



Office of the City Manager

INFORMATION CALENDAR

February 28, 2017

To: Honorable Mayor and Members of the City Council

From:  Dee Williams-Ridley, City Manager

Submitted by: Paul Buddenhagen, Director, Health, Housing &amp; Community Services

Subject: Update on Name Change of the Sugar-Sweetened Beverage Program to the Healthy Berkeley Program

INTRODUCTION

At the recommendation of the Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission and with Council direction, the Public Health Division worked to rename the Sugar-Sweetened Beverage (SSB) Program to the “Healthy Berkeley Program.”

CURRENT SITUATION AND ITS EFFECTS

At the recommendation of the SSBPPE Commission and with Council direction, the Public Health Division worked with a consultant to develop a new brand – “Healthy Berkeley” – with its own logo (see attached) that will be used by all programs and initiatives funded by City Council in accordance with the recommendations of the SSBPPE Commission. The Healthy Berkeley logo serves as a visible link between Measure D, which placed a 1¢ per ounce general tax on the distribution of high-calorie, sugary drinks (e.g., sodas, energy drinks, presweetened teas) and sweeteners used to sweeten such drinks, and funded health programs in Berkeley.

With the branding now complete, and with the agreement of the SSBPPE Commission, the Sugar-Sweetened Beverage (SSB) Program will now and in the future be described as the “Healthy Berkeley Program.” Staff believes Healthy Berkeley is more reflective of the ultimate goal of the program: to promote health and wellness in Berkeley. This report to Council serves as the announcement of that name change.

BACKGROUND

In 2014 Berkeley residents passed Measure D, a general tax on the distribution of sugar sweetened beverages. The Public Health Division and the SSBPPE Commission agree that there should be a clear link between Measure D and the community agency programs and other initiatives funded by City Council to address health conditions such as obesity, type 2 diabetes, tooth decay, and heart disease, which are associated with overconsumption of sugary drinks.

To date, the Berkeley City Council has approved a total allocation of \$5 million dollars (through FY19) to fund community nutrition and health programs, education and media campaigns, and to support the program management and evaluation these programs. Of this \$5 million dollar allocation, \$2 million have already been awarded, and the City is in the process of reviewing proposals for the \$3 million dollars allocated for FY18 and FY19. Of the \$2 million already awarded, a total of \$887,500 has been awarded to Berkeley Unified School District to reduce the consumption of sugar-sweetened beverages through the enhancement of the BUSD cooking and gardening programs; \$637,500 has been awarded to four community agencies to reduce the consumption of sugar-sweetened beverages and to address the effects of sugar-sweetened beverage consumption; \$250,000 has been awarded for mini-grants, and education and media campaigns; and \$225,000 has gone to the Public Health Division to support the coordination, monitoring, and evaluation of this body of work.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

POSSIBLE FUTURE ACTION

None.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

None.

CONTACT PERSON

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Attachments:

1: Healthy Berkeley Logo

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# Healthy Berkeley

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