

RESOLUTION NO. 67,355–N.S.

ALLOCATION: \$1,500,000 FOR GRANT PROGRAM

WHEREAS, the consumption of sugar-sweetened beverages (SSBs) in Berkeley is impacting the health of the people in Berkeley; and

WHEREAS, the City Council is committed to decreasing the consumption of SSBs and mitigate the harmful impacts of SSBs on the population of Berkeley; and

WHEREAS, many studies demonstrate that high intake of SSBs is associated with risk of Type 2 diabetes, obesity, hypertension and coronary heart disease; and

WHEREAS, hundreds of millions of dollars have been spent in an ongoing massive marketing campaign, which particularly targets children and people of color; and

WHEREAS, an African American resident of Berkeley is 14 times more likely than a white resident to be hospitalized for diabetes; and

WHEREAS, 40% of 9th graders in Berkeley High School are either overweight or obese; and

WHEREAS, tooth decay is the most common childhood disease, experienced by over 70% of California's 3rd graders; and

WHEREAS, in 2012, a U.S. national research team estimated levying a penny-per-ounce tax on sweetened beverages would prevent nearly 100,000 cases of heart disease, 8,000 strokes, and 26,000 deaths over the next decade and 240,000 cases of diabetes per year nationwide.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to allocate \$1,500,000 from the general fund in FY 2016-2017 to be invested as follows:

1. Allocate \$637,500 to the Berkeley Unified School District for the period July 1, 2016 to June 30, 2017; and
2. Allocate \$637,500 through a Request for Proposal (RFP) process managed by the Public Health Division for grants to community-based organizations consistent with the SSBPPE's goals to reduce the consumption of SSBs and to address the effects of SSB consumption for the period July 1, 2016 to June 30, 2017; and
3. Allocate \$225,000 to support the Berkeley Public Health Division to coordinate and monitor the grant process, coordinate the overall program evaluation, and produce an annual report that disseminates process and outcome data resulting from the SSBPPE funding program.

A record signature copy of the said contract to be on file in the office of the City of Berkeley.

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The foregoing Resolution was adopted by the Berkeley City Council on January 19, 2016 by the following vote:

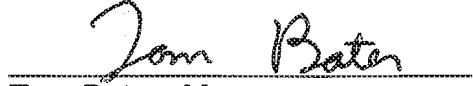
Ayes: Anderson, Arreguin, Capitelli, Droste, Moore, Wengraf, Worthington and Bates.

Noes: None.

Absent: Maio.

Attest:


Rose Thomsen, Deputy City Clerk


Tom Bates, Mayor