

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER TREVA REID

RESOLUTION DECLARING JUNE AS “OAKLAND DRINKS WATER” MONTH

WHEREAS, 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 (SSB) a day and 25% of middle and high school students were drinking 2 or more SSBs a day; and

WHEREAS, 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); and

WHEREAS, Food and nutrition programming gaps were also found in the areas of Access (water, healthy food, and gardens), Education and Promotion (Wellness Policy, Nutrition and Garden Education for Students and Families, Water Promotion, and Staff and Parent Leadership), and Early Intervention (School Based Health Center Groups); and

WHEREAS, To address these impacts, ballot Measure HH, the Sugar-Sweetened Beverage Distribution Tax Ordinance, was created with the purpose of reducing the consumption of sugar-sweetened beverages in Oakland, through prevention through education, promotion of healthy neighborhoods and places, health care, prevention and mitigation, and policy and advocacy; and

WHEREAS, The Sugar-Sweetened Beverage Distribution Tax Ordinance was approved by Oakland voters in the November 2016 general election. The Ordinance established a tax of 1 cent per ounce on the distribution of sugar-sweetened beverages that went into effect on July 1, 2017. 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; and

WHEREAS, These tax revenues have been leveraged to match additional local, county, state, federal, and philanthropic funds, thereby having a positive impact on Oakland's economy;

being invested into programs and services that promote active lifestyles, urban gardening, community development, public safety, neighborhood beautification, and more; and

WHEREAS, These investments have gone towards community health, especially among neighborhoods and populations most impacted by the consumption of sugar-sweetened beverages, which will have long-term benefits that address health disparities and social inequity, making the ordinance a sustainable opportunity to improve the economy, environment, and social equity; and

WHEREAS, The Sugar-Sweetened Beverage Advisory Board aims to address health disparities and inequities for low-income and vulnerable communities, and healthy eating and active living for all under their vision of, “ensuring the right to a healthy life by investing in the health of Oakland children and families...” through a commitment to achieving the highest level of health and well-being for Oakland residents, particularly those who are most affected by the impacts of sugar-sweetened beverages—through social justice, food system change, dental disease prevention, and overall health promotion”; and

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

THEREFORE, BE IT RESOLVED: That the Oakland City Council does hereby recognize the benefits and efforts of the Sugar-Sweetened Beverage Distribution Tax Ordinance and the significant economic, environmental, and social equity contributions it has made to our city over the past 5 years and do hereby proclaim June “Oakland Drinks Water” month.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - -FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

ASHA REED
City Clerk and Clerk of the Council of the
City of Oakland, California