

FFSJ's Health & Environmental Justice Dept

Mission & Vision:

To reverse the harm and extraction of our environment and natural resources and aims to restore healing and regeneration to the environment. We build up the people who have been most impacted by environmental (in)justice, marginalized black, indigenous, and people of color, by building up environmental stewards rooted in our cultural practices and going from redlining to greenlining the hood.

Environmental
Justice Workshops

Brandon Harrison
Memorial Garden

Community Tree
Planting

Healing Roots

Stockton Transformative
Climate Communities

Greenlining
the Hood



H&EJ Manager: Irene Calimlim
EJ Equity Organizer: Paige Tengeluk

Messaging Training

Community Workshop #3



Stockton, CA
March 2021



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

Funders (Fundadores):



CENTER FOR
Science IN THE
Public Interest

Partners (Aliados):



PUBLIC HEALTH
ADVOCATES



FATHERS & FAMILIES
OF SAN JOAQUIN

Agenda

- Review from Workshops #1 and #2
- What determines health?
- Why focus on sugary drinks?
- What is Policy? Part 2: Resolution vs. Ordinance
- Messaging Training



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

- Research
- Policy Development and Tracking
- Technical Assistance
- Community Education and Mobilization



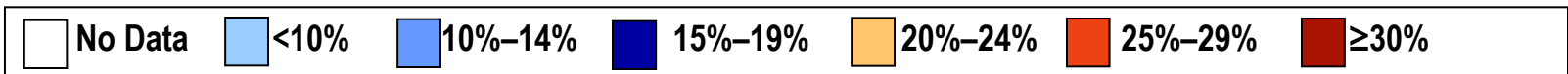
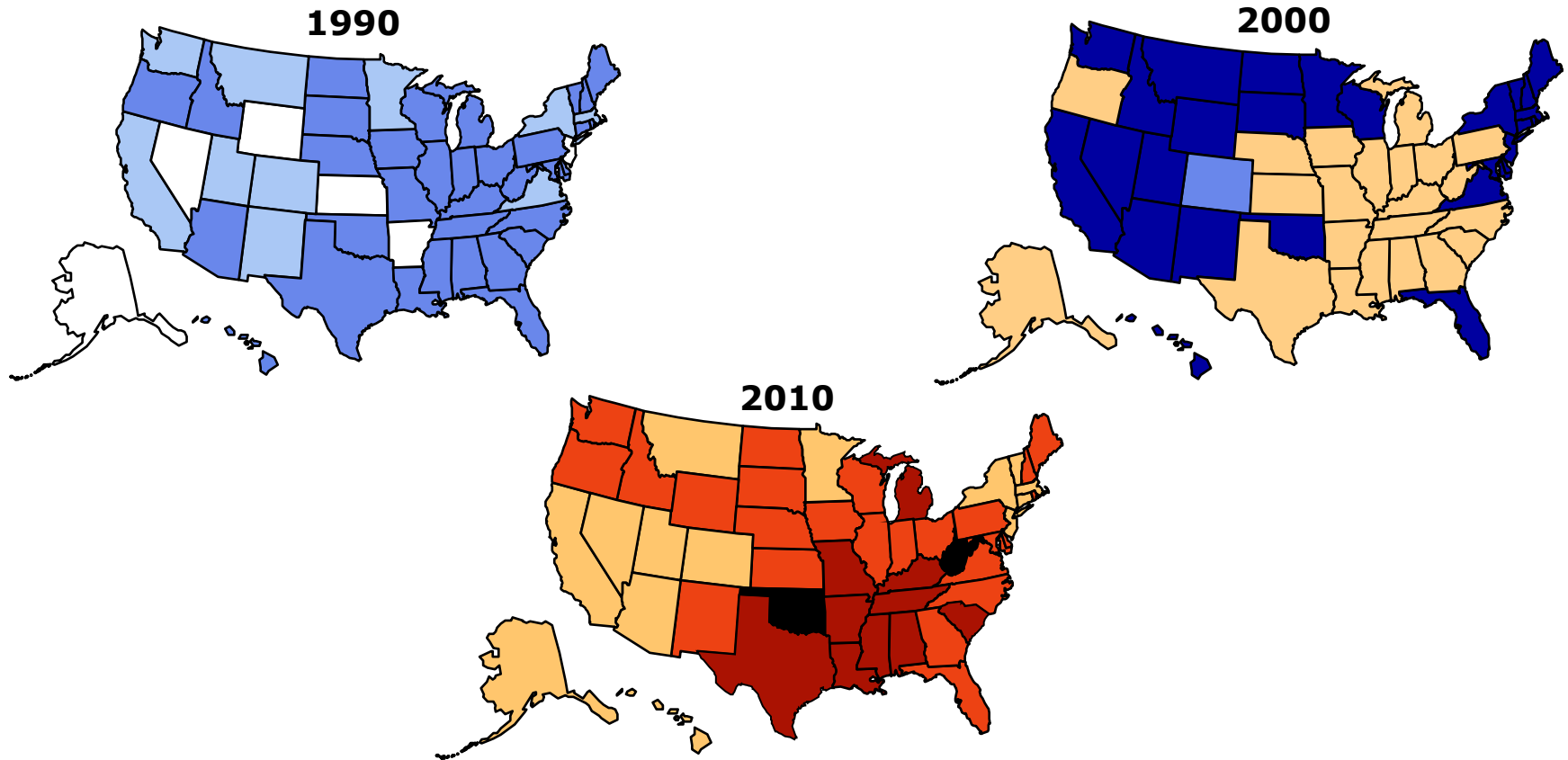
**PUBLIC HEALTH
ADVOCATES**

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**

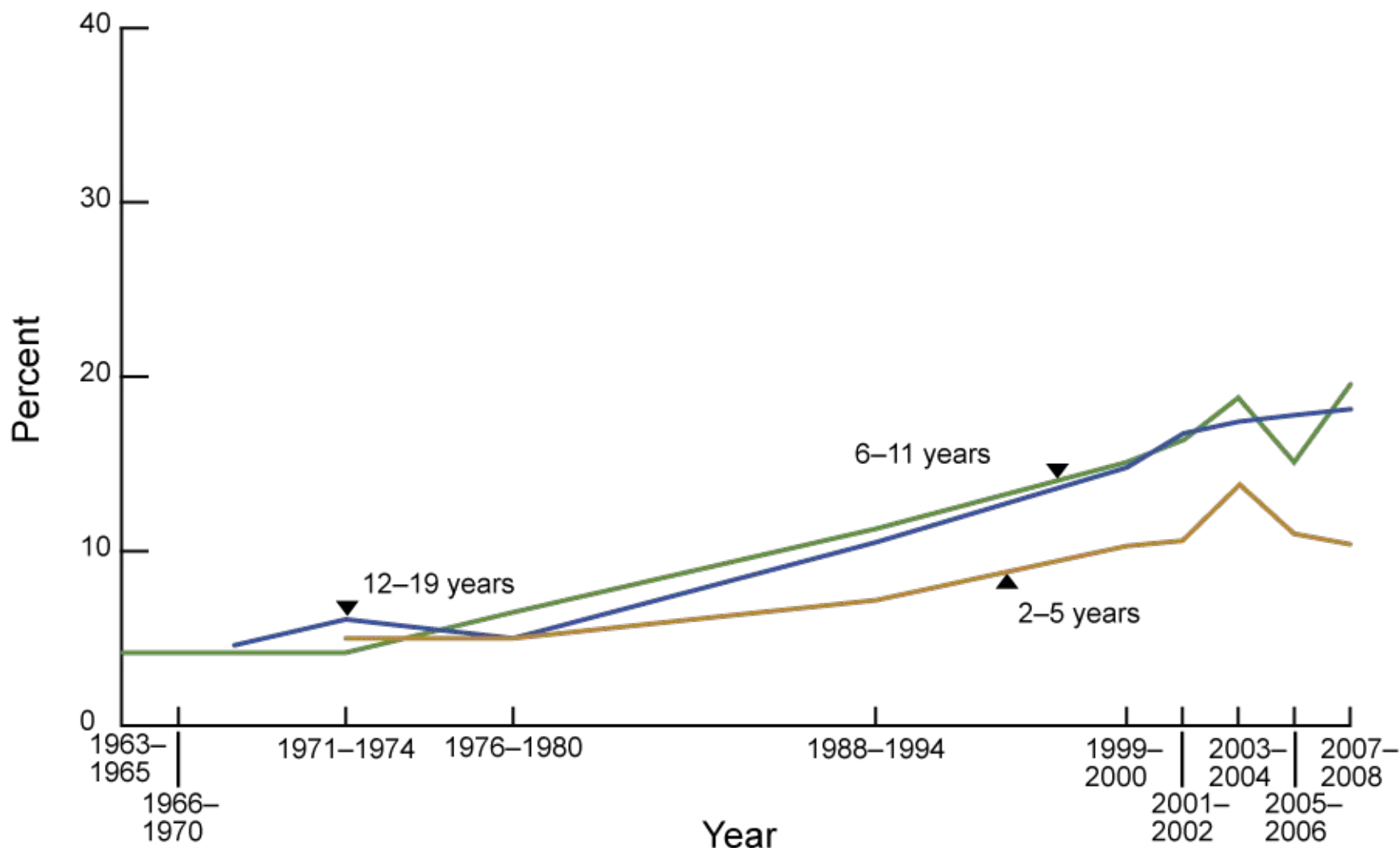
Obesity Trends* Among U.S. Adults

BRFSS, 1990, 2010, 2000



Source: Behavioral Risk Factor Surveillance System, CDC.

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

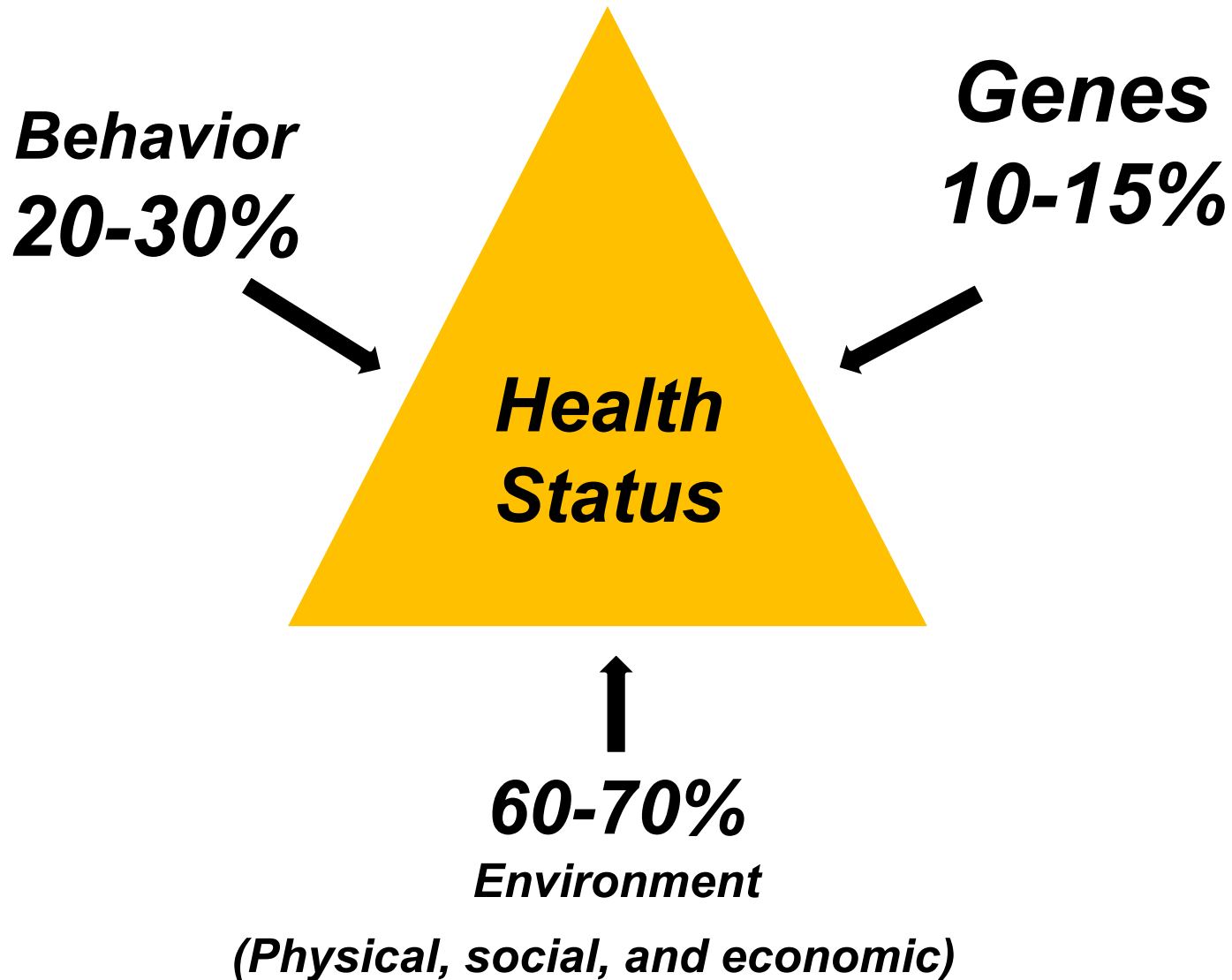


NOTE: Obesity is defined as body mass index (BMI) greater than or equal to sex- and age-specific 95th percentile from the 2000 CDC Growth Charts.

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.

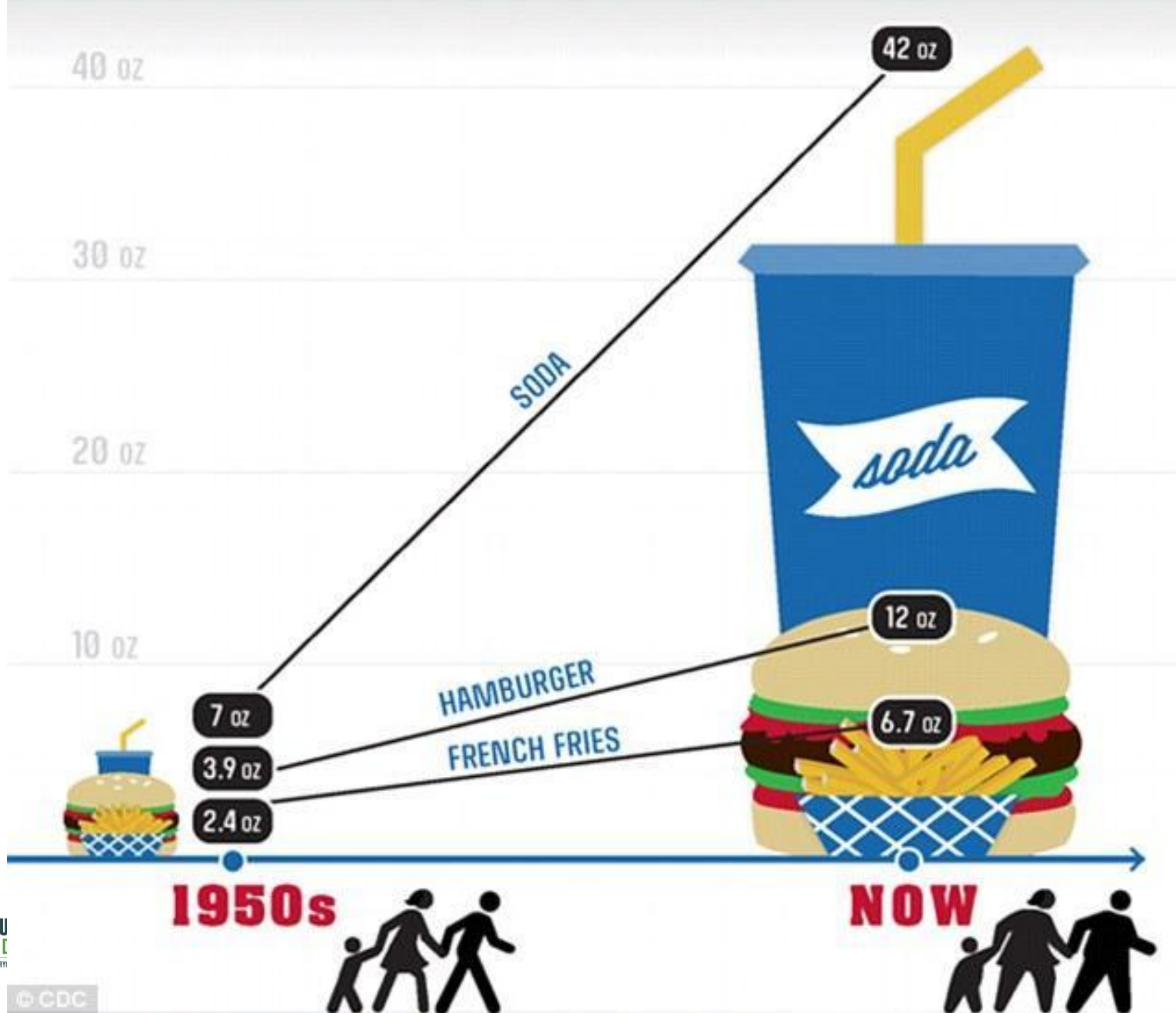
San Joaquin County City	2010 Overweight + Obese %
Stockton	42.4%
Lodi	39.2%
Manteca	38.0%
Tracy	37.6%
SAN JOAQUIN COUNTY	40.2%
CALIFORNIA	38.0%

What Determines Health Status?



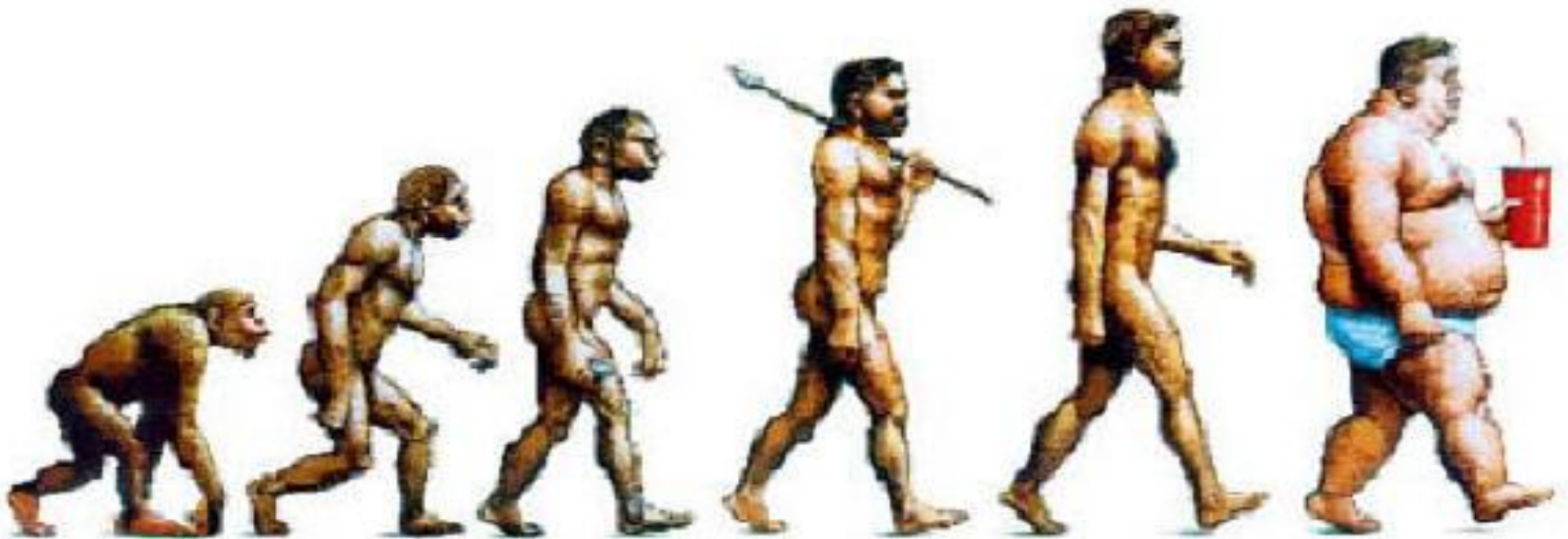
Junk Food is EVERYWHERE





PU
AC
EVERY

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





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

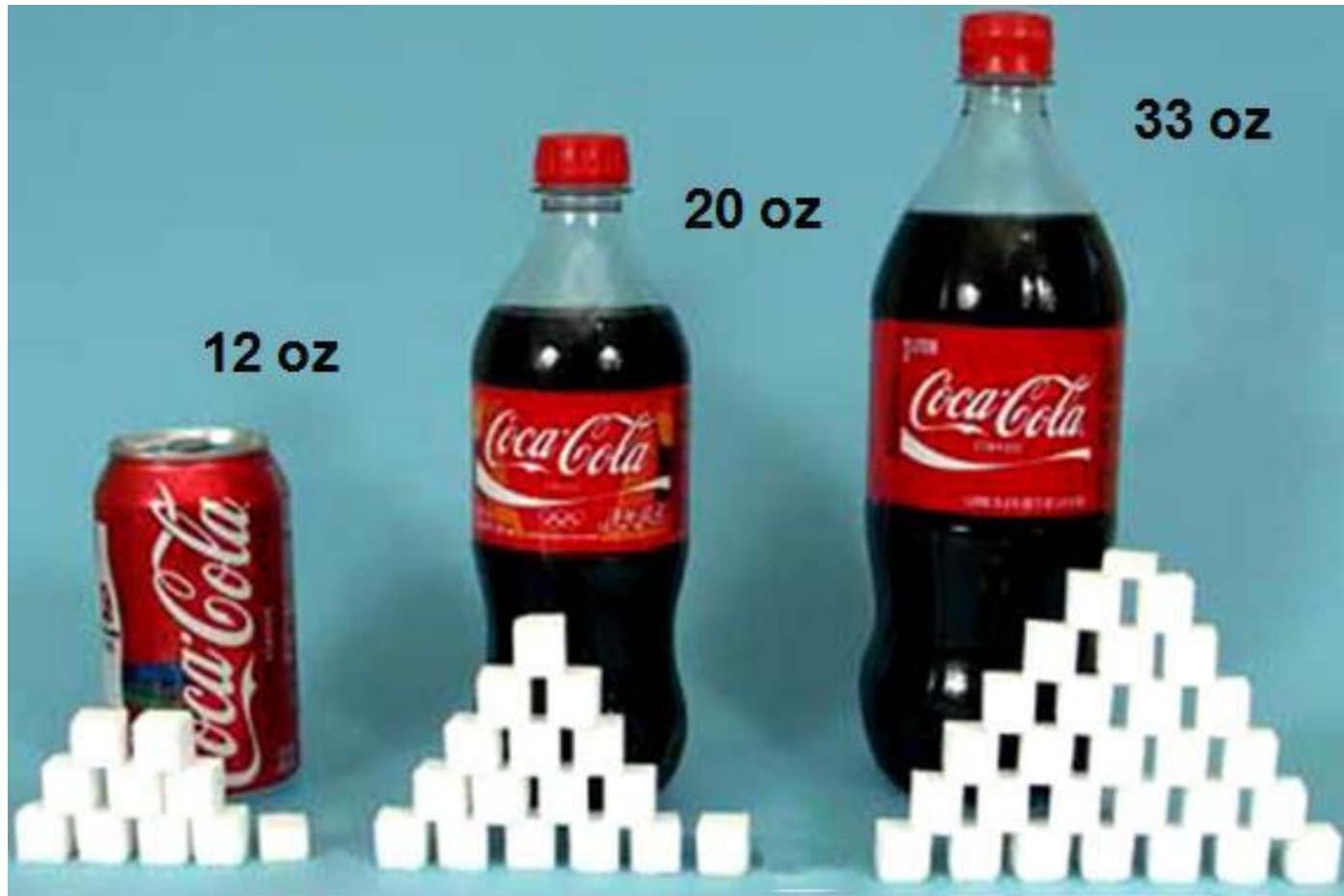
Policy Adoption Model



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

Largest source of sugar in the American diet



10 tsp

16 tsp

27 tsp

Added Sugar Intake

Daily Recommendations:

- Men: **9** tsp (~ 150 calories)
- Women: **6** tsp (~100 calories)
- Children: **3** tsp (~ 50 calories)

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

The Real Bears



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5. **We must even the playing field**

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

The New York Times

Soda Distributors to End Most School Sales

MARIA NEWMAN



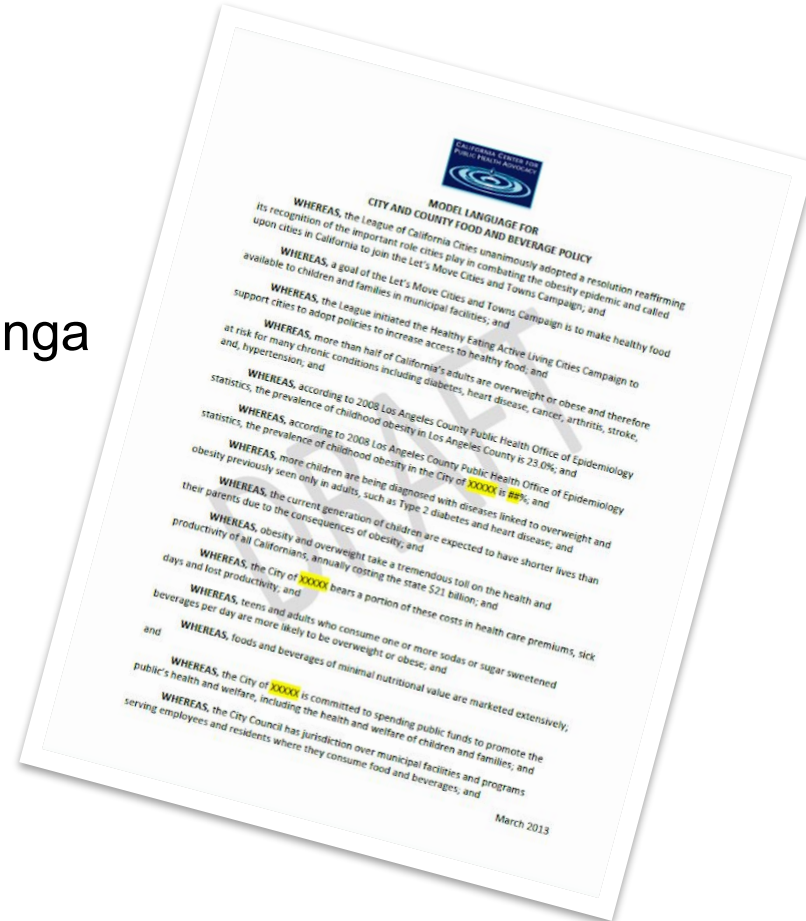
**PUBLIC HEALTH
ADVOCACY**
EVERYONE HAS THE RIGHT TO



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 TAX IS A WIN - WIN

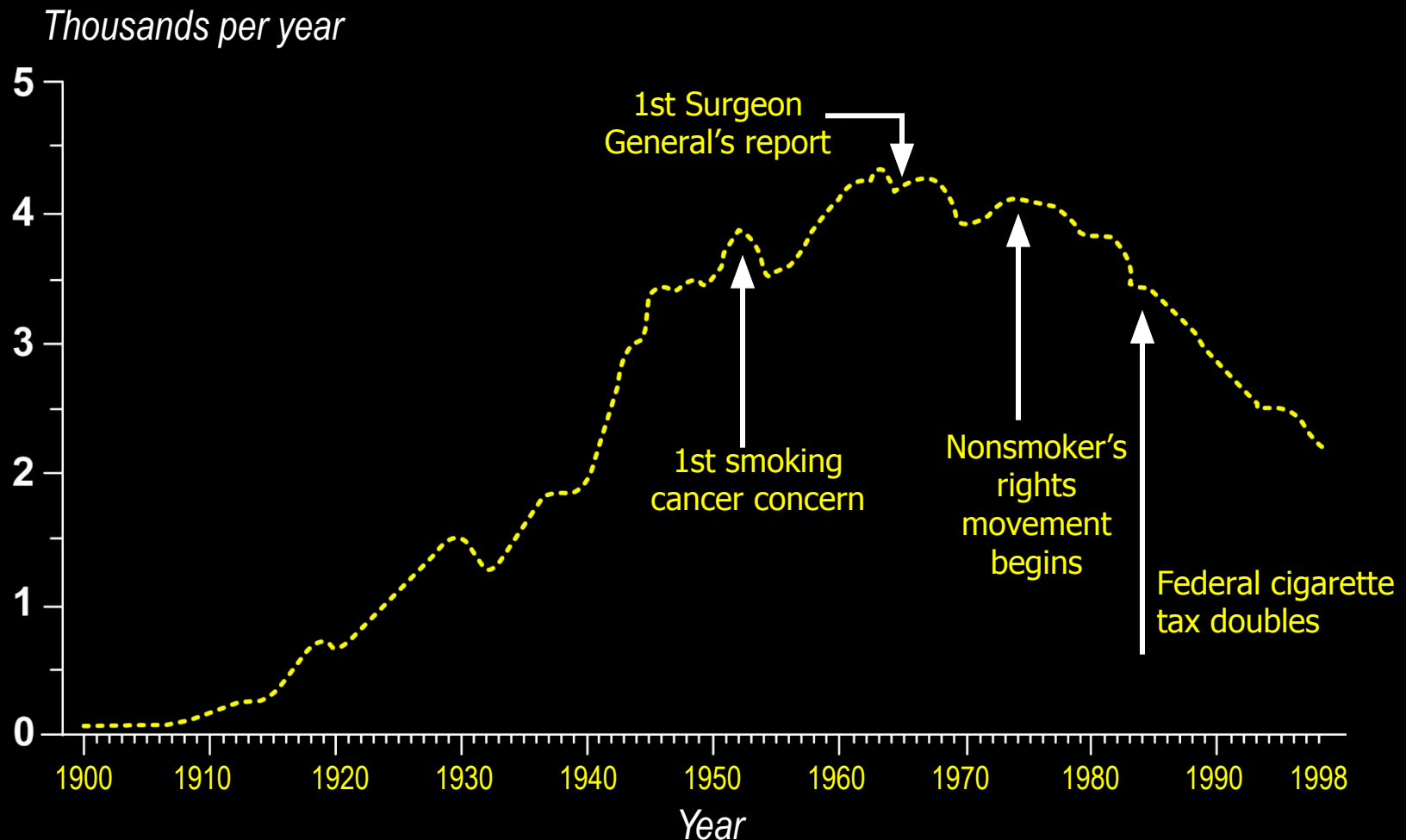


California SSB Warning Label (SB 1000)

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

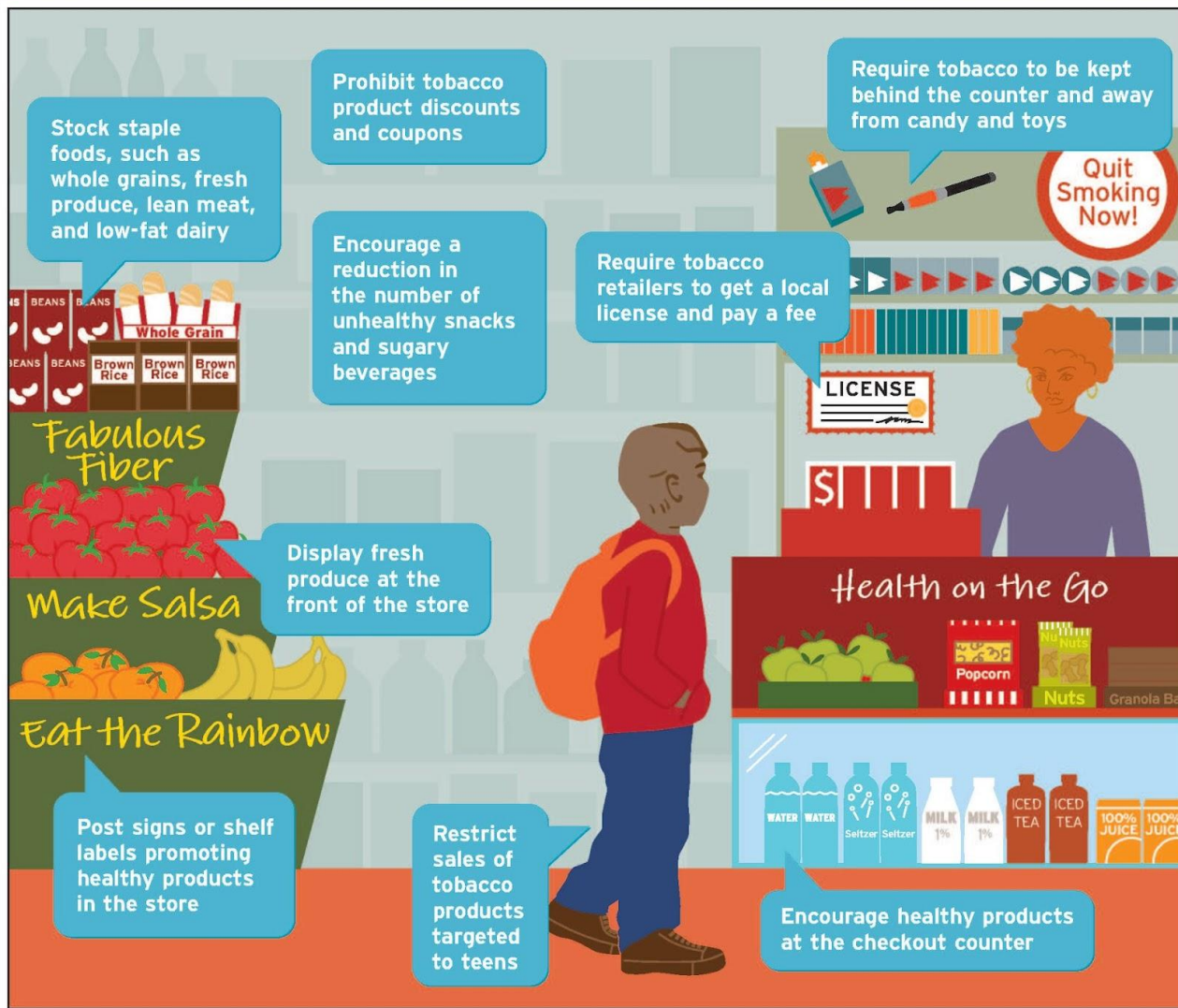


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| ✓ Cities | ✓ Warning Labels | |

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



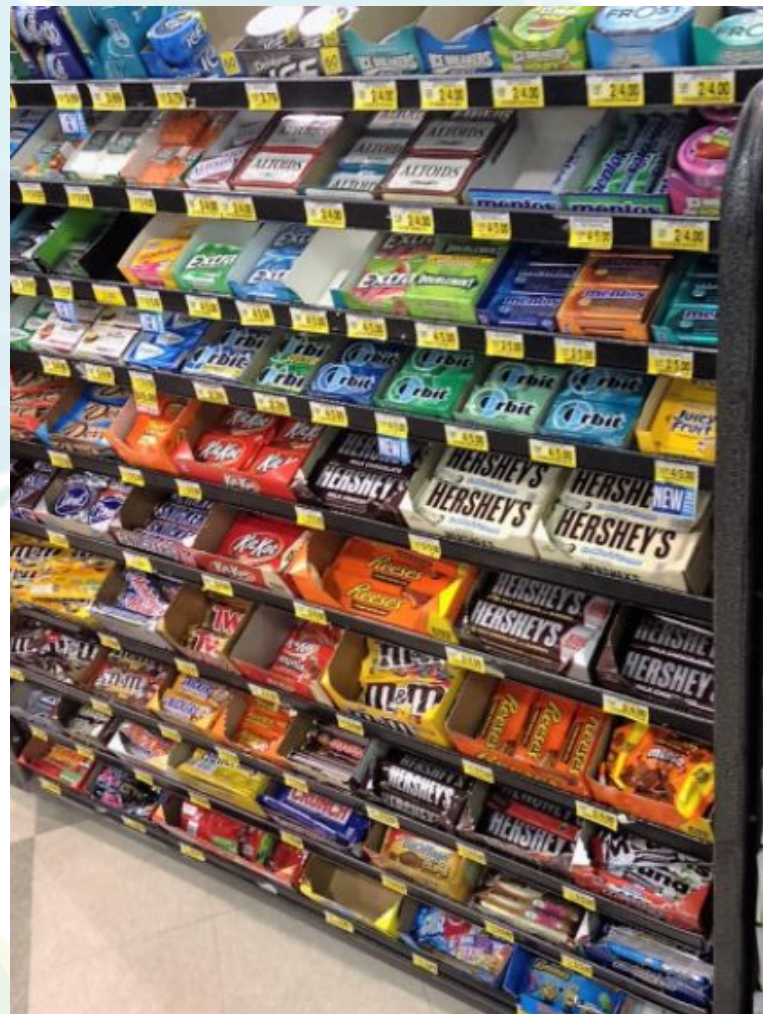
Marketing at Cash Registers



Junk Food at Cash Registers



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



[The Nagging Question FINAL_0.pdf \(cspinet.org\)](#)

What is Policy? Part 2

- Types of Policy:
 - Resolution
 - Ordinance
 - Executive Order



Why focus on messaging?



When talking about sugary drinks...

Use This Language

- ✓ Sugary drinks like sports drinks, fruit drinks with added sugar, energy drinks and soda; drinks with added sugar
- ✓ Cities and states across the country want to support important programs like clean drinking water in schools, walking trails and bike paths, and universal pre-k. Sugary drink taxes create much-needed revenue for these initiatives.
- ✓ Healthy drink alternatives include water, milk, and 100% juice with no added sugars.
- ✓ Helping children grow up at a healthy weight
- ✓ Eating healthy and being physically active helps prevent diabetes and heart disease.

Instead of This Language

- ✗ Sugar-sweetened beverages or SSBs
- ✗ Sugary drink taxes help reduce consumption of unhealthy beverages.
- ✗ Healthy drink alternatives include diet soda.
- ✗ Preventing childhood obesity
- ✗ Eating healthy and being physically active helps prevent childhood obesity.

(Voices for Healthy Kids)

When talking about food access...

<i>Use This Language</i>	<i>Instead of This Language</i>
✓ Areas without access to healthy food like fruits and vegetables, lean meats, whole grains, and dairy	✗ Food desert
✓ Neighborhood, town, city, school, church, family, local business	✗ General “community” which means something different to each person
✓ Underserved	✗ Poor
✓ Helping children grow up at a healthy weight	✗ Preventing childhood obesity
✓ Eating healthy and being physically active helps prevent diabetes and heart disease	✗ Eating healthy and being physically active helps prevent childhood obesity

(Voices for Healthy Kids)

When talking about food marketing...

<i>Use This Language</i>	<i>Instead of This Language</i>
✓ Junk food marketing	✗ Unhealthy food and beverage marketing
✓ Help kids grow up at a healthy weight	✗ Prevent childhood obesity
✓ Eating healthy and being physically active helps prevent diabetes and heart disease	✗ Eating healthy and being physically active helps prevent childhood obesity

(Voices for Healthy Kids)

27-9-3 Exercise

27 words. 9 second. 3 points.

- Who is your audience?
- What do you want them to understand or know?
- How do you want them to feel?
- What do you want them to do?

(M + R Strategies)

“Adolescence is hard, but it can be twice as hard for teens with special needs. Targeted funding helps our state’s 39,000 kids with special needs meet their full potential.”

(M+R Strategies)

“Almost everyone in our jails and prisons will return to our community. Do you want them to be prepared to be a better neighbor or a bigger problem?”

(M+R Strategies)

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(M + R Strategies)

Bridging



Thank You!