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Approved as to Form and Legality

Dorinda Moreno
City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

INTRODUCED BY VICE MAYOR ANNIE CAMPBELL WASHINGTON

RESOLUTION IN SUPPORT FOR SB 300 (MONNING) REQUIRING A HEALTH WARNING LABEL BE PLACED ON SUGAR SWEETENED BEVERAGES SOLD IN CALIFORNIA THAT CONTAIN ADDED SWEETENERS AND 75 CALORIES OR MORE PER 12 OUNCES

WHEREAS, we are currently facing a public health crisis in Oakland and across the country; and

WHEREAS, one third of all children and nearly half of African-American and Latino children are predicted to develop Type 2 diabetes in their lifetimes; and

WHEREAS, dental decay in children is the most common chronic childhood disease, affecting more than two thirds of our children in Alameda County and in California; and

WHEREAS, dental decay is a leading cause of school absences in school-aged children; and

WHEREAS, currently 37% of Oakland adolescents are overweight or obese which puts them at risk of developing Type 2 diabetes and other chronic diseases; and

WHEREAS, Type 2 diabetes rates have greatly increased in both adults and children to the point where 7.6% of Oakland adult residents are diagnosed with Type 2 diabetes and Alameda County had an estimated 94,000 people living with Type 2 diabetes in 2010; and

WHEREAS, this health burden falls more heavily on our low-income communities and communities of color; and

WHEREAS, scientific research shows consumption of sugar sweetened beverages (SSBs) significantly contributes to Type 2 diabetes, obesity, tooth decay and a myriad of other chronic health problems; and

WHEREAS, drinking sugar and other sweeteners is far more harmful than consuming the same amount of sugar when it is in foods because of its damaging effect on the body's metabolism, liver and pancreas; and

WHEREAS, by forcing the body to quickly absorb sugar in liquid form, blood sugar levels spike, the liver becomes fatty, and the body becomes insulin resistant – all major risk factors for developing Type 2 diabetes and heart disease; and

WHEREAS, California Senate Bill 300 will require a health warning label be placed on sugar sweetened beverages sold in California that contain added sweeteners and 75 calories or more per 12 ounces, and establish civil penalties of not less than \$50 or greater than \$500 for violating warning label requirements; and

WHEREAS, California Senate Bill 300 is a critical component in a broad public health campaign to promote better health outcomes and help consumers make an informed choice about the adverse health impacts of sugary drinks; and

WHEREAS, health warning labels have been proven to curb against the use of harmful products, such as the prominent warnings on cigarette packages; and

WHEREAS, recently, a randomized trial showed the presence of SSB warning labels encouraged adolescents to purchase more healthful beverages, while displaying “calorie per bottle” labels had no such impact; and

WHEREAS, the Health Warning Label will read: “State of California Safety Warning: Drinking beverages with added sugar(s) contributes to obesity, type 2 diabetes, and tooth decay.”; now, therefore, be it

RESOLVED: That the City of Oakland supports California Senate Bill 300 requiring a health warning label be placed on sugar sweetened beverages sold in California that contain added sweeteners and 75 calories or more per 12 ounces.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY,
GUILLEN, KALB, KAPLAN AND PRESIDENT REID

NOES –
ABSENT –
ABSTENTION –

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council of the City
of Oakland, California