

Work-in-Progress Presentation

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Santa Clara, San Mateo, & Alameda**

Introduction

- Dental Health Administrator, Alameda County Public Health Department
- Lead Dentist, Gardner Family Services
- Director Oral Health Program San Mateo County
- General dentistry >20 years
- Public health setting
- Gardner Family Services Federally Qualified Health Center (FQHC) >40 years
- Advocacy, Access and Prevention
- Founder and Chair of Collaborative for Oral Health
- Immediate Past President Santa Clara County Dental Society
- Board Component Representative to California Dental Association (CDA)
- Delegate American Dental Association, CDA
- Steering Committee member California State Partnership for Oral Health
- Government Affairs Council CDA

Background

- Dental Caries
- Childhood obesity is a major public health problem in the United States and globally (Georgetown University, 2016, www.mchoralhealth.org)
- Comorbidity with dental disease
- In Santa Clara County, one in five adults is obese; nearly half of adults are estimated to have prediabetes and over 118,000 residents have been diagnosed with type 2 diabetes (Santa Clara Public Health Department, 2018)
- Need for change
- Interdisciplinary approach to disease prevention and health promotion
- There is growing recognition among oral health professionals of their dual role in preventing childhood obesity and dental caries by targeting Sugar Sweetened Beverages (SSB) consumption

In California...

- More than **60%** of students have experienced tooth decay by third grade.*
- **1 in 5** kids have untreated tooth decay.*
- Approximately **440,000** children missed at least one day of school due to a dental problem in 2018.**

*2018-20 3rd Grade Basic Screening Survey, California Office of Oral Health

**2018 California Health Interview Survey, UCLA Center for Health Policy Research

Tooth Decay and Children



In California

- SSB consumption has been shown to be correlated to tooth decay in children.^{1,2}
- 54 percent of kindergartners and 70 percent of third graders have experienced dental caries, and nearly one-third of California children have untreated tooth decay.³
- Two out of five California children (42%) consume one or more SSBs per day.⁴

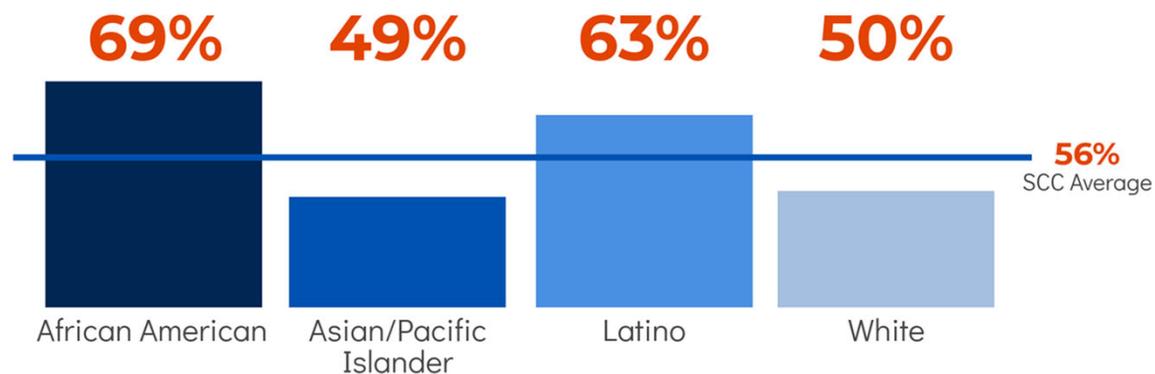
1. T.Marshall et al, Dental Caries and Beverage Consumption in Young Children. Pediatrics, 2003

2. J.Wilder et al, The association between sugar-sweetened beverages a dental caries among third-grade students in Georgia, Journal of Public Health Dentistry, 2015.

3. California Department of Public Health, Oral Disease Burden, 2017.

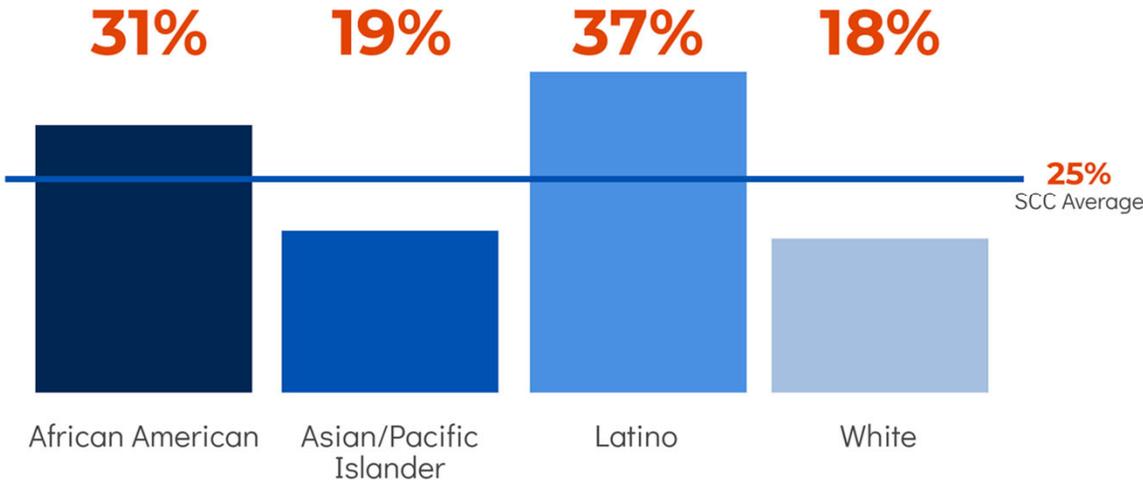
4. UCLA Center for Health Policy Research, California Health Interview Survey (CHIS), 2015-2017

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

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

Partnership

Overarching Goal

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

SSB Coalition 2016

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

Renamed Healthy Kids Coalition 2018

Timeline

- Kick-off event with community partners to explain science behind obesity, diabetes, dental caries and SSB consumption
- SSB Coalition formed 2016 as a result of community interest
- Board of Supervisors (BOS) testimonials and advocacy
- Panel presentation on harmful effects of SSBs to SCC BOS
- Successful passage of children's meal default beverage ordinance
- Successful passage of directive to remove SSBs from vending machines at all County health facilities

Early Accomplishments of Coalition

- June 2016 – SSB Coalition selects priority objectives
Reducing SSB consumption through :
 - Outreach and education campaign
 - Warning labels on advertisements
 - Possible Taxation

- September 2016 – Board of Supervisors directs the Santa Clara County Public Health Department (SCCPHD) to investigate interventions to address overconsumption of SSBs

Early Accomplishments of Coalition

- January 2017 – PHD submits recommendations to reduce consumption of sugary drinks to BOS
- February 2017 – Coalition provides comment at BOS Health Committee on recommended interventions
- April 2017 – PHD provides report to BOS with panel presentation
 - Coalition members provide comment
 - BOS adopts ordinance requiring Children’s Meal Default Beverage
- September 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



We are Champions!

Role of Coalition

- Catalyze conversations to motivate and support Local Health Department (LHD) efforts
- Advocate for PSE change
- Serve as non-governmental voice

Role of Champion

- Leader
- Advocate
- Connector
- Amplifier
- Team Expert

Beyond 2017

- Continued advocacy and education in Santa Clara and San Mateo Counties
- Collaboration with programs such as Women, Infants, and Children (WIC) and CalFresh Healthy Living Program in preventing early childhood caries, promoting oral hygiene, drinking water and reducing consumption of sugar sweetened beverages
- Partnership with State Office of Oral Health to promote educational awareness to reduce SSB consumption in Alameda County
- Collaboration with Alameda County Nutrition Services to promote Rethink Your Drink Campaign
- Ongoing partnership with UCSF CPF program as Alumni mentor

Lessons Learned

- **Perspective:** It's a leadership journey! The project might just be the beginning. Keep an open mind. Dream BIG!
- **Relevance:** Why is it important? What do you want to achieve? Who will benefit?
- **Perseverance:** Don't give up. The "ah-ha" moment will happen!
- **Strategize:** Decide what you want to accomplish and plan it out. Make short and long-term plans
- **Network:** Build connections and relationships.
- **Communicate:** Keep your stakeholders involved.
- **Do not reinvent the wheel!**

Next Steps

➤ Advocacy and outreach to continue to push for Soda tax

-preemption: 2018, the beverage industry pressured the California legislature into passing a law that prevents cities from enacting new sugary drink taxes until 2031.

-changes in policy landscape: 2021, The Sacramento County (California) Superior Court has ruled that the penalty provision of California's Keep Groceries Affordable Act of 2018 is unconstitutional.

<https://www.changelabsolutions.org/news/ruling-california-sugary-drink-tax-preemption>

➤ Promoting water, raising awareness, educating communities and stakeholders

Acknowledgements

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Keep the Conversation Going

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Thank you