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CONSENT CALENDAR
 September 15, 2015

To: Honorable Mayor and Members of the City Council
 From: Councilmember Kriss Worthington

Subject: Referral to Sugar Sweetened Beverage Panel of Experts: Consider
 Creating an Ordinance, Establishing Healthy Default Beverages with
 Children's Meals

RECOMMENDATION:

Refer to the Sugar Sweetened Beverage Panel of Experts to consider creating an ordinance establishing healthy default beverages offered with children's meals. The main goals are to promote awareness of the increasing rate of obesity-related health problems among children and help to establish healthier eating habits in order to achieve balanced caloric intake and energy expenditure.

BACKGROUND:

Sugary beverages are a major factor that contributes to today's obesity epidemic. Recent studies have shown that one of three children in American is diagnosed with obesity-related health problems due to rising consumptions of sugary beverages. Children may consume half of their daily sugar intake from soda and sugar-sweetened beverages, which makes up for most of their source of calories in daily consumption.

Communities can enact policies to increase access to healthy beverages for children by adopting standards for beverages provided in parks, recreational facilities, and city-sponsored programs. Restaurants also serve as another important venue within cities where changing local policies on healthy beverages could contribute to the fight against childhood obesity. Cities can promote good health for their youngest residents and support parents in purchasing healthy beverages for their children by adopting a policy that requires restaurants to offer water and low fat milk as a default option for consumers.

The City of Davis has led this effort by requiring fast food restaurants to make available as part of any kids' meal water or lowfat milk unless a customer specifically requests an alternative beverage.

For more information please see: <http://city-council.cityofdavis.org/Media/Default/Documents/PDF/CityCouncil/CouncilMeetings/Agendas/20150602/04D-Ordinance-Second-Reading-Kids-Meal-Beverages.pdf>

FINANCIAL IMPLICATIONS:

Unknown.

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