Open Truth Campaign Overview

Christina Goette, MPH
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

<table>
<thead>
<tr>
<th>Area</th>
<th>Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Eating &amp; Physical Activity (CHIP)</td>
<td>% residents who have food security (resource, access, consumption)</td>
</tr>
<tr>
<td></td>
<td>Food Market Access Score</td>
</tr>
<tr>
<td></td>
<td>% residents who maintain a healthy weight</td>
</tr>
<tr>
<td></td>
<td>% adults that report a BMI ≥ 30</td>
</tr>
<tr>
<td></td>
<td>% children and adolescents who consumed two or more glasses of soda or sugary drink yesterday</td>
</tr>
<tr>
<td></td>
<td>% children/teens (2-17) who consume 5 or more fruits and vegetables daily</td>
</tr>
<tr>
<td></td>
<td>%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</td>
</tr>
<tr>
<td></td>
<td>% residents who have adequate physical activity</td>
</tr>
<tr>
<td></td>
<td>% physically fit SFUSD students who score 6 of 6 on the California Fitnessgram test</td>
</tr>
<tr>
<td></td>
<td>Minutes/day residents spend walking/biking for non-leisure, utilitarian trips</td>
</tr>
<tr>
<td>Safe / Healthy Living Environments (CHIP)</td>
<td>Number of severe and fatal pedestrian injuries</td>
</tr>
<tr>
<td>Black/African American Health</td>
<td>% Blacks/African Americans with heart disease</td>
</tr>
</tbody>
</table>
**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

[Logo images and text for various organizations involved in the initiative]
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.
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

The youth targeted by sugary drinks companies are the 1st 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
Ads coming to San Francisco in February

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

Big Soda, stop targeting me. Your products hurt our community.
The Bigger Picture/ Youth Speaks PSAs
Launch Activities in January

• Open Truth website
  http://www.opentruthnow.org

• #OpenTruth social media campaign
  – Twitter @opentruthnow
  – Instagram Open Truth Now

• 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