

Works-In-Progress Session #3

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Lead Dentist, Gardner Family Services



Background

- Practicing general dentistry 18 + years
 - Public health setting
 - MPH Focus on International Health and Nutrition
 - Gardner Family Health Services
 - FQHC 40 + years
- Advocacy, Access and Prevention
- Founder and Chair of Collaborative for Oral Health in Santa Clara County
- President-Elect, Santa Clara County Dental Society
- Government Affairs Council, California Dental Association
- Delegate, CDA and ADA House of Delegates
- Chair, Policy Committee UAPD

My Focus

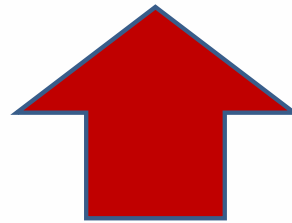
Overarching goal :

- To reduce SSB consumption among Santa Clara and San Mateo County communities through the development of multi-sector coalition which would facilitate PSE change

Adverse health effects of SSBs

Drinking 1-2 sodas a day increases the risk of a variety of chronic diseases including:

- Heart disease
- Obesity
- Type 2 Diabetes
- Tooth decay

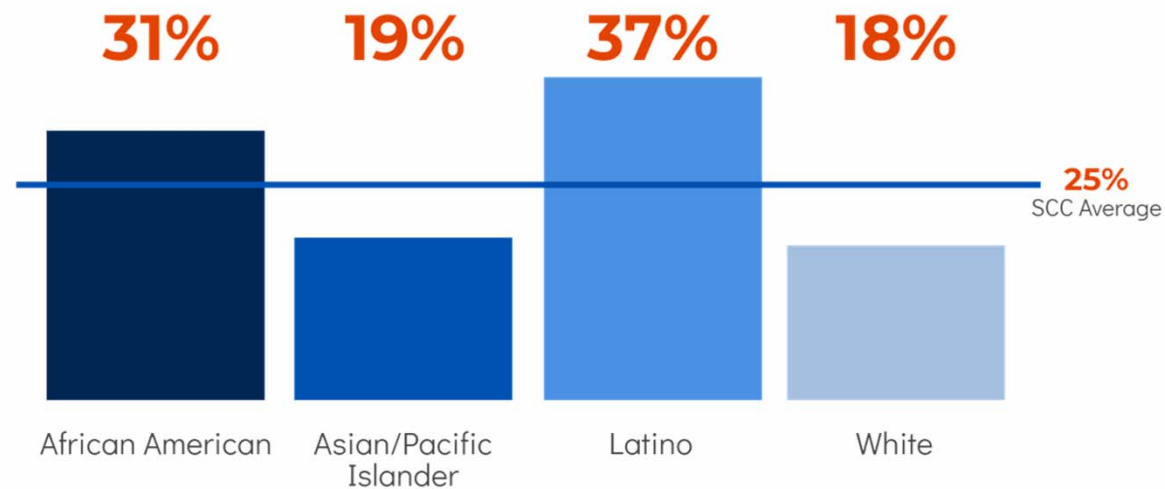


Oral effects of SSBs

- Tooth decay – strong link b/w amount and frequency of sugar and tooth decay, tooth loss
- Dental erosion – most commercially available beverages have low pH (2.9 -4), high acidity
- Increased consumption often associated with “swishing/holding” habit
- SSB intake and caries risk – dual effect because of erosion and sugar content
- Gingival disease - correlation between chronic diseases such as diabetes and oral health, periodontal disease and oral infections
- Economic and mental health consequences – harder to find employment, partners, feeling embarrassed, difficulty smiling/talking

Background

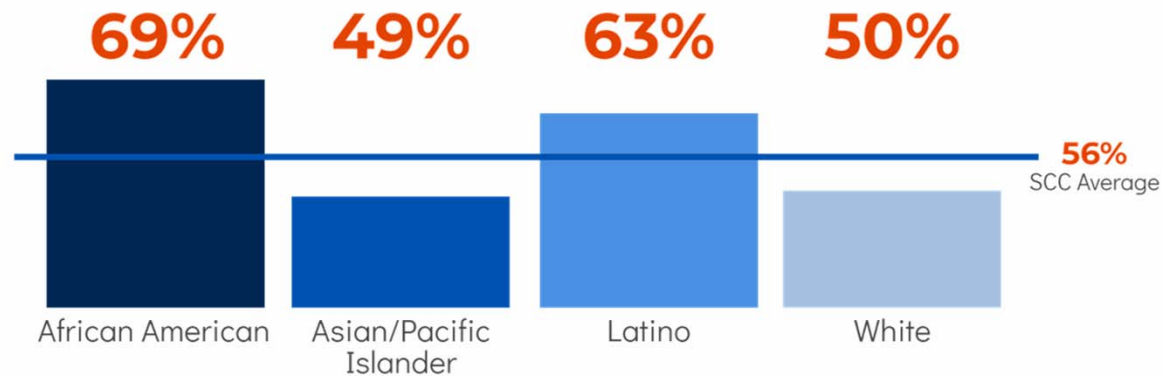
In Santa Clara County, Latino and African American middle and high school students are more likely than their peers to be overweight or obese.



California Healthy Kids Survey, 2015-16

Background

In Santa Clara County, Latino and African American middle and high school students are more likely than their peers to consume 1 or more sugary drinks daily.



California Healthy Kids Survey, 2015-16

Development of SSB Coalition

- FEB 2016 – Local community partners were invited to a workgroup meeting to learn about the link between SSB consumption and obesity, diabetes, dental caries
 - Presented about oral effects of SSBs to the group
 - Interest among community partners to form a coalition that would focus on reducing SSB consumption
- APR 2016 – SSB Coalition formed
- 2018 – Renamed Healthy Kids Coalition

Healthy Kids Coalition Members

Existing Members

- American Heart Association
- Collaborative for Oral Health
- Community Clinics – Gardner, CDG
- First 5 Santa Clara County
- Healthier Kids Foundation
- Santa Clara County Board of Supervisors
- Santa Clara County Dental Society, California Dental Association, American Dental Association
- Santa Clara County Public Health Department
- Silicon Valley Black Chamber of Commerce
- Working Partnerships USA

Healthy Kids Coalition Members

Planned/Future Members

- Organizations representing Latino and Asian communities
- Stanford Hospital
- El Camino Hospital
- School Districts / Boards
- Faith based organizations

Early Accomplishments of Coalition

- JUN 2016 – SSB Coalition selects priority objectives
Reducing SSB consumption through :
 - Outreach and education campaign
 - Warning labels on advertisements
 - Possible Taxation
- SEP 2016 – Board of Supervisors (BOS) directs the Santa Clara County Public Health Department (PHD) to investigate interventions to address overconsumption of SSBs

Early Accomplishments of Coalition

- JAN 2017 – PHD submits recommendations to reduce consumption of sugary drinks to BOS
- FEB 2017 – Coalition provides comment at BOS Health Committee on recommended interventions
- APR 2017 – PHD provides report to BOS with panel presentation
 - Coalition members provide comment
 - BOS adopts ordinance requiring Children’s Meal Default Beverage Ordinance
- SEP 2017 – SCC Health and Hospital System adopts policy ending sale of sugary drinks at County hospital and health campuses

Healthy Drinks in Children's Meals

Effective August 7, 2017, restaurants in unincorporated Santa Clara County may no longer offer or sell any beverage other than unsweetened water or unsweetened milk as part of a children's meal. Restaurants may continue to offer or sell beverages separately from a children's meal, and customers may continue to request or purchase any beverage separately from a children's meal.

Permitted in combination with a children's meal



Unsweetened water and unsweetened milk

NOT permitted in combination with a children's meal



Sweetened milk, sports drinks, energy drinks, sweet tea, soda, juice drinks

Have a question about the Healthy Drinks in Children's Meals ordinance? Please contact PHCDIP@phd.sccgov.org or call 408-793-2737.

Santa Clara County
PUBLIC HEALTH



Building Momentum

- Planning outreach and education campaigns
- Continue to provide scientific and clinical expertise on effects of SSBs and potential impacts of soda tax
- Monitor implementation of adherence to kids meal default beverage ordinance
- Survey customers / parents regarding ordinance
- Collaborative events between NEOP and Oral Health Programs in San Mateo County

We are Champions!

Role of Coalition

- Catalyze conversations to motivate and support LHD efforts
- Advocate for PSE change
- Serve as non-governmental voice

Role of Champion

- Leader
- Advocate
- Connector
- Amplifier
- Team Expert

Acknowledgements

- LHD – Bonnie Broderick, Laura Jones, Teddy Daligga
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- Dean Schillinger
- SCCDS – Candace Roney
- Healthy Kids Coalition and partners