

# Works-In-Progress Session #2

Melissa Campos, MD, San Diego County  
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# INTRODUCTION

- **Melissa Campos, MD**
  - Family Medicine Physician-San Ysidro Health
  - Faculty-Scripps Chula Vista Family Medicine Residency
- **Fadra Whyte, DMD, MPH**
  - Pediatric Dentist-San Ysidro Health
  - Faculty-NYU Langone Health



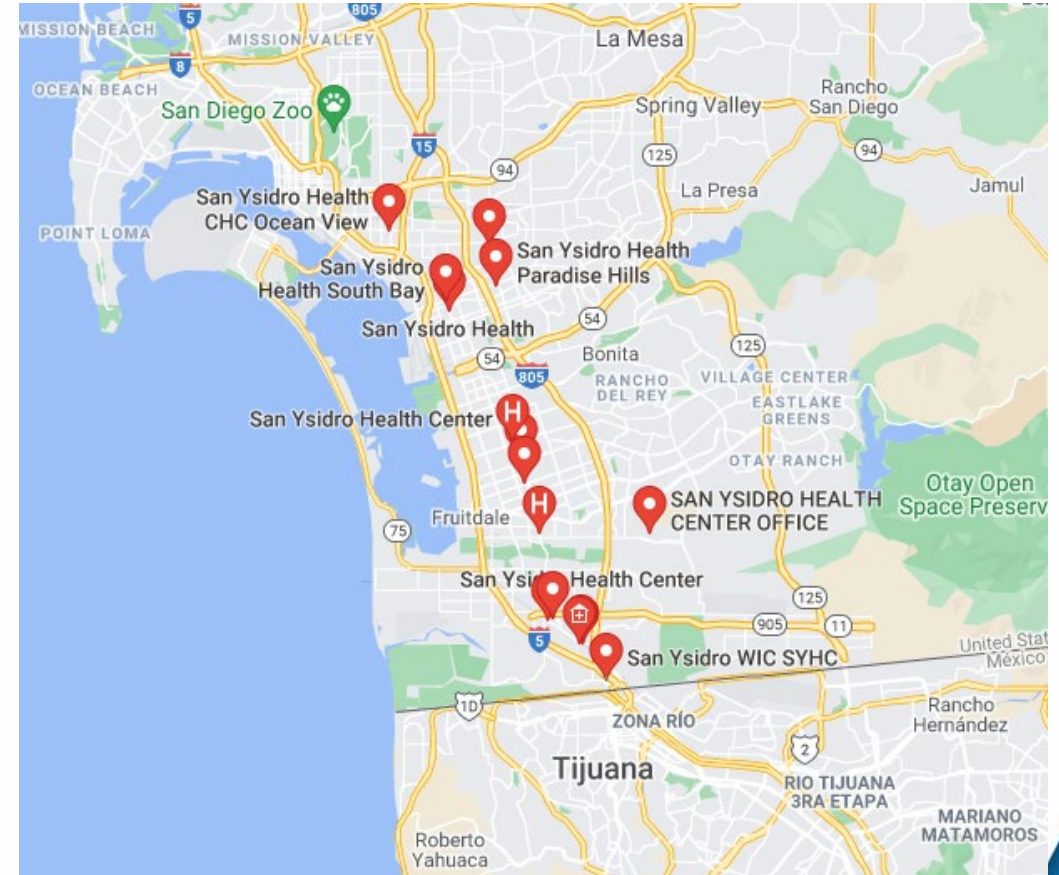
# INTRODUCTION

## San Ysidro Health:

- FQHC with a large footprint in the south San Diego County
- Serves approximately 96,000 patients
- Had wide range of services including medical, dental, behavioral health, and PACE programs



**SAN YSIDRO  
HEALTH**



# BACKGROUND

## THE ISSUE

Increased rates of obesity and dental caries related to sugar sweetened beverage (SSB) consumption

### AB 1838

- 2018 banned “soda” tax in California

### AB 1163

- Would repeal the moratorium



# Kids have enough sugary drinks each year to fill a bathtub.

On average, children are consuming over **30 gallons** of sugary drinks every year.

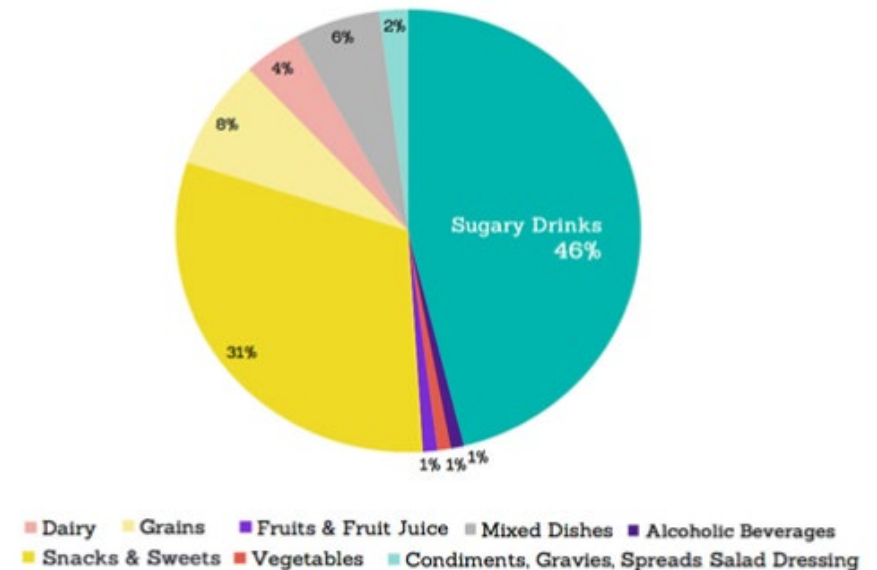
Vote Yes on AB 138



# BMI & SUGAR-SWEETENED BEVERAGE DATA IN SAN DIEGO

- 13.9% of children (ages 0-11) are considered overweight for their age
- 28.5% of teens (ages 12-17) are considered overweight or obese by BMI
- Nearly 1 in 4 (22.0%) children and teens (ages 2-17) reported drinking at least one glass of soda in the past day

Sugary drinks are the key driver of our overconsumption of added sugars



Source: 2009-2010 data from US Department of Health and Human Services and U.S. Department of Agriculture. 2015-2020 Dietary Guidelines for Americans, 8<sup>th</sup> Edition. December 2015.

# ORAL HEALTH DATA IN SAN DIEGO

- Of over 11,000 San Diego County kindergarteners and first graders entering school for the first time that submitted proof of an oral health assessment, one in four (25.4%) were reported to have untreated tooth decay
- Less than half (44.1%) of children and teens receiving Medi-Cal dental benefits were seen for an annual dental visit in 2020
  - 37.4% of those children and teens received treatment for caries or caries preventative procedures



1. 2021-2022 Kindergarten Oral Health Assessment data

2. California Health & Human Services Agency, Dental Utilization Measures and Sealant by County and Age Calendar Year 2020

# OVERVIEW

## GOAL: Gather local support for AB 1163

- California Cities:
  - Albany, Berkeley, Oakland and San Francisco
- Current U.S Cities:
  - Boulder, Colorado; Philadelphia; Seattle; and the Navajo Nation
- Proposals:
  - Rhode Island and Washington, D.C.



# OVERVIEW

- **IMPACT:** San Diego Residents
  - Specifically in low income and minority communities
  - The community will decide how to use the proceeds
  - San Francisco used \$1.6 million of its tax revenue to help fund local programs that provide food for those who lost school or jobs due to Covid-19



# PARTNERSHIP

- San Diego Public Health Department
  - Oral Health Program and CalFresh Healthy Living
- Californians for Less Soda



LIVE WELL  
SAN DIEGO



# THE TIMELINE

The San Diego Union-Tribune

Opinion: Taxing soda and other sugary drinks can boost community health. California should allow it.



**Calls for 'soda tax' on sugary drinks grow after year lacking in physical activity**



Family medicine practitioner Dr. Melissa Campos talks to ABC 10News about the ways a tax on soda would be beneficial to the public.

# SAN DIEGO CITY COUNCIL MEETINGS

**Councilmember Dr. Jennifer Campbell**  
**(District 2)**

**DR. JEN CAMPBELL**  
SAN DIEGO CITY COUNCIL



**Councilmember Raul Campillo**  
**(District 7)**



# OUR WORK

Attended monthly meetings with CA4Less Soda Coalition

Became spokespersons for the coalition

- **Successes:**
  - Worked on and published Op-Ed piece
  - Connected the coalition with local councilmembers
  - Introduced coalition to other members of the health department
- **Challenges:**
  - Often in the middle of busy clinic
  - Funding was lost
  - No lawmaker was willing to be the first to sign onto this initiative

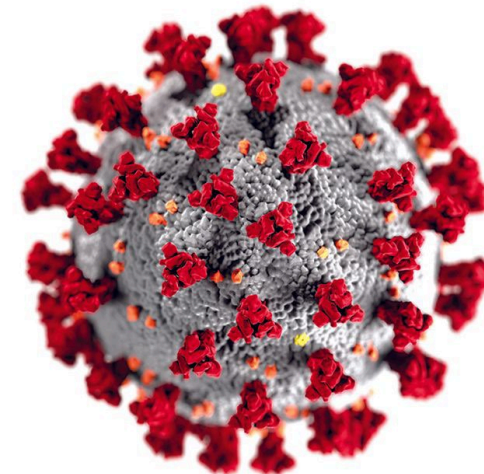


# COVID-19: OPPORTUNITIES & CHALLENGES

Virtual meetings make attendance easier



Covid-19 pandemic has highlighted the health disparities that already existed



# NEXT STEPS

- AB 1163 was stalled
- Find a “home” for the CA4Less Soda Coalition
- Engage local politicians and find a champion for allowing discussion about a sugar sweetened beverage tax
- Engage community members to join media or local representative calls



# OTHER ACTIVITIES

## **Fadra Whyte**

- Co-speaker at AAP/SD Dental Society meeting on childhood obesity and dental caries
- Helped edit the school wellness policy oral health language

## **Melissa Campos**

- Organized talks at 3 local high schools about primary care
- Linked Dr. Whyte to speak to interested youth in healthcare about a career in dentistry

# KEEP THE CONVERSATION GOING

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