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CalFresh Healthy Living Priorities

1. **Address racial and health equity** through the promotion and maintenance of an equitable program practice that is inclusive of those with lived experience in design, implementation and evaluation
2. **Collaborate and work with partners** across the socio-ecological model to implement multi-level and multi-component evidence-based programs to maximize reach, effectiveness and impact.
3. **Focus on nutrition security** by working through education and community efforts towards a state where all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active and healthy life that promotes well-being and prevents disease.
4. **Focus on active living** opportunities across the spectrum of physical activity education and promotion, policies and environmental change for an active and healthy life.

FFY 2024-2026 Goals

Overarching goal - Reduce rates of obesity and racial/ethnic disparities in rates of obesity among Californians eligible for CalFresh Healthy Living.

1. Improve overall diet quality
2. Increase physical activity
3. Reduce racial/ethnic disparities in dietary quality and physical activity
4. Engage in partnerships across sectors
5. Impact behavior through a statewide social marketing campaign
6. Sustain desirable outcomes

CDPH Programmatic Priorities

- Advancing equity
- Healthy beverage consumption and purchasing
- Supporting PSE change at the community level and in priority settings
- Reaching and impacting youth

Not So Sweet Side Campaign Goals

Overarching Goal

Empower Californians with low incomes to make healthy choices with the goal of reducing and preventing obesity and related chronic diseases.

Primary Goal

Decrease consumption of sugary beverages

Secondary Goals



Increase consumption of water



Increase consumption of fruits and vegetables



Increase physical activity





CONCEPT STATEMENT

Not so Sweet Side

When it comes to sugary beverages, potential health risks are hiding behind glitzy marketing, complicated labels, and confusion about risks associated with excess sugar.

Our campaign uncovers the immediate and long-term health risks that drinking sugary beverages has on families and offers ways to create healthier futures for families and communities.



The advertisement features three items against a blue background. On the left is a brown iced coffee drink with whipped cream and a caramel drizzle, with a blue circular sticker that reads "TYPE 2 DIABETES". In the center is a red can of a carbonated soft drink with a white sticker that reads "HEART DISEASE". On the right is a green bottle with a red and orange sticker that reads "TOOTH DECAY". To the right of these items, the text "Health risks are hiding inside every sugary drink." is written in large white font. Below this text is a purple button with the website "UncoverHealthyHabits.com". At the bottom right, there are logos for "CalFresh HEALTHY LIVING" and "CDPH California Department of Public Health". Below the logos is the text "A message from the California Department of Public Health. Funded by USDA SNAP."

Health risks are hiding inside every sugary drink.

[UncoverHealthyHabits.com](https://www.uncoverhealthyhabits.com)

CalFresh HEALTHY LIVING | CDPH California Department of Public Health

A message from the California Department of Public Health. Funded by USDA SNAP.

<https://58a98c92f25e9af0.sharepoint.com/:v:/g/EZil2wTVSGJAroaCf8tuhooBERYh4dAmie9W5BTyVFuZaA?e=LfPpQz>

Thank you!