



NEWS RELEASE

Contra Costa County
JOHN GIOIA (joy-a)
Chair, Board of Supervisors

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FOR IMMEDIATE RELEASE

June 21, 2010

Contra Costa County Kicks Off Campaign to Steer Kids Away from Soda This Summer

What: "Soda Free Summer" Proclamation and Presentation
Where: Board of Supervisors Chambers
651 Pine Street
Who: Contra Costa Board of Supervisors
When: **Tuesday, June 22, 2010**
9:30 a.m. (Approximately)

Martinez, Calif., The Contra Costa County Board of Supervisors and health officials are unveiling a unique campaign to encourage families to avoid sugary drinks this summer in an effort to promote health and prevent obesity. The "Soda Free Summer!" campaign will kick off tomorrow with a proclamation and presentation during the Board of Supervisors meeting.

Contra Costa is the first Bay Area county to adopt a resolution declaring this summer "Soda Free!" as part of a regional effort to improve health. Santa Clara, Alameda, San Mateo, Marin, and San Francisco counties are kicking off their campaigns this month. The Bay Area effort is organized by [BANPAC](#) (the Bay Area Nutrition and Physical Activity Collaborative) and implemented locally by health and community-based organizations.

According to recent statistics, 60% of adults and nearly a quarter of all middle school students in the County are overweight or obese. Supervisor John Gioia says raising awareness and proposing policies that improve access to healthy food and beverage choices is one way civic leaders can help curb the epidemic. "We all have a role to play to turn the obesity epidemic around," said Supervisor Gioia. "Educating families about staying healthy is key, and so is making sure that people have healthy choices available where they live, work, and play."

Contra Costa County has taken a leadership role in raising awareness about the role of sugary soda in obesity. Last year the County's Health Services Director, Dr. William Walker, [resigned from the American Academy of Family Physicians](#) to protest the group's partnership with Coca Cola. "How can any organization that claims to promote public health join forces with a company that promotes products that sicken our children?" said Dr. Walker.

The county's campaign plan includes pledge cards that encourage residents to commit to a soda free summer, promotional materials distributed through partnering agencies, workshops to educate the community, media messages, and advocacy with other elected officials throughout the county.

It is estimated that the campaign will reach more than 100,000 Bay Area residents. "I hope many county residents pledge to be soda free this summer," said Supervisor Gioia. "My dream is that the new habit will stick with them for a lifetime."

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