

Sugar-Sweetened Beverage
Product Panel of Experts Commission

**Sugar-Sweetened Beverage Product
Panel of Experts Commission**
Thursday, February 20, 2020 – 6:30 pm to 9:00 pm
South Berkeley Senior Center
2939 Ellis Street, Berkeley – Large Conference Room – 2nd Floor

MEETING AGENDA

Preliminary Matters

1. Roll Call
2. Approval of Draft Minutes from 1/16/2020 meeting - **Attachment 1**

The public may comment about any item ***not*** on the agenda. Public comments are limited to two minutes per speaker. Public comments regarding agenda items will be heard while the Commission is discussing the item.

Community Agency Presentations (20 minutes per agency):

1. Berkeley Unified School District (6:45 - 7:05 pm)
2. Ecology Center (7:05 – 7:25 pm)
3. YMCA-Diabetes Prevention Program (7:25 – 7:45 pm)

Copies of presentations to be included in the next SSBPPE Commission agenda packet.

Announcements/Updates:

1. Update on the recommendation that the City Council pass a resolution regarding procurement, sales and serving of sugar-sweetened beverages. (Commissioner Scheider)

Action Items

Public comments regarding agenda items will be heard while the Commission is discussing the item. Public comments are limited to two minutes per speaker.

1. **Subcommittee Reports:**
 - i. Prevention, Strategies and Outcomes (PS&O)
 - ii. Sugary Drinks Policy
2. **Action 1:** Approve the election of Chair and Vice-Chair of the SSBPPE Commission (Commissioner Namkung)
3. **Action 2:** Approve action to support Berkeley Healthy Checkout Ordinance (Commissioner Scheider)
4. **Action 3:** Discuss and approve action to develop and disseminate information literature for Berkeley retailers (Commissioner Namkung)
5. **Action 4:** Approve action to appoint a Commissioner spokes-person for Council meetings based on subject-matter expertise. (Commissioner Namkung)

A Vibrant and Healthy Berkeley for All

1947 Center Street, 2nd Floor, Berkeley, CA 94704 Tel: 510.981.5300 TDD: 510.981.6903 Fax: 510.981.5395
E-mail: publichealth@ci.berkeley.ca.us - <http://www.cityofberkeley.info/health/>

6. **Action 5:** Approve action, if necessary, on the Information Report to Council (Commissioner Namkung) – **Attachments 2a-2b**

7. **Action 6:** For the good of the order. (Commissioner Namkung)

Discussion Items:

1. Informational Report to City Council: SSBPPE Commission FY20 Work Plan

Information Items

1. SSBPPE Subcommittees Roster – **Attachment 3**
2. Schedule of Agencies Presentations – **Attachment 4**
3. Fresh Approach's presentation – **Attachment 5**
4. Bay Area Community Resources' presentation – **Attachment 6**
5. Community Health Education Institute's presentation – **Attachment 7**
6. Approved minutes from 11/21/2019 meeting – **Attachment 8**

CONFLICT OF INTEREST INFORMATION: City commissioners, pursuant to Government Code section 1090, are responsible for recusing themselves from all commission discussions and actions in which they may have a conflict of interest. If your affiliation, paid or unpaid, with other agencies has changed since the last meeting of this commission, your ability to participate in commission activities may have changed. Individual guidance is available from the City Attorney's Office (CAO). Commissioners are encouraged to consult with the CAO if they have questions, concerns, or would like clarification about matters related to potential conflicts of interest.

The CAO may be reached at:

Email: attorney@cityofberkeley.info

TEL: (510) 981-6950 TDD: (510) 981-6903, FAX: (510) 981-6960

2180 Milvia Street 4th Floor, Berkeley, CA 94704 - Office Hours: Mon-Fri, 8am-5pm

The next meeting will be on **March 19, 2020 at the South Berkeley Senior Center from 6:30-9:00 pm**. Please visit the City of Berkeley's Commission webpage <http://www.cityofberkeley.info/commissions> for updates.

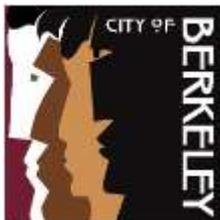
AMERICAN DISABILITIES ACT DISCLAIMER: This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.

SB 343 DISCLAIMER:

Any writings or documents provided to a majority of the commission regarding any item on this agenda will be made available for public inspection at the Public Health Division located on 1947 Center Street, Berkeley, CA 94704.

COMMUNICATION DISCLAIMER:

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the commission secretary for further information.



Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, January 16, 2020. 6:30 – 9:00 PM
 South Berkeley Senior Center
 2939 Ellis Street, Berkeley – Small Conference Room, 1st Floor

DRAFT MINUTES

The meeting convened at 6:40 pm.

ROLL CALL

Present: Commissioners Browne, Crawford, Moore, Morales, Namkung, and Rose
Absent: Commissioner Scheider (arrived at 6:44 pm)
Excused: None

Staff present: Dechen Tsering

COMMENTS FROM THE PUBLIC

None

PRESENTATIONS FROM COMMUNITY AGENCIES

1. Fresh Approach (6:45 - 7:05 pm)
2. Bay Area Community Resources (7:05 – 7:25 pm)
3. Community Health Education Institute (7:25 – 7:45 pm)

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 11/21/2019.

M/S/C: Commissioners Rose/Namkung

Ayes: Commissioners Browne, Crawford, Moore, Morales, Namkung, and Rose
Noes: None
Abstain: None
Absent from vote: Commissioner Scheider
Recused: None
Excused: None

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ACTION ITEMS

- 1. Moved to reappoint Commissioner Poki Namkung in her role as Chair of the SSBPPE Commission and dissolve the Interim Chair position held by Commissioner Joy Moore.**

M/S/C: Commissioners Browne/Morales

Ayes: Commissioners Browne, Crawford, Moore, Morales, Namkung, and Rose
Noes: None
Abstain: None
Absent from vote: Commissioner Scheider
Recused: None
Excused: None

- 2. Moved to adjourn the meeting.**

M/S/C: Commissioners Scheider/Rose

Ayes: Commissioners Browne, Crawford, Moore, Morales, Namkung, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: None
Recused: None
Excused: None

This meeting adjourned at 9:30 pm.

NEXT MEETING:

The next meeting will be on **Thursday, February 20, 2020** from **6:30–9:00 pm** at the **South Berkeley Senior Center**, 2939 Ellis Street, Berkeley, CA 94703.

Respectfully Submitted, Dechen Tsering, Commission Secretary
Minutes will be approved on February 20, 2020.

Sugar-Sweetened Beverage
Product Panel of Experts Commission

INFORMATION CALENDAR
March 31, 2020

To: Honorable Mayor and Members of the City Council
From: Sugar-Sweetened Beverage Product Panel of Experts Commission
Submitted by: Dr. Poki Namkung, Chairperson, SSBPPE Commission
Subject: FY20 January-June, 2020 SSBPPE Commission Work Plan

INTRODUCTION

The SSBPPE Commission discussed the updated Work Plan at several meetings towards the end of 2019. The following vote was taken at the November 21, 2019 meeting to finalize the Work Plan:

Adopt a Work Plan for FY2020 (January-June)

Action: M/S/C (Morales/Moore) 1. Moved to approve; a) the proposed work plans of the Policy and Prevention, Strategies and Operations subcommittees; and b) to add media campaign discussion in January within the approved SSBPPE Commission Work Plan for January – June, 2020.

Vote: Ayes: Moore, Morales, Rose, and Scheider Noes: None. Abstain: None. Absent: Browne (unexcused), Crawford (excused), and Namkung (excused).

CURRENT SITUATION AND ITS EFFECTS

The SSBPPE Commission received Work Plan suggestions from the Policy and Prevention, Strategies and Operations subcommittees over several months of deliberations. Attachment 1 (attached) - Work Plan for January through June, 2020 - was approved at the November 21, 2019 meeting.

BACKGROUND

This year's work plan reflects the Commission's engagement with policy recommendations regarding SSB procurements and accessibility, collaboration to promote water, and ongoing responsibilities of the Commission.

ENVIRONMENTAL SUSTAINABILITY

There are no direct environmental effects associated with the content of this report.

POSSIBLE FUTURE ACTION

The SSBPPE Commission will continue to work on this Work Plan in order to refine potential outputs, outcomes, activities, and required resources. The SSBPPE Commission will complete its Work Plan for FY21 by June 30, 2020.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Adoption of the Work Plan in itself does not create fiscal impacts.

CONTACT PERSON

Dechen Tsering, Commission Secretary, HHCS (510) 981-5394

Attachment:

1: Approved SSBPPE Commission Work Plan January-June, 2020

DRAFT

Attachment 1
INFORMATION REPORT TO CITY OF BERKELEY COUNCIL
Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission
FY20 (July 1, 2019 through June 30, 2020) WORK PLAN & TIMELINE

Approved by SSBPPE Commission on 11/21/2019

Activity	Responsible Contact	July 2019	Aug NO	Sept 2019	Oct. 2019	Nov 2020	Dec NO Mtg.	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020
1. Meet monthly per approved schedule	Full SSBPPE			X	X	X		X	X	X	X	X	X
2. Review criteria for FY22 and FY23 Request for Proposal	Full SSBPPE											X	X
3. Discuss and gather information for FY22 and FY23 allocation request to Council	Full SSBPPE											X	X
4. Liaise with Community Health Commission regarding Procurement Policy and Healthy Checkout	Policy Sub Committee – Full SSBPPE					X		X	X	X	X	X	X
5. Track and support procurement policy until it is adopted; support implementation.	Policy sub Committee – Full SSBPPE	X		X	X	X		X	X	X	X	X	X
6. Support local work on Healthy Checkout Policy; make recommendation to Council regarding beverages	Policy Sub Committee – Full SSBPPE	X		X	X	X		X	X	X	X	X	X
7. Liaise with Parks and Waterfront Commission re: drinking fountains	Policy Sub Committee – Full SSBPPE							X	X	X			

Attachment 1

INFORMATION REPORT TO CITY OF BERKELEY COUNCIL
Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission
FY20 (July 1, 2019 through June 30, 2020) WORK PLAN & TIMELINE

Approved by SSBPPE Commission on 11/21/2019

8. Present policy evaluations and research relevant to the work of the SSBPPE	Policy Sub Committee – Full SSBPPE									X	X	X		
Activity	Responsible Contact	July 2019	Aug NO	Sept 2019	Oct. 2019	Nov 2020	Dec NO Mtg.	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	
9. Research legal strategies to remedy and mitigate damages of SSB marketing and consumption	Policy Sub Committee – Full SSBPPE					X		X	X	X	X			
10. Explore strategies with UC to coordinate efforts to reduce SSB consumption such as Pepsi contract and serving sizes	Policy Sub Committee – Full SSBPPE							X	X	X				
11. Planning for PSE and Community Organizing interactive workshop	Policy Sub Committee – Full SSBPPE								X	X	X	X	X	
12. Periodic meetings as needed.	Prevention, Strategies & Operations (PS&O) Sub Committee – Full Committee													
13. Submit Work Plan to Commission Secretary for FY 19/20	PS&O Sub Committee– Full Committee					X								
14. Plan for experts to speak at an SSBPPE Commission meeting to share updates on research and potential strategies for investment.	PS&O Sub Committee– Full Committee							X					X	

Attachment 1
INFORMATION REPORT TO CITY OF BERKELEY COUNCIL
Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission
FY20 (July 1, 2019 through June 30, 2020) WORK PLAN & TIMELINE

Approved by SSBPPE Commission on 11/21/2019

Activity	Responsible Contact	July 2019	Aug 2019	Sept 2019	Oct. 2019	Nov 2019	Dec 2019 Mtg.	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020
15. Plan for grantees to present at a SSBPPE on successes and challenges to date.	PS&O Sub Committee– Full Committee				X	X		X	x	x	x		
16. Invite the COB Parks and Waterfront Commission to collaborate on access to drinking water in City parks.	PS&O Sub Committee– Full Committee										x		
17. Invite the COB Public Health Staff to discuss activities supported by additional funding for FY 2020 and 2021.	PS&O Sub Committee– Full Committee											x	
18. Meet with COB Public Health epidemiologist about evaluation.	PS&O Sub Committee– Full Committee					x						X	
19. Begin to revise the RFP, consider what to change, clarify, simplify.	PS&O Sub Committee– Full Committee												x

Roster of SSBPPE Subcommittee Appointments

(Updated November 21, 2019)

Prevention Strategies and Outcomes Subcommittee

Goals: Review and revise requests for proposals, increase knowledge of the community, and evaluation.

Members: Pat Crawford
Bobbie Rose
Holly Scheider
Xavier Morales

Community Engagement Subcommittee

Goals: Promote best practices, understand work of the grantees, and community engagement and outreach activities.

DISSOLVED on 11/21/2019

Media Subcommittee

Goals: Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.

DISSOLVED on 11/21/2019

Sugary Drinks Policy Subcommittee

Goals: Recommend policies for the City Council.

Members: Pat Crawford
Holly Scheider
Xavier Morales

HB-CBO Presentations to the SSBPPE Commission January – April, 2020

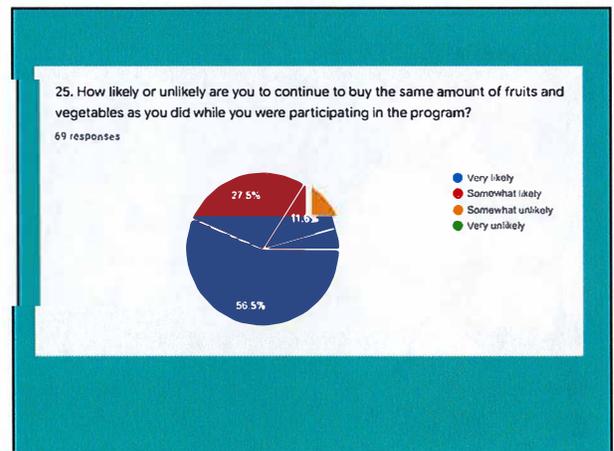
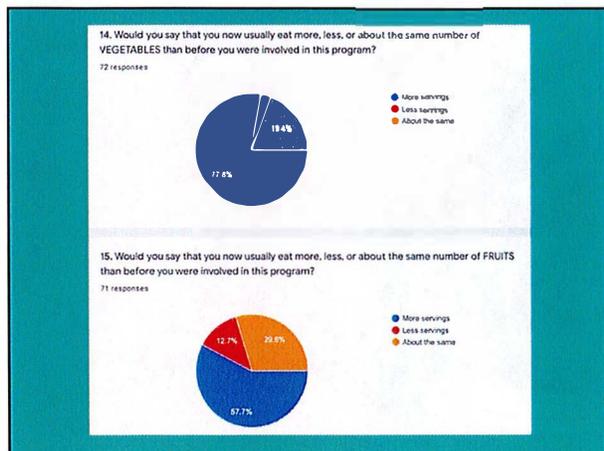
Month/Agency	Meeting Day and Date	Time
January 2020	1/16/2020	6:30pm
1. Fresh Approach		6:45 - 7:05 pm
2. Bay Area Community Resource		7:05 – 7:25 pm
3. Community Health Education Institute		7:25 – 7:45 pm
February 2020	2/20/2020	6:30pm
1. BUSD Gardening & Cooking Program		6:45 - 7:05 pm
2. Ecology Center		7:05 – 7:25 pm
3. YMCA - Diabetes Prevention Program		7:25 – 7:45 pm
March 2020	3/19/2020	6:30pm
1. Multicultural Institute		6:45 - 7:05 pm
2. Healthy Black Families		7:05 – 7:25 pm
3. Berkeley Youth Alternatives		7:25 – 7:45 pm
April 2020	4/16/2020	6:30pm
1. Lifelong Medical		6:45 - 7:05 pm
2. YMCA - Healthy Me!		7:05 – 7:25 pm
3. Spiral Gardens		7:25 – 7:45 pm

Fresh Approach
VeggieRx Program for Healthy Food and Beverages

Danielle Hamilton, Education Program Manager

Introduction

- About Fresh Approach
- What is the VeggieRx Program?
- VeggieRx Outcomes





Policy, Systems, and Environment Change

- Change norms on how education about healthy eating and drinking is administered at health clinics
- Change norms about how healthy eating and drinking behaviors are evaluated by health clinics.

Danielle Hamilton, MPH, RD
Education Program Manager
daniellehamilton@freshapproach.org
925-771-2990



Healthy Options at Point of Sale

a community **health advocacy** project
healthy **checkout**



Ingrid De Santiago, Program Coordinator
Nefer Kelley-Farias, Program Coordinator

HOPS Goals

-  To **advocate** for a model ordinance that would set **minimum nutrition standards** for products sold in the checkout aisle
-  **Engage** Berkeley youth and young adults in leading community research and health advocacy efforts
-  Begin **changing community norms** around snacking culture and related impulse purchasing
-  **Ultimately begin to decrease health disparities** that persist among the city's racial, ethnic and low income communities

HOPS Q1 & Q2 PROGRAM HIGHLIGHTS



Successes:

- 6 meetings with council members
- 12 Letters of support from organizations
- 104 Berkeley Considers Responses

770 Petition Signatures Supporting Healthy Checkout

95% Responses on Berkeley Considers in Favor of Healthy Checkout

Challenges:

- Ordinance specifics are still being worked out; need to continue providing education to inform a comprehensive policy

Model Healthy Checkout Ordinance

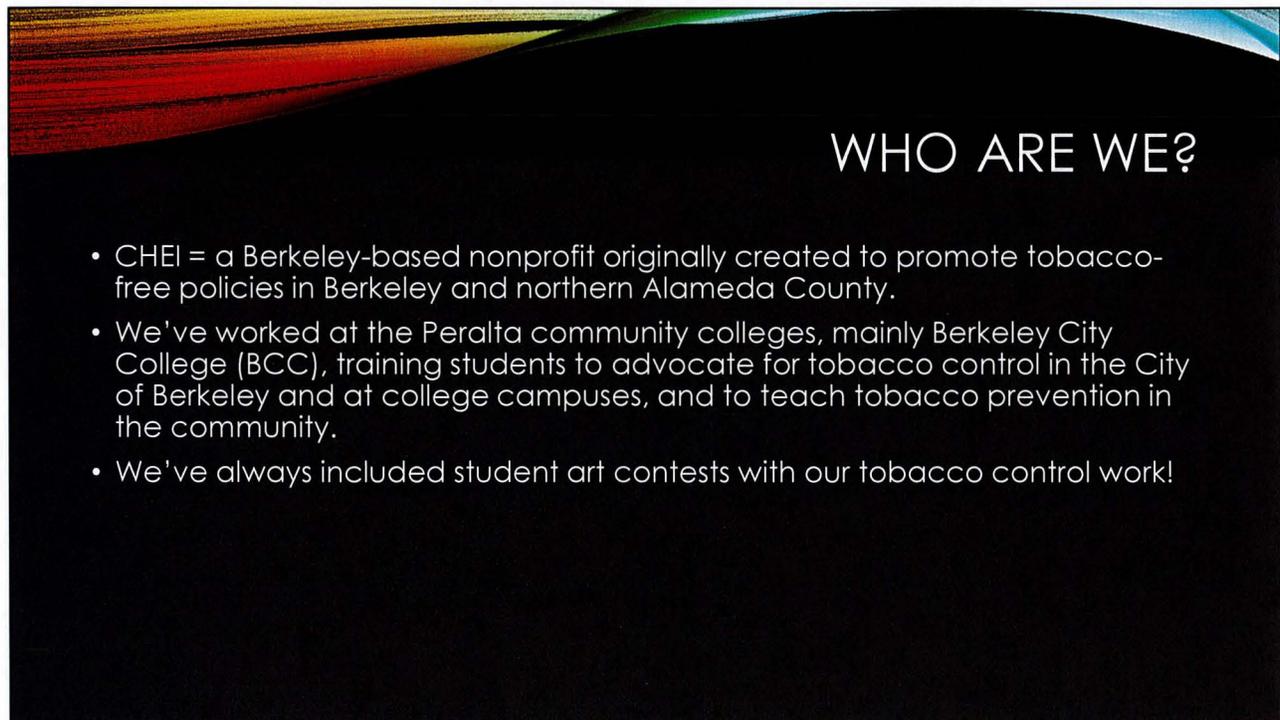
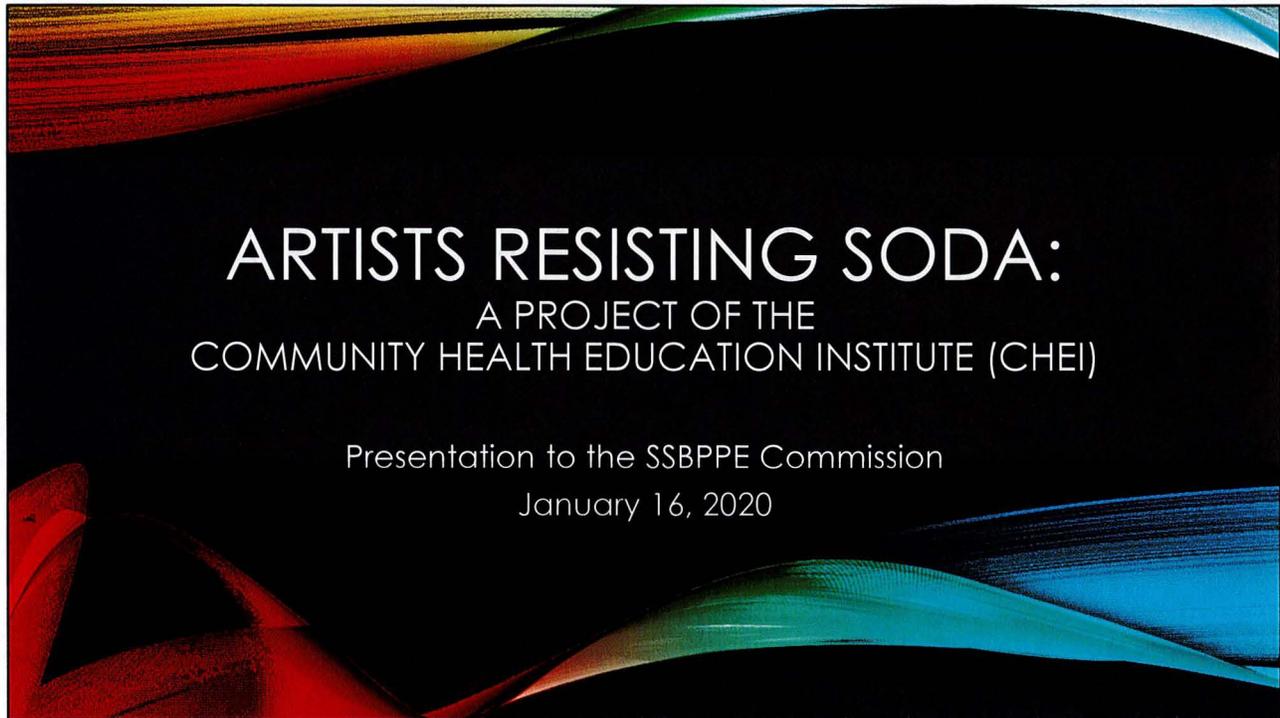
Policy recommendations from HOPS include:

- Eliminating the placement and promotion of sugar-sweetened beverages at checkout
- Setting a limit on added sugars (5g) and sodium (200mg) for single serving snacks
- Enforcement by Environmental Health Division

Upcoming Meetings:

- Berkeley City Council subcommittee meeting January 27th @ 10am
- Continue talking with retail stores and listening to community members





WHAT IS OUR OVERALL GOAL?

- "Artists Resisting Soda" aims to marry healthy behaviors with healthy policies by:
 - Reducing SSB consumption in Berkeley, especially among youth ages 12-21.
 - Passing policies that encourage healthy checkout aisles.

Q1 & Q2 SUCCESSES

- Tabled at BCC Club Rush (Sept 2019) → recruited 8 committed BCC students, trained them in CHEI-developed SSB curriculum.
 - Those students have attended 3 community meetings/trainings.
 - They have conducted 5 presentations in just 1.5 months (Nov-Dec 2019) to middle schoolers and college students. The middle schoolers were highly engaged and asked many questions about diabetes and SSBs.
- Developed working relationship with BCC Health Ed instructor.
- Collaborated and strategized with fellow CBO BACR to promote healthy checkout aisle ordinance.
- FOR JANUARY 2020:
 - Invited to attend BCC Art Dep't meeting to solicit art instructor & student participation.
 - Will train BCC students on how to interview merchants.
 - Will host a community health fair ("Liquid Jeopardy") at BCC (Feb 2020).

Q1 & Q2 CHALLENGES

- MICRO-LEVEL:
 - We presented to a class of middle schoolers, but they were shy and didn't want to create artwork for the art contest (despite teacher's efforts).
 - Moving forward, this challenge is a lesson – we will have younger students create artwork during class, not as homework.
 - A high school teacher said we could present in her Spring 2020 health ed classes – but then told us she's filled up for the rest of the school year.
 - For the rest of 2019-2020 school year, we will keep reaching out to teachers at other venues (BCC, BYA, King, etc.)

Q1 & Q2 CHALLENGES

- MACRO-LEVEL:
 - If healthy checkout aisle ordinance passes during 2020, that changes our original plan (which was to work with merchants and City Council to garner ordinance support).
 - Need to assess merchant and City Council readiness for compliance with healthy checkout ordinance.
 - We may have to change the content of key informant interviews with merchants and City Council.
 - Merchants = perhaps more SSB/health education, to compliment the ordinance.
 - City Council = enforcement questions (see Slide 8).

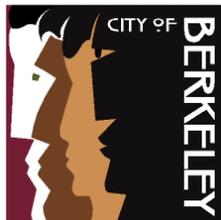
POLICY, SYSTEMS & ENVIRONMENT (PSE) CHANGE

- We have collaborated closely with BACR to create support (via petitions, writing letters, attending City Council subcommittee meetings, and creating merchant "Key Informant Interview" tools) for a PSE change – a healthy checkout aisle ordinance.
- We have trained our BCC students to be PSE advocates:
 - We taught BCC students how to write letters to City Council members.
 - We sent BCC students to attend community meetings.
 - We will train BCC students on how to interview merchants and generate policy buy-in.

SUGGESTIONS FOR THE COMMISSION

- When one of our staff members worked at Healthy Retail SF, HRSF ensured healthy checkout aisle compliance via the following methods:
 - Monthly inspections ("report cards").
 - Continuous check-in with merchants, offering technical assistance.
 - Collecting point-of-sale data on a quarterly basis (analyzing how much produce was sold, versus how much soda, etc.)
 - What is the future of compliance in Berkeley?
 - If more funding is available, CHEI would love to help create anti-SSB billboards to put up throughout downtown Berkeley. We've done this in the past using anti-tobacco artwork.





Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, November 21, 2019. 6:30 – 9:00 PM
South Berkeley Senior Center
2939 Ellis Street, Berkeley – Small Conference Room, 1st Floor

APPROVED MINUTES

The meeting convened at 6:34 pm.

ROLL CALL

Present: Commissioners Moore, Morales, and Rose
Absent: Commissioners Browne (arrived at 7:07 pm) and Scheider (arrived at 6:40 pm)
Excused: Commissioners Crawford and Namkung
Staff present: Dechen Tsering and Janice Chin

COMMENTS FROM THE PUBLIC

None

ACTION ON MINUTES

Approval of Minutes - Moved to approve the draft minutes of the meeting on 10/17/2019.

M/S/C: Commissioners Rose/Moore

Ayes: Commissioners Moore and Rose
Noes: None
Abstain: Commissioner Morales
Absent from vote: Commissioners Browne and Scheider
Recused: None
Excused: Commissioners Crawford and Namkung

A Vibrant and Healthy Berkeley for All

ACTION ITEMS

- 1. Moved to dissolve the Media and Community Engagement subcommittees till more commissioners are added to the SSBPPE Commission.**

M/S/C: Commissioners Morales/Rose

Ayes: Commissioners Moore, Morales, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioner Browne
Recused: None
Excused: Commissioners Crawford and Namkung

- 2. Moved to approve; a) the proposed work plans of the Policy and Prevention, Strategies and Operations subcommittees; and b) to add media campaign discussion in January within the approved SSBPPE Commission Work Plan for January – June, 2020.**

M/S/C: Commissioners Morales/Moore

Ayes: Commissioners Moore, Morales, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: Commissioner Browne
Recused: None
Excused: Commissioners Crawford and Namkung

- 3. Moved to approve the SSBPPE Commission meeting dates for 2020.**

M/S/C: Commissioners Scheider/Morales

Ayes: Commissioners Browne, Moore, Morales, Rose, and Scheider
Noes: None
Abstain: None
Absent from vote: None
Recused: None
Excused: Commissioners Crawford and Namkung

- 4. Moved to adjourn the meeting.**

M/S/C: Commissioners Scheider/Rose

Ayes: Commissioners Browne, Rose, and Scheider

Noes: None
Abstain: None
Absent from vote: Commissioners Moore and Morales
Recused: None
Excused: Commissioners Crawford and Namkung

This meeting adjourned at 8:30 pm.

NEXT MEETING:

There is no meeting in December, 2019. The next meeting will be on **Thursday, January 16, 2020** from **6:30–9:00 pm** at the **South Berkeley Senior Center**, 2939 Ellis Street, Berkeley, CA 94703.

Respectfully Submitted, Dechen Tsering, Commission Secretary
Minutes was approved on January 16, 2020.