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MEDIA ADVISORY

FOR IMMEDIATE RELEASE: Wednesday, November 11, 2015

Contact: Cheryl Moder
Phone: 858-609-7961
Mobile: 619-787-2006
Email: cmoder@sdchip.org

Finding the Sweet Spot: Reducing the Impact of Sugar-Sweetened Beverages

Forum Brings National Experts to San Diego to Discuss Negative Health Impact of Sugar-Sweetened Beverages, Offer Insights, Ideas on Decreasing Consumption, Improving Health in Our Communities

- What:** Some of the country's leading experts will explore the health and economic impacts of sugar-sweetened beverages (SSBs), and discuss innovative policy solutions to address the problem. These experts will outline current local, state, and federal policy initiatives to reduce access to and consumption of SSBs, and the impact of recent soda taxes implemented in Mexico and Berkeley, California. Panelists will discuss the targeting by the beverage industry of demographic groups such as Latinos and African-Americans. Dr. Michael Long will present groundbreaking research looking at anticipated health impacts and positive financial return on investment of a national soda tax, and eliminating tax subsidies for advertising unhealthy food, including SSB's, to youth.
- Who:** **Harold Goldstein**, DrPH, Executive Director, California Center for Public Health Advocacy
Kimber Stanhope, PhD, RD, Associate Research Nutritional Biologist, UC Davis
Xavier Morales, PhD, MRP, Executive Director, Latino Coalition for a Healthy California
Michael Long, SD, Department of Prevention and Community Health, Milken Institute School of Public Health, The George Washington University
Representatives from community and government organizations throughout San Diego County, including legislators and staff members, municipal and tribal governments, public health professionals, healthcare providers, universities, researchers, food-service professionals, dental-health providers, and hunger advocates.
- When:** Friday, November 13, 2015 from 8:30 am – 11:30 am (Panel presentations)
Recommended press arrival time: 11:00 a.m. for end of panel discussion, followed by 1-on-1 interviews and other photo opportunities. (Press is welcome to arrive and set up earlier).
- Where:** National University, Sanford Education Center, 11355 North Torrey Pines Road, La Jolla, CA 92037
- Why:** Consumption of sugar-sweetened beverages (SSBs) is a leading cause of obesity and Type 2 diabetes, as well as decreased bone density, dental decay and other negative health consequences. By bringing national experts to San Diego to present to influencers involved directly in efforts improving community health countywide, the latest ideas and information are exchanged. The forum will create lively discussion and examine best practices for reducing sugary-beverage consumption in our homes, schools, businesses, and elsewhere in our communities.
- Visuals:** Interactive display demonstrating recommended vs. less healthy beverages

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This event is made possible with the support of Kaiser Permanente and the American Heart Association/American Stroke Association