

# CA Campaign for Healthy Beverages

## Local Beverage Policies: Soda

1. **VENDING MACHINES.** Eliminate the sale of sweetened beverages in vending machines on city or county owned property.
2. **PUBLIC PROPERTY.** Eliminate the sale of sweetened beverages in city or county owned property, or at any city or county sponsored event, meeting, or program.
3. **SCHOOLS.** Establish policies to eliminate electrolyte beverages in schools.
4. **MARKETING AND SPONSORSHIPS.** Eliminate marketing of sweetened beverages, including sponsorships of and the presence of logos in schools and at city or county sponsored programs or events.
5. **YOUTH VENUES.** Eliminate the sale and marketing of sweetened beverages at zoos, museums, parks and other places frequented by children.
6. **CHILDCARE, AFTERSCHOOL SETTINGS.** Eliminate the provision or sale of sweetened beverages in childcare and afterschool programs.
7. **BREASTFEEDING.** Ensure that breastfeeding is supported at workplaces and in public buildings/events.
8. **PUBLIC FUNDS.** Eliminate the purchase of sweetened beverages by a city or county.
9. **CHECK-OUT LANES.** Enact a city or county resolution encouraging retailers to remove sweetened beverages from check-out lanes.
10. **SIGNAGE.** Strengthen city and county signage ordinances to limit the amount and type of signage on stores and buildings. (The ordinance must apply to all products and all signs because legally it cannot target a single product type.)
11. **DENSITY OF RETAILERS.** Limit the number and/or density of sweetened beverage retailers near schools and playgrounds.
12. **RESTAURANT INCENTIVES.** Establish nutrition standards for meals that include toy-giveaways and other incentives.
13. **TAXES.** Establish a city or county tax on sweetened beverages and use the funds to support local nutrition and physical activity efforts.
14. **CORPORATE AND ORGANIZATIONAL POLICIES**
  - a. **Vending:** Eliminate the sale of sweetened beverages in vending machines.
  - b. **Water:** Ensure the availability of free good tasting water.
  - c. **Marketing:** Eliminate marketing of sweetened beverages, including sponsorships and the presence of logos.
  - d. **Purchase:** Eliminate the purchase of sweetened beverages.
  - e. **Breastfeeding:** Ensure that breastfeeding employees are supported.

**Campaign contacts.** The California Center for Public Health Advocacy (CCPHA) and California Food Policy Advocates (CFPA) are managing the CA Campaign for Healthy Beverages. Berkeley Media Studies Group is working with CCPHA and CFPA.

Stefan Harvey, 530 297-6000, [sh@publichealthadvocacy.org](mailto:sh@publichealthadvocacy.org)

Ellen Braff-Guajardo, 510 301-0824, [ellen@cfpa.net](mailto:ellen@cfpa.net)



# CA Campaign for Healthy Beverages

## Local Beverage Policies: Water\*

1. **WATER AVAILABILITY.** Ensure the availability of free good tasting water in public schools (implementation of SB 1413, recently enacted legislation requiring water availability during school meals), on all property owned or leased by a city or county, and at all city/county sponsored events.
2. **PUBLIC PROPERTY.** Ensure operable, clean drinking fountains when located in city or county owned property, and sell or provide water at city or county sponsored events, meetings, or programs.
3. **YOUTH VENUES.** Ensure operable, clean drinking fountains when located in zoos, museums, parks and other places frequented by children. If water is sold, ensure that prices are comparable or lower than prices for sweetened beverages.
4. **CHILDCARE, AFTERSCHOOL SETTINGS.** Ensure free safe drinking water for children and staff.
5. **PUBLIC FUNDS.** Promote tap water consumption through purchase of reusable water bottles, glasses, pitchers, filters, and other related items. Eliminate the purchase of bottled water in individual serving sizes by a city or county.
6. **VENDING MACHINES.** Ensure the sale of water at prices comparable to or below prices for sweetened drinks in vending machines on city or county owned property.
7. **MARKETING AND SPONSORSHIPS.** Allow beverage companies to market only water, and eliminate sponsorships, logos in schools and at city or county sponsored programs or events.
8. **DENSITY OF RETAILERS.** Limit the number and/or density of sweetened beverage retailers near schools and playgrounds factoring in an exemption for retailers who sell water at lower prices than sweetened beverages.
9. **CORPORATE AND ORGANIZATIONAL POLICIES**
  - f. **Water Availability:** Ensure the availability of free good tasting water. In drinking fountains.
  - g. **Purchase:** Ensure the purchase of items, such as reusable bottles, filters, glasses, and pitchers, to promote tap water consumption.
  - h. **Vending:** Ensure water sales in vending machines.
  - i. **Marketing:** Ensure marketing of only water via sponsorships and logos.

\*Unsweetened, non-carbonated water

**Campaign contacts.** The California Center for Public Health Advocacy (CCPHA) and California Food Policy Advocates (CFPA) are managing the CA Campaign for Healthy Beverages. Berkeley Media Studies Group is working with CCPHA and CFPA.

Stefan Harvey, 530 297-6000, [sh@publichealthadvocacy.org](mailto:sh@publichealthadvocacy.org)

Ellen Braff-Guajardo, 510 301-0824, [ellen@gfpa.net](mailto:ellen@gfpa.net)

