

CALIFORNIA CENTER FOR PUBLIC HEALTH ADVOCACY



2010 Annual Report

Vision, Mission, and Values

VISION: The California Center for Public Health Advocacy (CCPHA) envisions California communities in which physical, social, and economic conditions support the health and well-being of all residents and eliminate health inequities.

MISSION: CCPHA raises awareness about critical public health issues and mobilizes communities to promote the establishment of effective state and local health policies.

CCPHA'S VALUES

- ◆ We are change agents, fostering needed policy reforms.
- ◆ We hold elected officials, government agencies, and corporations accountable for the public health impact of their actions.
- ◆ We consider public health to be essential for social justice.
- ◆ We value science as a basis for policy action.
- ◆ We focus on issues that disproportionately affect low-income communities and communities of color.
- ◆ We draw on California's rich cultural diversity to build healthier communities.
- ◆ We support other public health organizations to expand their capacity to engage in effective policy advocacy.
- ◆ We reframe the dominant paradigm:
 - From** only personal responsibility **to** also societal, governmental, and corporate responsibility
 - From** blaming individuals for their behaviors **to** establishing public policy to create schools and communities where people are more likely to be healthy
 - From** treatment **to** prevention
 - From** focusing on individuals **to** focusing on whole populations
 - From** materialism and financial priorities **to** public good and building community
- ◆ We hold ourselves accountable to our communities, our funders, and our network of advocates by operating as transparently as possible. We share our audited financial reports and tax returns on our Web site and issue an annual organizational report. We commit to responding promptly to questions about our structure, governance, functions, financing, research, and impact.

“CCPHA was a key partner in our nationally recognized obesity-prevention efforts.”

—Kim Belshé, Secretary,
California Health and Human
Services Agency, 2003-2010

Reshaping the Conversation About Health

Every successful public health movement—from improving sanitation to curbing air pollution, from decreasing drunk driving to minimizing tobacco use—has been supported and sustained by public policies making it easier for people to make healthy choices.

Building on these lessons and developing our own creative strategies, the California Center for Public Health Advocacy is changing how Californians think about—and tackle—the most serious new public health problem facing the state: the growing epidemic of obesity and its devastating consequences. Unless public policies are established to support healthy living, today’s children may be among the first generation in modern history to live shorter lives than their parents. Low-income communities and communities of color will carry the greatest burden.

Since our founding in 1999, CCPHA has focused on policy changes to help stem the epidemic of childhood obesity as an upstream strategy to address the leading causes of preventable illness and premature death in California: heart disease, cancer, stroke, and diabetes.

CCPHA has helped spearhead a movement that concentrates on the underlying factors perpetuating the epidemic: junk food and fast food in our schools and

The Social Determinants of Health

The social determinants of health are the conditions in which people are born, grow, live, work and age, including the health system....The social determinants of health are mostly responsible for health inequities—the unfair and avoidable differences in health status between different ethnic groups and communities of different economic status.

—World Health Organization



Front-page news coverage about CCPHA research studies garner public attention. (Reproduced with permission of San Francisco Chronicle. Permission conveyed through Copyright Clearance Center, Inc.)

“CCPHA is unique in how it responds to the social determinants of health.”

David Satcher, MD
Former Surgeon General
of the United States

neighborhoods, multibillion-dollar marketing of unhealthy foods and beverages, cities designed for cars rather than pedestrians and bicyclists, and—in far too many communities—a lack of safe places for children to play.

Because public policies and corporate practices have a direct influence on eating and physical activity, CCPHA is fundamentally reshaping the conversation about health to include a focus on the social and environmental factors that influence people’s ability to live healthy lives and to build a better, healthier future for their children.

Two of our major accomplishments in California—landmark state laws setting rigorous school nutrition standards and a law requiring chain restaurants to post nutrition information on menus and menu boards—served as models this year for similar laws passed at the national level.

How We Advocate for Health



Our work is grounded in the reality that public policies—whether enacted through state legislation or local ordinance—have the most potential to create and support widespread and sustainable change to address the social determinants of health. CCPHA has developed a multifaceted—and successful—set of advocacy strategies leading to state and local policies that support healthy behaviors.

RESEARCH Guided by national scientific advisory panels, we conduct research and develop policy recommendations, publishing the results in easy-to-read policy briefs.

POLICY MAKER EDUCATION We provide tailored data and technical assistance to help decision makers develop needed policies.

COMMUNITY MOBILIZATION We train and organize community residents to advocate for policies they support.

STATE AND LOCAL DATA We provide local-level information—for cities, counties, and state legislative districts—to show how health issues are affecting individual communities and the state as a whole.

MEDIA ADVOCACY We work with an award-winning public relations firm to ensure that our research findings and associated policy recommendations receive extensive media coverage.

PARTNERSHIP BUILDING We build a broad-based constituency for policies by partnering with state and local policy makers, funders, leaders from California’s diverse communities, and health, education, social service and other advocacy organizations. We are a founding member of the Strategic Alliance, a statewide coalition promoting healthier nutrition and physical activity environments.

CCPHA's Accomplishments

Giving Children a Chance for Health

SODA AND JUNK FOOD OUT OF SCHOOLS

Beginning in 2000, CCPHA spearheaded a statewide campaign resulting in three landmark laws that, together, banned soda and junk food sales on all K-12 school campuses. This groundbreaking legislation defined rigorous nutrition standards for foods and beverages sold in public schools and helped stimulate a national movement to improve the quality of school food.

To lay the groundwork for passage of the state legislation, we documented the extent of the childhood obesity epidemic in California by analyzing and publicizing data on overweight and fitness levels among children in each California Assembly District (*An Epidemic: Overweight and Unfit Children in California*, 2002) and published a follow-up study showing that the childhood obesity epidemic was continuing to grow (*The Growing Epidemic*, 2005).

A wide array of statewide health, education, and consumer organizations partnered with us to support the campaign, along with thousands of concerned California parents, students, educators, and health professionals. Thanks to our collective multi-year effort, schools throughout California can no longer sell junk food and soda to students.

As important, California's legislation served as a model for school nutrition standards in states throughout the country. It also informed portions of the 2010 federal Child Nutrition Reauthorization Act that require the federal government to establish national nutrition standards for food sold and served in all public schools in the nation.

FUNDING FOR PHYSICAL EDUCATION

Recognizing that children must have opportunities to engage in physical activity in order to develop healthy lifelong fitness habits, in 2006 CCPHA helped secure an unprecedented \$40 million in ongoing state funds and a share of \$500 million in one-time funding to support elementary school physical education. The state budget authorization was bolstered by a CCPHA study that showed that more than half of elementary school districts monitored by the California Department of Education failed to meet even minimum state requirements for physical education (*Dropping the Ball*, 2006).



CCPHA's work has ensured healthier food in California schools. California school nutrition standards have become a model for the nation. (Photo by Ksenia Krylova.)



Thanks to CCPHA's work, ongoing state funding was dedicated to support elementary school physical education. (Photo by Christopher Futcher.)

The importance of local produce is underscored by a CCPHA study showing that a lack of healthy food nearby is related to more obesity and diabetes among neighborhood residents. (Photo by Tim Wagner.)



Healthier Food Choices for All Californians

INCREASING THE PRESENCE OF HEALTHY FOODS

Since 2007, CCPHA has advocated for state and local policies to increase the presence of healthy food, particularly in low-income communities. This work is based on a CCPHA study describing the overwhelming abundance of unhealthy food in California communities (*Searching for Healthy Food*, 2007). On average, the report showed, California has four times as many fast-food restaurants and convenience stores as supermarkets and other produce vendors, making Californians far more likely to encounter unhealthy food than healthier choices. The situation is even worse in low-income communities. In a follow-up study, CCPHA, UCLA, and PolicyLink showed that people living with more unhealthy food outlets nearby were significantly more likely to be obese or have diabetes (*Designed for Disease*, 2008).

MENU LABELING: INFORMATION TO MAKE HEALTHY CHOICES

In 2007 and 2008, CCPHA and its partners led a remarkable statewide campaign making California the first state in the nation to require chain restaurants to post calorie information on their menus and menu boards. CCPHA organized supporters all over the state, lobbied legislators in the capitol, and sponsored a Field Poll that found that most Californians were unable to identify which typical fast-food and chain-restaurant menu items were



CCPHA's advocacy helped enact the first law in the nation requiring chain restaurants to inform diners of the calories in their menu items. (Photo courtesy of Center for Science in the Public Interest.)

healthier than others. The poll, widely covered in the media, also showed that consumers overwhelmingly favored establishing a state law requiring that menus provide nutritional information next to each item. Building on California's lead, the Affordable Health Care for America Act of 2010 included a provision that requires menu labeling in chain restaurants throughout the country.

SODA: KICKING THE CAN

One of CCPHA's newest priorities is to establish state and local policies to reduce consumption of soda and other sugary drinks.

In the 2010 legislative session, a CCPHA-sponsored bill was enacted that ensures the provision of only healthy beverages in childcare settings (AB 2084, Brownley). We also strongly supported successful legislation (SB 1413, Leno) requiring school districts to make free, fresh drinking water available in school food service areas by 2012. That bill was also signed into law. Our soda tax bill (SB 1210, Florez)—to levy a tax of one cent per teaspoon of added sugar on soda and other sugary beverages, with the revenue allocated to childhood obesity prevention—was heard in the Senate Revenue and Taxation committee but did not proceed further. CCPHA will reintroduce the bill in 2011.

These legislative advances followed a key study by CCPHA and the UCLA Center for Healthy Policy Research that illustrated the strong and direct link between sugar-sweetened beverages and obesity. The study found that no matter what their income or ethnicity, adults who drink sugar-sweetened beverages daily are 27 percent more likely to be overweight or obese than those who don't drink soda (*Bubbling Over*, 2009). Alarming, the study also showed that 41 percent of California children between 2 and 11 years old and 62 percent of adolescents between 12 and 17 years old drink at least one sugary beverage every day.

As part of the California Campaign for Healthy Beverages (see page 12), CCPHA is advocating for a host of local policies throughout the state to reduce consumption of sugary drinks and promote the consumption of water and other healthy beverages.

Putting a Price Tag on Obesity

Supporting all of our obesity prevention work is CCPHA research has shown that by reducing the prevalence of overweight, obesity, and physical inactivity by just 5 percent per year, California could save nearly \$2.4 billion annually. A 2009 CCPHA study showed that, in addition to causing serious health problems, overweight, obesity, and physical inactivity cost California a staggering \$41 billion (*The Economic Costs of Overweight, Obesity, and Physical Inactivity*, 2009). This amount was twice that reported in 2000, and a figure sure to increase without effective intervention.



At a legislative hearing on sugary drinks' link to obesity, CCPHA provided graphic evidence of the amount of sugar in different size drinks. One 20-ounce container of soda, for example, has 16 teaspoons of added sugar. (Photo by Randall Michelson.)

“CCPHA combines research and grassroots organizing to achieve groundbreaking state and local policy change.”

Francine Kaufman, MD
Director, Center for Diabetes
Children's Hospital, Los Angeles



Along with healthy eating, places for children and families to play and be outdoors are crucial to good health. (Photo by Rich Reid.)

Looking Ahead

We are continuing to build on CCPHA's successes. Although the obesity epidemic now receives significant attention by policy makers and in the media, obesity rates have yet to decrease appreciably, and in some communities they continue to climb. A whole range of city, county, and state policies must be established at the state and local levels to ensure that all Californians—especially California children—have access to healthy foods and opportunities to be physically active. Most important, a long-term funding mechanism must be established to support much-needed healthy food and physical activity programs, particularly in California schools and communities most affected by the epidemic. The advocacy model CCPHA has developed over the last decade and our many successes to date have prepared us to continue to address these and other critical public health issues facing California.

CCPHA ANNUAL AWARDS LUNCHEON

Since 2008, CCPHA has recognized leaders whose work is advancing the health of the people of California—and the country—at an annual luncheon attended by about 300 people.



Alice Waters with (from left) honorees Michael Pollan and David Kessler, MD, and CCPHA Executive Director Harold Goldstein at the 2010 CCPHA Awards Luncheon. (Photo by Alain McLaughlin.)

Social Justice Champions

2010 Michael Pollan, Author

2009 Alice Waters, Chef and Founder, Chez Panisse Foundation

2008 Eric Schlosser, Author and Filmmaker

Legislative Champions

2010 Congresswoman Doris O. Matsui

2009 State Senator Alex Padilla

2008 State Senator Martha Escutia

Community Champions

2009 Shyaam Shabaka, Founder and Executive Director, EcoVillage

2008 Community Health Councils, Inc., Lark Galloway-Gilliam, Executive Director

The David Kessler Award for Extraordinary Contributions to the Public's Health

(established 2010)

2010 David Kessler, MD, JD, former Director,
U.S. Food and Drug Administration

“CCPHA is changing how health is viewed, in California and across the country.”

David Kessler, MD, JD
Former Director,
U.S. Food and Drug Administration

2010 Luncheon Sponsors: POM Wonderful, Neal Baer MD and Gerrie Smith, Blue Shield Foundation, Blue Shield of California, California Wellness Foundation, California Hospital Association, Kaiser Permanente, Participant Media, The California Endowment, United Health Plans

Baldwin Park and Other Los Angeles Communities

In the Los Angeles community of Baldwin Park, CCPHA has developed a nationally recognized model for community engagement to promote health. Leading The California Endowment's five-year Healthy Eating Active Communities initiative in Baldwin Park since 2005 and the Robert Wood Johnson Foundation's Healthy Kids Healthy Communities program since 2008, CCPHA has supported adult and youth residents to work with the Baldwin Park City Council, the local school board, and local health care providers to improve the availability of healthy food and physical activity opportunities through a number of successful initiatives.

- ◆ **Resident Advocacy Promoting Health** CCPHA helped Baldwin Park residents to advocate for their priorities in the city's redevelopment design, resulting in plans for a full-service grocery store in the heart of downtown, walkable paths, biking trails and bike racks, and public ownership of open space.
- ◆ **Healthy Corner Store Initiative** With support from CCPHA, residents help corner store managers to showcase their healthy products using a teen-designed "Healthy Selection" display card. Residents are also working with the city planning commission to develop standards for the amount of space in stores that must be devoted to healthy foods compared to unhealthy foods.
- ◆ **Smart Streets Initiative** CCPHA worked with residents, city leaders, and the police department in Baldwin Park to ensure that residents have safe places to walk and bike throughout the city. Within a new regional plan, Baldwin Park will become a model of "Smart Streets Planning."
- ◆ **RENEW** Funding from the federal Americans for Recovery and Reinvestment Act of 2009 administered by the Los Angeles County Department of Public Health is making it possible for CCPHA to replicate aspects of its important Baldwin Park work across the rest of Los Angeles County. Through 2012, we will be working throughout the country to help cities improve access to healthy foods and beverages, and/or decrease the marketing and availability of sugary drinks.



CCPHA is working in several Los Angeles communities to help residents advocate for better health. (Photo by Tim Wagner.)

- ◆ **FIRST 5** Since 2008, CCPHA has taken the Baldwin Park model of local, grassroots public health advocacy to the Los Angeles communities of El Monte, Bell, Bell Gardens, and South Gate, which are participating in a five-year, grassroots policy-advocacy initiative funded by First 5 LA. Through this project, we are also preparing a media toolkit, fact sheets, and a DVD of Baldwin Park’s model for broad dissemination to other nonprofits and professional groups regionally and statewide.



Marlen Garcia, Mayor Pro Tem *City of Baldwin Park*

As the home of the original In-N-Out Burger, the city of Baldwin Park has a long history of fast food. Marlen Garcia, Mayor Pro Tem, has served on the City Council for the past 11 years and is working to provide a healthier future for the city and its residents. “I am passionate about being the voice for our children and making sure that we provide them with good living conditions, needed

services, and a better quality of life,” Garcia says.

Garcia believes Baldwin Park’s work with CCPHA has helped to increase the visibility of healthy communities on a regional, state and national level.

“CCPHA has been the glue that has kept our community health work together,” Garcia says. “They have provided training, guidance, and resources that have allowed us to implement healthy policies with little or no controversy.”

Even as an economically challenged community with an oversaturation of fast-food restaurants, Baldwin Park is turning things around and quickly becoming a model for providing healthy eating and physical activity environments for city residents.

The City Council has taken great strides by passing healthy food and drink vending-machine policies for all city-owned properties and establishing a moratorium on new fast-food restaurants. It is now working on amending zoning codes to ban drive-thru fast-food restaurants.



A teen-designed “Healthy Selection” sign points out best choices in corner stores. (Photo by Tim Wagner.)



The Healthy Eating Active Living Cities Campaign is reaching throughout California to help cities create healthy policies.

Healthy Eating Active Living (HEAL) Cities Campaign

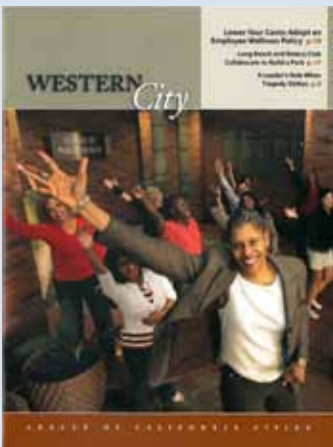
The HEAL Cities Campaign educates, trains, and prepares policy makers in California cities to become part of the solution to the obesity epidemic. The Campaign was established in 2008 in partnership with the League of California Cities and the Cities Counties and School Partnership. The Campaign works with cities to develop local policies addressing four critical issues:

- ◆ **Healthy food choices** Policies to increase access to fruits and vegetables and other healthy food and beverage staples; to promote and support farmers' markets and community gardens; to improve the nutrition standards of food and beverages available at city facilities and programs; and to attract retailers who sell healthy food.
- ◆ **Healthy land use policies** Policies that re-shape the built environment to make physical activity and access to healthy food a natural part of daily life through five key strategies: health goals and policies in the general plan update; compact, mixed-use, and transit-oriented development; increased walking and biking through complete streets and targeted infrastructure investments; increased open space acreage; zoning ordinances supporting community gardens and farmers' markets.
- ◆ **A healthy city workforce** Policies to include health breaks during the work day, institute healthy snack and beverage choices at the workplace, and improve breastfeeding accommodations for employees.

The HEAL Cities Campaign provides training and technical assistance to help cities move forward in their planning and policy changes and helps garner media attention for them when they do. Since its inception in 2008, the Campaign has trained nearly 700 officials representing half of California's 480 cities in the areas of land use, healthy food retail, and employee wellness.

In 2010, the campaign provided in-depth assistance to officials in more than 70 cities. By the end of the year, 59 cities had adopted HEAL Resolutions containing more than 200 specific policy goals for future adoption.

Through a partnership with the Region IX Office of the U.S. Department of Health and Human Services, the Campaign has enrolled HEAL Cities in the First Lady's "Let's Move Cities and Towns" campaign, which is designed to encourage mayors



Healthy workplaces include activity breaks for staff during the work day.

and elected officials to adopt a long-term, sustainable, and holistic approach to fighting childhood obesity.

In addition, in 2010 the HEAL Cities Campaign received funding to work on Silicon Valley's response to SB 375, state law mandating coordination of housing and transportation planning to reduce greenhouse gas emissions. The HEAL Cities Campaign will help lay the groundwork for engaging local elected officials in the design of sustainable communities: walkable and bikeable streets and affordable, mixed-use, transit-oriented development — all strategies to get people out of their cars, reduce obesity, stimulate local economic development, and improve human and environmental health.

Leonard McNeil, City Councilman

City of San Pablo



City Councilmember Leonard McNeil, a lifelong athlete, places great value in the benefits of an active lifestyle. McNeil believes San Pablo's work with CCPHA's Healthy Eating Active Living (HEAL) Cities Campaign has brought greater awareness to the public and policymakers about the need for healthier living on both a personal and community level.

"Too many people in our community, and in communities like ours, are becoming ill with diseases that are preventable," says McNeil. "City councils are in a position to make policies that can make a real difference in the way communities act. The HEAL Cities Campaign provides a roadmap for cities to follow."

The City of San Pablo has placed healthy eating and physical activity at the center of its agenda. It added a health element to its general plan update in 2010 and has a policy to provide healthy food and beverages to employees and participants in city programs.

McNeil looks forward to the city of San Pablo continuing to partner with CCPHA and the HEAL Cities Campaign to limit fast-food restaurants and convenience stores and explore a citywide soda tax to reduce the consumption of sugary drinks and help fund further anti-obesity programs. "This is life and death," says McNeil. "The alternative is to do nothing to change the environment, and to have our residents end up ravaged by chronic disease."



The HEAL Cities Campaign encourages local food markets to stock fruits and vegetables.

As part of CCPHA's efforts, the following cities are working on nutrition standards for food and beverages, including reducing access to sugar-sweetened beverages:

Anderson
Baldwin Park
Bell Gardens
Beaumont
Brentwood
Cathedral City
Claremont
Colton
Davis
Desert Hot Springs
Duarte
El Centro
El Monte
Fowler
Fremont
Fullerton
Greenfield
Gridley
Huntington Park
Irvine
La Mesa
La Puente
La Quinta
Long Beach
Mountain View
Paramount
Pasadena
Pico Rivera
Rancho Cucamonga
Redding
Riverbank
San Joaquin
San Pablo
Sanger
Santa Ana
Santa Clarita
Santa Monica
South El Monte
South Gate
Stockton
Ventura
Watsonville
Yucca Valley

ADVOCACY TO IMPROVE HEALTH

Kick the Can/A la Moda SIN Soda: California Soda Campaign

New research shows that soda and other sugary drinks have been one of – if not the – largest single contributors to the obesity epidemic. In response, CCPHA is leading a statewide campaign to establish state and local policies to reduce consumption of soda, sports drinks, energy drinks, and other beverages with added sugar or high-fructose corn syrup.



CCPHA has established two advisory panels to help guide the campaign: a national Scientific Advisory Panel of many of the nation's leading experts and a panel of community advocates that helps determine the design and activities of the campaign.

Policies promoted at the local level include eliminating the sale and marketing of sugary drinks on city- or county-owned property, at city- or county-sponsored events, and at youth venues like parks, zoos, and childcare and afterschool settings, along with eliminating the purchase of sweetened beverages with public funds. Simultaneously, the campaign is promoting the availability of free, fresh drinking water in all public venues.

CCPHA is providing hands-on assistance to advocates throughout the state and will be supporting advocates across the country through a new, cutting-edge website (www.KickTheCan.Info). The site will contain trustworthy, up-to-date scientific information about the health effects of drinking sugary beverages, share public health strategies to reduce consumption, and highlight strategies the beverage industry uses to promote drinking their empty calories and to undermine efforts to reduce consumption.



Genevieve Islas-Hooker, Regional Program Coordinator

Central California Regional Obesity Prevention Program (CCROPP)

Genevieve Islas-Hooker, the regional program coordinator for the Central California Regional Obesity Prevention Program (CCROPP), has been working with CCPHA to bring awareness about obesity and soda consumption to Fresno, Kern, Kings, Madera, Merced,

San Joaquin, Stanislaus, and Tulare counties.

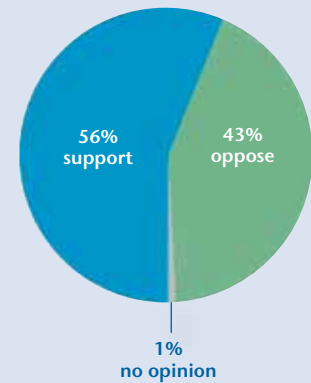
As Islas-Hooker points out, Central California contains many large rural communities that are, ironically, home to people who grow California's bounty of vegetables and fruits but have some of the worst access to healthy food themselves, often living many miles away from grocery stores with fresh produce.

These communities also offer very few places for children to play and get exercise in a safe environment due to a lack of parks, sidewalks, and streetlights. For Islas-Hooker, it is imperative that constituents encourage their policy makers to increase healthy food access and physical activity in these communities.

"CCPHA has been great in helping to identify and articulate issues in Central California," Islas-Hooker says. "Their expertise, support, advocacy, and leadership are something to aspire to, and much of our outreach is modeled after their work."

Islas-Hooker plans continued work with CCPHA to advocate for lasting political change throughout Central California. Having helped CCPHA publicize its soda study (*Bubbling Over*, 2009), Islas-Hooker is eager to support a statewide soda tax by helping CCPHA raise awareness and reach policy makers throughout the Central Valley.

Support for a Statewide Soda Tax



A majority of California voters are in favor of raising funds for childhood obesity prevention and other children's health programs through a tax on sodas and other sweetened beverages. (CCPHA-sponsored Field Research Poll, March 2010)

CCPHA Resources Inform Advocates and Educate Policy Makers

Gauging Support for Statewide Soda Tax (2010)

A CCPHA-commissioned Field Research Poll found a solid majority (56 percent) of California voters support taxing sodas and other sweetened beverages to fund childhood obesity programs.

Sugar-Sweetened Beverages: Extra Sugar, Extra Calories, and Extra Weight (2009)

A CCPHA-produced fact sheet describing the central role sugary drinks have played in the obesity epidemic.

Bubbling Over: Soda Consumption and Its Link to Obesity in California (2009)

Co-authored with the UCLA Center for Health Policy Research, this study found that, regardless of income or ethnicity, adults who drink one or more sodas or other sugar-sweetened beverages every day are 27 percent more likely to be overweight or obese. In California, 41 percent of children and 62 percent of adolescents drink at least one soda or other sugar-sweetened beverage every day.

The Economic Costs of Overweight, Obesity, and Physical Inactivity Among California Adults—2006 (2009)

CCPHA's analysis showed that adult overweight, obesity, and physical inactivity are costing California an estimated \$41 billion a year. A yearly 5 percent reduction in these factors could save California \$2.4 billion annually.

Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes (2008)

Co-authored with the UCLA Center for Health Policy Research and PolicyLink, this report demonstrated that people who live near an abundance of fast-food restaurants and convenience stores compared to grocery stores and produce vendors had a significantly higher prevalence of obesity and diabetes regardless of individual or community income.

Menu Labeling Poll and Fast Food Quiz (2007)

CCPHA found that 84 percent of Californians supported requiring fast-food and other chain restaurants to post nutritional information on menus and menu boards. The poll found that two-thirds of Californians, lacking such basic nutritional information, could not correctly answer a single question on a simple fast-food quiz.

Searching for Healthy Food: The Food Landscape in California Cities and Counties (2007)

CCPHA's analysis of 2005 data on the distribution of retail food outlets in California found that fast-food restaurants and convenience stores in the state outnumber supermarkets and produce vendors four to one.

Dropping the Ball: Schools Fail to Meet Physical Education Mandates (2006)

CCPHA found that more than half of the state's elementary school districts assessed between 2004 and 2006 failed to meet even minimum physical education requirements.

The Growing Epidemic: Child Overweight Rates on the Rise in California Assembly Districts (2005)

Despite widespread recognition of the childhood obesity crisis, this study showed the epidemic of overweight children in California was continuing to grow.

An Early Warning Sign: Diabetes Deaths in California Legislative Districts (2004)

To understand the burden of diabetes in California communities, CCPHA analyzed diabetes-related deaths by state legislative district.

An Epidemic: Overweight and Unfit Children in California Assembly Districts (2002)

To understand the extent of the epidemic among California's children in each legislative district, CCPHA analyzed data from the California Department of Education's 2001 California Physical Fitness Test.

FINANCIAL REPORT

Audited financial statement as of December 31, 2009
(Audited financial statement for fiscal year 2010 will be available June 1, 2011)

Statement of Financial Position

ASSETS	
Cash and cash equivalents	\$859,602
Grants receivable	511,515
Prepaid expenses	26,822
Net property and equipment	25,654
Other assets	18,781
TOTAL ASSETS	\$1,442,374
LIABILITIES AND NET ASSETS	
Liabilities:	
Accrued payroll/vacation	\$32,822
Accounts and credit card payables	56,222
TOTAL LIABILITIES	\$89,044
Net Assets:	
Unrestricted net assets	\$248,660
Temporarily restricted net assets	1,104,670
TOTAL NET ASSETS	\$1,353,330
TOTAL LIABILITIES AND NET ASSETS	\$1,442,374

Statement of Activities

SUPPORT, REVENUE, AND GAINS	
Foundation grants	\$729,846
Contributions	60,824
Program fees	12,060
Investment income	12,300
Miscellaneous income	25,000
Net assets released from restrictions:	
Restrictions satisfied by payments	1,029,680
TOTAL UNRESTRICTED SUPPORT, REVENUE, AND GAINS	\$1,869,710
EXPENSES	
Program Services	
Education	\$1,121,467
Research	414,234
Lobbying	46,259
TOTAL PROGRAM EXPENSES	\$1,581,960
Support Services	
Administration	\$183,594
Fundraising	41,495
TOTAL SUPPORT SERVICES	\$225,089
TOTAL EXPENSES	\$1,807,049
INCREASE IN UNRESTRICTED NET ASSETS	\$62,661

INSTITUTIONAL FUNDERS

(Since 1999)

<p>The Bellwether Foundation</p> <p>The California Endowment</p> <p>The California Nutrition Network</p> <p>The California Wellness Foundation</p> <p>Marguerite Casey Foundation</p> <p style="padding-left: 40px;">First 5 LA</p> <p>The Rosalinde and Arthur Gilbert Foundation</p>	<p>Los Angeles County Dept. of Public Health (Project RENEW)</p> <p>The Robert Wood Johnson Foundation</p> <p>Kaiser Permanente (North and South)</p> <p style="padding-left: 40px;">Mental Insight Foundation</p> <p style="padding-left: 40px;">Resnick Family Foundation, Inc.</p> <p>Silicon Valley Community Foundation</p> <p>Vitamin Cases Consumer Settlement Fund</p>
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FAST FACT: American Beverage Association spent \$2.4 million in four months to oppose New York's soda tax. [Learn more](#) [Tweet this](#)



HOME THE FACTS ADVOCACY TOOLS WHAT'S HAPPENING WHERE SODA STORIES TAKE ACTION ABOUT

THE SOLUTION

More than we usually realize,

our beverage choices are influenced by the world around us—by where things are sold, how much they cost, how they are marketed, and the options offered to us.

To reduce soda consumption in the US, we must make it easier and more appealing for people to drink lower calorie beverages. State and local policies will play a critical role because they determine the rules for selling soda in your city and state. Changes in public policy are critical to solving big public health problems. That's a central lesson from other public health movements like tobacco, auto safety, and drunk driving.

Let's work together to Kick the Can!

RESOURCES

How to Kick the Can?

Individuals and organizations can Kick the Can by learning about the health effects of sugar-sweetened beverages and taking steps to limit their consumption and **establishing organizational policies to make only healthy beverages available in the workplace.** Government, at the local, state and federal level, can help us all to Kick the Can by **enacting policies to improve the beverage environment and establish a soda tax to pay for needed obesity prevention programs.**

Learn More >



What Can Be Done to Kick the Can?



How to Build a Kick the Can Movement in your Community

See the Movement >



Public Health Wins!

For more information on the public health successes of tobacco, auto safety, lead poisoning, and alcohol, visit our [Public Health Wins website](#).



HOME THE FACTS ADVOCACY TOOLS WHAT'S HAPPENING WHERE SODA STORIES ABOUT TERMS OF USE / PRIVACY

KickTheCan.org - Resources and Real-time Information for Enforcing a healthier Relationship with Soda Beverages

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CCPHA's cutting-edge website will inform advocates across the country about scientific research and policy strategies on soda-related issues.



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