city while brushing off Berkeley voters’ adoption of a soda tax. Confetti burst in the air, and the Queen song “We Are the Champions” blared.

“San Franciscans have made it clear they can decide for themselves what to eat and drink,” said Roger Salazar, spokesman for the campaigns to defeat both taxes. “Despite being considered

Soda continues on A14



Soda taxes?

SODA TAX IS A WIN - WIN

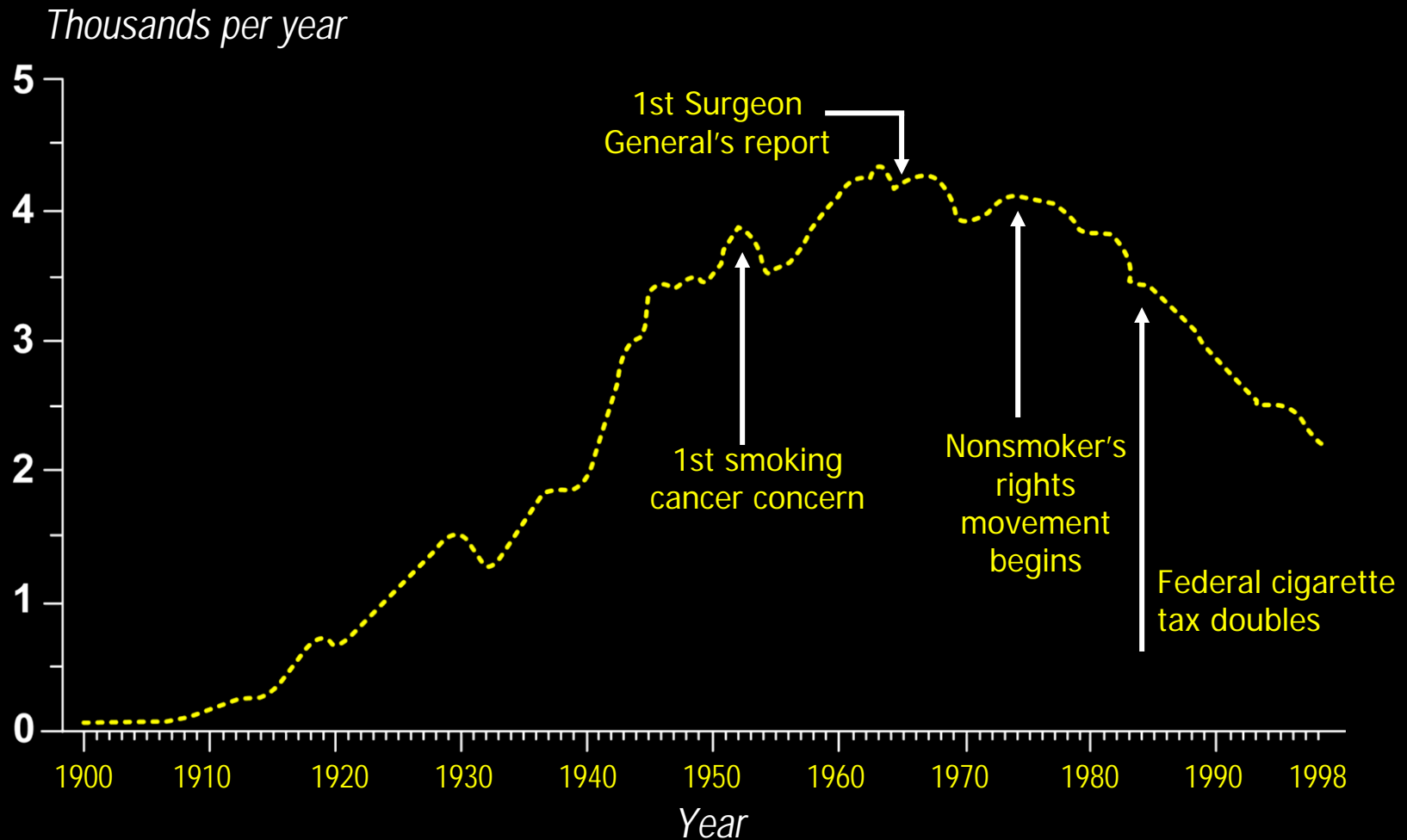
- **Decrease consumption of leading contributor to obesity/diabetes**
- **Establish sustainable funding for to mitigate harm caused by SSBs**
 - ✓ **Fund school healthy school meals, physical education, nutrition education, etc**

California SSB Warning Label (SB 1000)

Front of Package, Vending, Self-Serve

STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added sugar(s) contributes
to obesity, diabetes, and tooth decay.

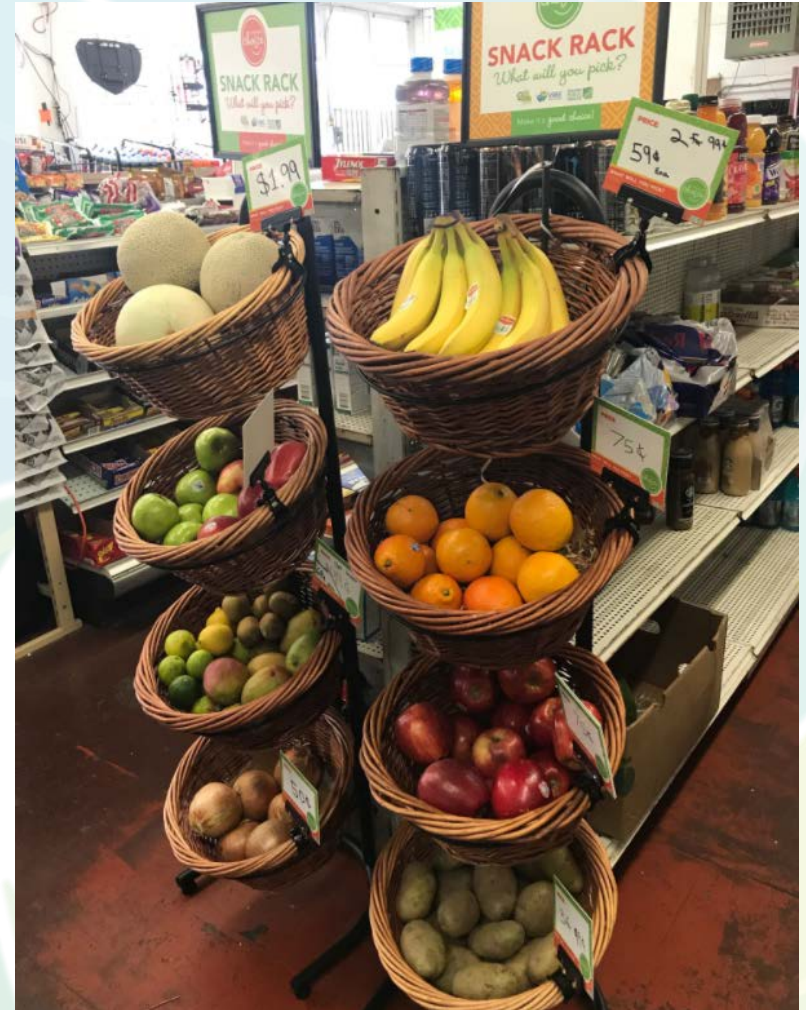
Annual Adult per Capita Cigarette Consumption United States 1900-1998



Mercadotecnia de Cajas Registradoras

Registradoras

Marketing at Cash Registers

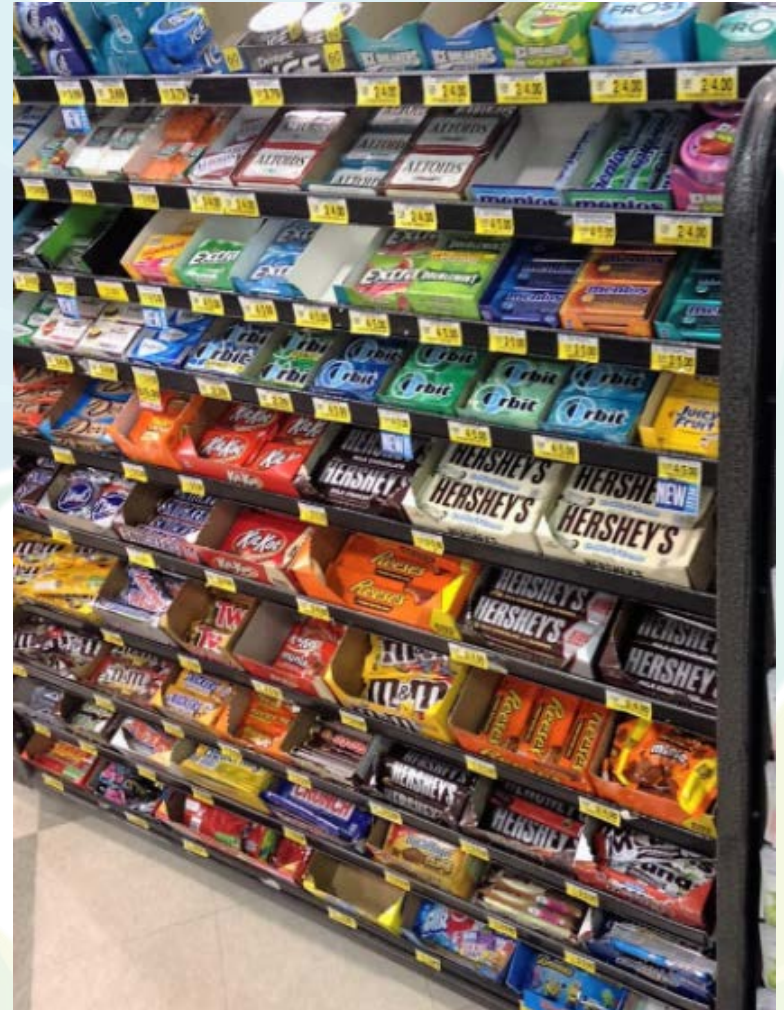


Comida Chatarra en las Cajas Registradoras

Junk Food at Cash Registers

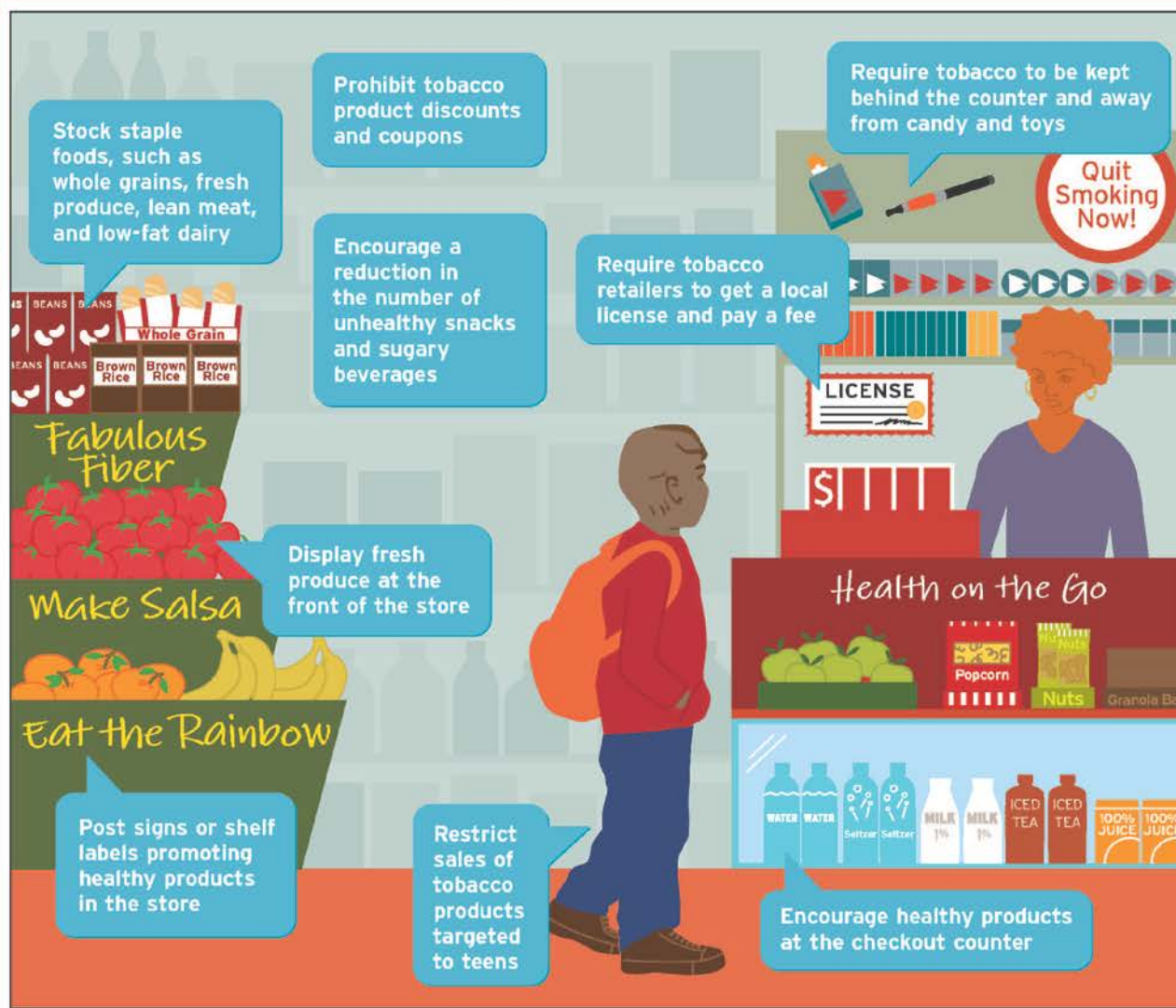


[Sodium on the Nutrition Facts Label | FDA](#)



[The Nagging Question FINAL 0.pdf \(cspinet.org\)](#)

Check Out Healthy Retail: Policies that put health on the shelf



Perris Healthy Food Workshop

Do you live in the City of Perris? Want to learn more about how to make your community healthier?

Join Love 4 Life Association and Public Health Advocates at the following Perris Healthy Food Workshops to learn about healthy food and beverage policies in your city, California, and beyond.

Workshop dates:

February 11, 2021

March 11, 2021

April 8, 2021

May 13, 2021

June 10, 2021

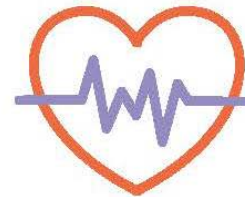
July 8, 2021

6:00 - 7:00 PM



Join workshop on Zoom:

Meeting ID: 821 4714 9453



Raffle Prizes

¡Gracias por participar!

Thank you for joining us today!

¡Sorteo!

Prize drawing!

am@phadvocates.org