



Open Truth was developed  
by Shape Up San Francisco,  
with funding from Metta Fund.



# Open Truth Campaign Overview

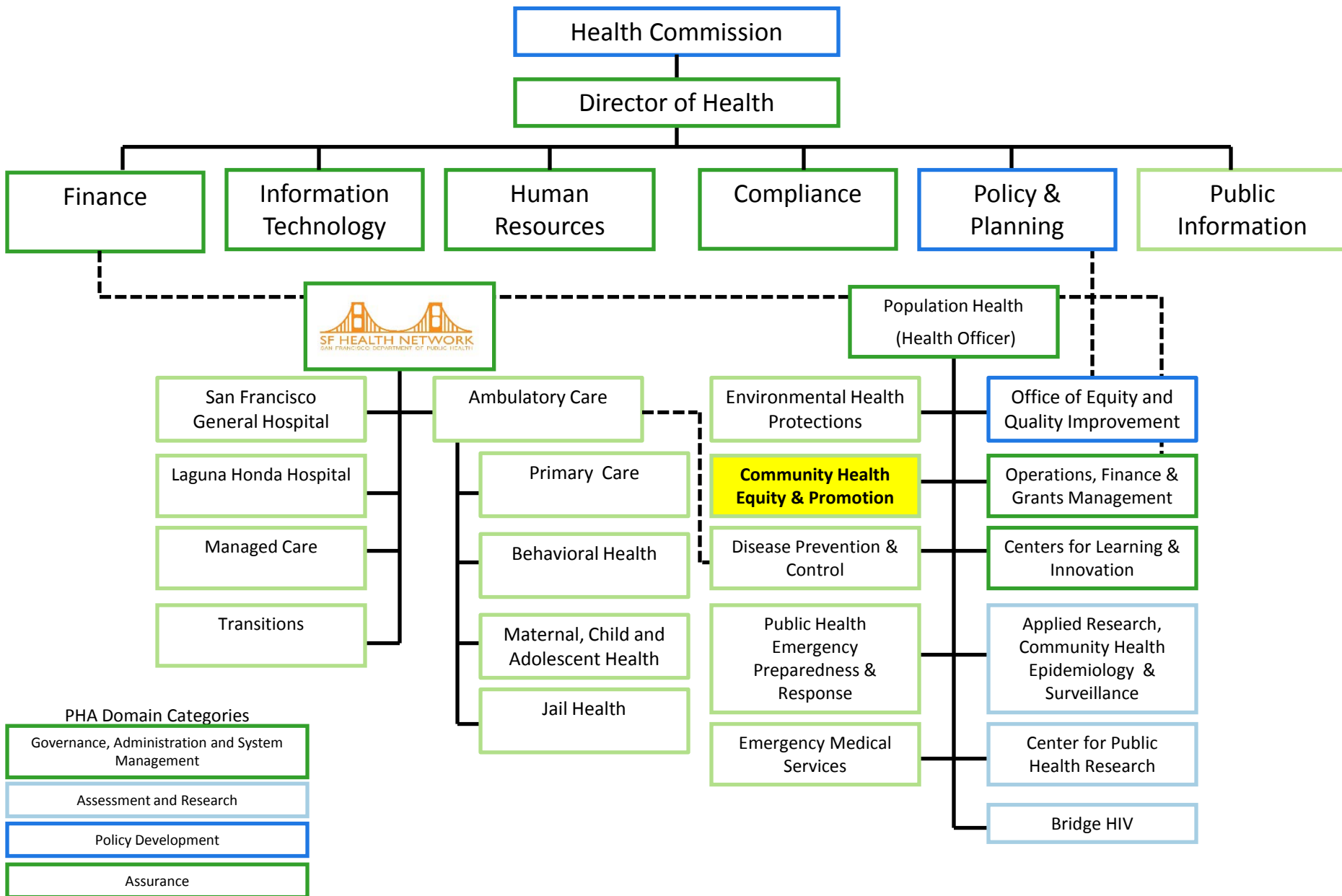
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Community Health Equity & Promotion Branch

Population Health Division

San Francisco Department of Public Health

January 20, 2015



# Population Health Division Strategic and Community Health Improvement Plans

Area	Indicator
<b>Healthy Eating &amp; Physical Activity (CHIP)</b>	% residents who have food security (resource, access, consumption) Food Market Access Score % residents who maintain a healthy weight % adults that report a BMI $\geq$ 30 % children and adolescents who consumed two or more glasses of soda or sugary drink yesterday % children/teens (2-17) who consume 5 or more fruits and vegetables daily %SFUSD students in Grades 5, 7, and 9 who score within the “High Risk” category (obese) for body composition on the Fitnessgram physical fitness test % residents who have adequate physical activity % physically fit SFUSD students who score 6 of 6 on the California Fitnessgram test Minutes/day residents spend walking/biking for non-leisure, utilitarian trips
<b>Safe / Healthy Living Environments (CHIP)</b>	Number of severe and fatal pedestrian injuries
<b>Black/African American Health</b>	% Blacks/African Americans with heart disease

**Vision:** All San Franciscans have access to healthy eating & active living where they



# live work learn & play

**Priorities:**



**1. Increase access to healthy food**

Priority 1 is achieved through:

- Shape Up SF Initiative
- Healthy Retail
- Bayview HEAL Zone
- D10 Wellness Collaborative
- Community Transformation Initiative (ended 9/2014)

**2. Increase opportunities for physical activity**

Priority 2 is achieved through:

- Shape Up SF Initiative
- PE Advocates
- Safe Routes to School
- Walking Challenge
- Bayview HEAL Zone
- D10 Wellness Collaborative
- REACH
- Community Transformation Initiative (ended 9/2014)

**3. Decrease consumption of sugary drinks**

Priority 3 is achieved through:

- Shape Up SF Initiative
- Rethink Your Drink
- Healthy Retail

*Vision: All San Franciscans have access to healthy eating and active living where they live, work, learn and play.*



The Shape Up SF Coalition is comprised of a diverse partnership of community stakeholders and is led by co-chairs who represent the diversity and vision of the Coalition. A Steering Committee provides guidance and ensures communication and collaboration.

The Shape Up SF Coalition's mission is to advocate for and promote environments, systems and policies that make the healthy choice the easy choice for all San Franciscans.

The Coalition's policy focus is to secure a sustainable funding stream for chronic disease prevention.



The Shape Up SF Initiative's mission is to increase the awareness of and opportunities for increased physical activity and improved nutrition through primary prevention and systems change. The Shape Up SF Initiative's priorities are to:

1. Increase physical activity
2. Increase access to healthy food
3. Decrease consumption of sugary drinks



# Why Sugary Drinks?

- **Sugary drinks are the largest source of calories in the U.S. diet and account for almost half of all added sugars**
- **Over-consumption of sugary drinks contribute to costly chronic diseases**
- **Youth, African Americans, and Latinos are the most impacted by sugary drink consumption, and most targeted by beverage industry.**

# Focus Group Themes

Focus Groups - Binder Research, UCSF

Themes:

- Distrust of corporations.
- Dislike corporate control/manipulation.
- Parents concerned and aware of beverage corporations' targeting of minority communities.
- Teens more likely to push back against the corporate manipulation messaging than older participants.
- Parents also say that, realistically, it's hard to always monitor their children's sugar consumption.

# Goals of Open Truth

- **Increase awareness** about how sugary drinks are making us sick;
- **Expose the tactics** of the beverage industry, which targets young people, parents, and communities of color in order to increase profits and brand loyalty; and
- **Inspire policy changes** that will increase access to healthy drinks, limit marketing to kids, educate consumers, and provide funds for sugary drink education.



# Messaging

1. Sugary Drinks are Making Us Sick
  - Sugary drinks don't just affect our waistline, they make us sick
2. How They Target Us: Exposing Big Soda's Tactics
  - 3Ms: Money, Marketing and Misinformation
3. Raise Your Voice and Take Action
  - Promoting actions that include education, sharing, and supporting initiatives

# Sugary Drinks are Making Us Sick

Sugary drinks and...



Diabetes

Tooth  
Decay

Heart  
Disease

Cancer

Obesity

Sexual  
Dysfunction

Premature  
Death



The youth targeted by sugary drinks companies are the 1<sup>st</sup> generation of Americans expected **to live shorter lives** than their parents due to chronic diseases such as type 2 diabetes and heart disease.

(1)

# Ads Now on BART and AC Transit



Diabetes

Obesity

Tooth decay

open  
truth

**OPEN TRUTH** *SUGARY DRINKS ARE MAKING US SICK*

**TAKE ACTION AT OPEN TRUTH NOW.ORG**

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**Big Soda, stop targeting me.**

Your products hurt our community.

**OPEN TRUTH** *SUGARY DRINKS ARE MAKING US SICK*

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# Ads coming to San Francisco in February

**Big Soda says  
open happiness.**  
What's happy about diabetes?



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# The Bigger Picture/ Youth Speaks PSAs

The screenshot shows a YouTube video player interface. The video content features a person's hands holding a camera lens, with the text "THE BIGGER PICTURE.ORG" in large, bold, orange letters. Below this, the website "www.OpenTruthNow.Org" and the hashtag "#OpenTruth" are displayed in white. The video player includes standard controls like play/pause, volume, and a progress bar showing 0:14 / 0:15. To the right of the video player is a playlist titled "The Bigger Picture & #OpenTruth Campaign" by YOUTHSPEAKS, containing 3/4 videos. The playlist items are:

- 1. #OpenTruth & Bigger Picture's "Perfect Soldiers" Promo (featuring Gabriel Cortez) by YOUTHSPEAKS
- 2. #OpenTruth & Bigger Picture's "Lost in Translation" Promo (featuring Yosimar Reyes) by YOUTHSPEAKS
- 3. #OpenTruth & Bigger Picture's "A Taste of Home" Promo (featuring Monica Mendoza) by YOUTHSPEAKS
- 4. #OpenTruth & Bigger Picture's "Targets" Promo (featuring Obasi Davis) by YOUTHSPEAKS

# Launch Activities in January

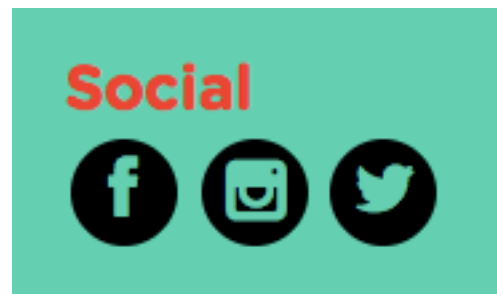
- **Open Truth website**

<http://www.opentruthnow.org>

- **#OpenTruth social media campaign**

- **Twitter** [@opentruthnow](https://twitter.com/opentruthnow)

- **Instagram** [Open Truth Now](https://www.instagram.com/OpenTruthNow)



- **Ads on BART and cross bay AC transit buses.**

- Snap a photo and post with #OpenTruth

# Next Steps....

- February - March: **Billboards, Transit stops, corner stores and bus Ads** in the Bayview; **MUNI** throughout SF
- Launch **events** in February
- Evaluation
- On-going community **education** and **outreach**

# Open Truth Partners



Janna Cordeiro: SUSF Consultant



**CVP**  
Center for Vulnerable Populations  
at San Francisco General Hospital and Trauma Center

