



CITY OF OAKLAND

MEMORANDUM

DATE: June 6, 2023

TO: Oakland City Council and Members of the Public

FROM: Councilmember Reid

SUBJECT: RESOLUTION DECLARING JUNE AS “OAKLAND DRINKS WATER”
MONTH IN THE CITY OF OAKLAND

Dear Colleagues and Members of the Public,

In 2016 Oakland Unified School District Student data showed that half of elementary, middle, and high school students were drinking at least 1 sugar-sweetened beverage a day and 25% of middle and high school students were drinking 2 or more sugar-sweetened beverages a day.

Additionally, 40% of middle and high school students eat fast food every day. This resulted in 44% of students not being in a healthy fitness zone for body composition (height and weight) and 46% of students not in a healthy fitness zone for aerobic capacity (fitness).

To address these impacts, Measure HH, the Sugar-Sweetened Beverage Distribution Tax Ordinance, approved by Oakland voters in November 2016, was created with the purpose of reducing the consumption of sugar-sweetened beverages in Oakland, through education, promotion of healthy neighborhoods and places, health care, and policy and advocacy.

The Ordinance, effective July 2017, established a tax of 1 cent per ounce on the distribution of sugar-sweetened beverages. The Ordinance also established the Sugar-Sweetened Beverage Tax Advisory Board to advise and make recommendations to the City Council on the expenditure of these tax revenues.

The Sugar-Sweetened Beverage Advisory Board aims to address health disparities and inequities for low-income and vulnerable communities, through their vision of “ensuring the right to a healthy life by investing in the health of Oakland children and families...”

Out of this vision the Oakland Drinks Water campaign was born. Measure HH tax revenues have effectively been utilized to fund the Oakland Drinks Water Campaign to promote water consumption among Oakland residents and improve practices around increased water consumption, nutrition, and health for all Oaklanders.

This resolution is in alignment with the City’s commitment to uplift a model of Love Life through advocacy, education, and investment into the community by promoting the highest level of health and well-being for all Oakland residents, particularly those who are most affected by the impacts of sugar-sweetened beverages.

Therefore, I ask you to join me in supporting this resolution, declaring June as “Oakland Drinks Water” month in the City of Oakland.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Treva Reid". The signature is fluid and cursive, with a large initial "T" and "R".

Treva Reid
Councilmember, District 7