

2008 BANPAC Soda Free Summer Campaign

Findings from the
summer 2008
evaluation



Background

- BANPAC 2008 Soda Free Summer campaign launched in Spring 2008
- 2008 campaign targeted residents in 6 Bay Area counties
 - Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara
- Campaign goal: reduce or eliminate high sugar/high fructose corn syrup beverages – especially sodas

Campaign Activities

- Distribution of pledge cards encouraging recipients to make a formal commitment and log their progress
- Distribution of SFS promotional materials such as brochures, posters, wristbands, stickers, etc.
- *Be Sugar Savvy* workshops to educate participants on sugar content of beverages and encourage healthier choices
- Promotion of the SFS message through local media

Partner Organizations

- Over 100 health related partner organizations in the BANPAC collaborative participate
 - School districts, PH departments, community groups, clinics and hospitals
- Partner organizations contributed by:
 - Distributing fliers and promotional materials
 - Attending *Be Sugar Savvy* workshops
 - Performing demonstrations at community events illustrating amount of sugar in popular beverages
 - Implementing SFS principles within their organizations

Resident Survey

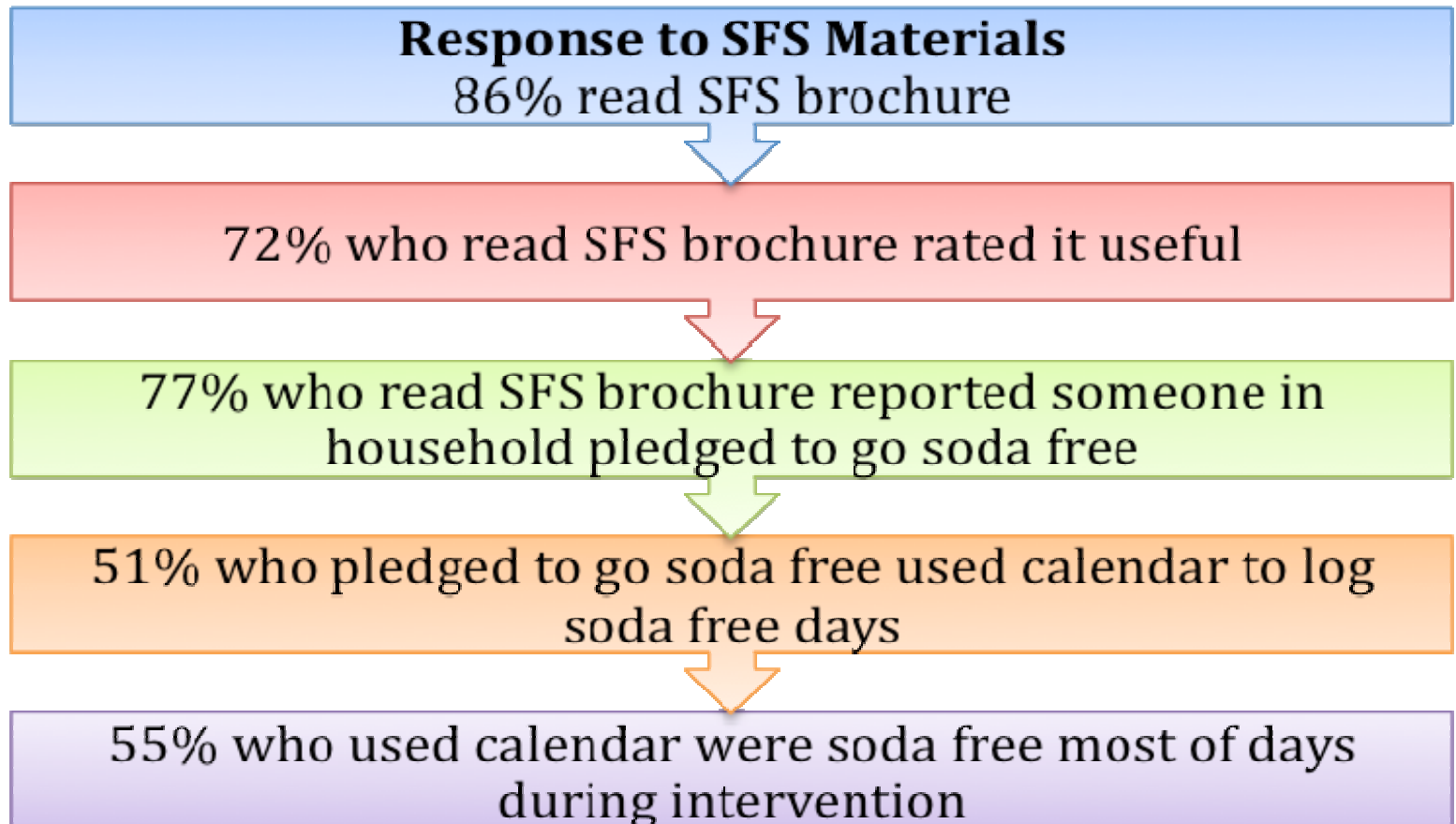
Resident Survey

- Phone survey with 600 residents who returned the SFS pledge card
- Questions focused on:
 - Recall and perceived usefulness of the SFS campaign
 - Behavior changes and beverage consumption
 - Support for policies promoting healthy eating

Recall of the SFS Campaign

- 50% recalled a local effort to combat childhood obesity
- 10% recalled SFS without prompting
- 71% recalled SFS with prompting
 - 80% remembered receiving the campaign brochure.

Perceived Usefulness of Campaign

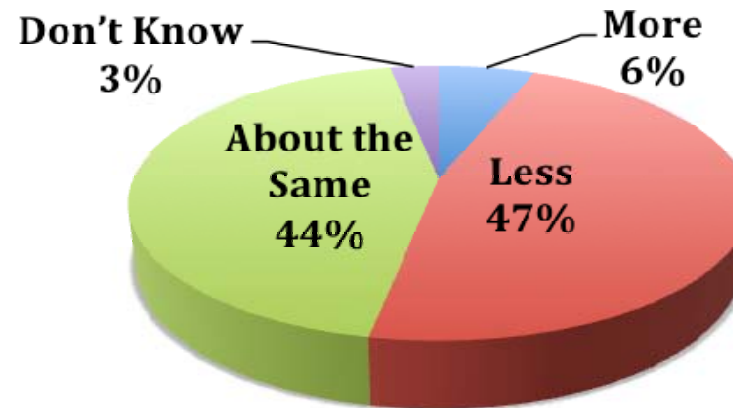


Health and Beverage Behavior Changes

- 64% of participants reported making a health behavior change during the SFS campaign period.
- Overwhelmingly, the reported changes were in the areas of healthier eating and increased physical activity.

Beverage Consumption Findings

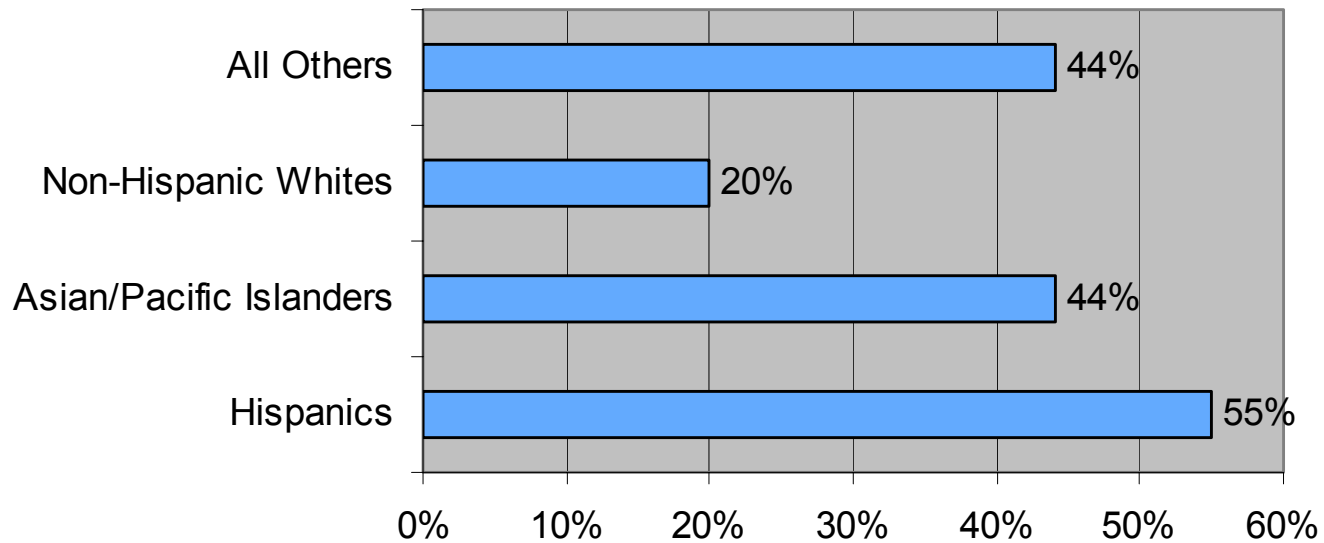
Figure 1. Reported change in soda consumption, compared to 3 months ago



- Majority reported reduced soda intake during SFS campaign

Beverage Consumption Findings

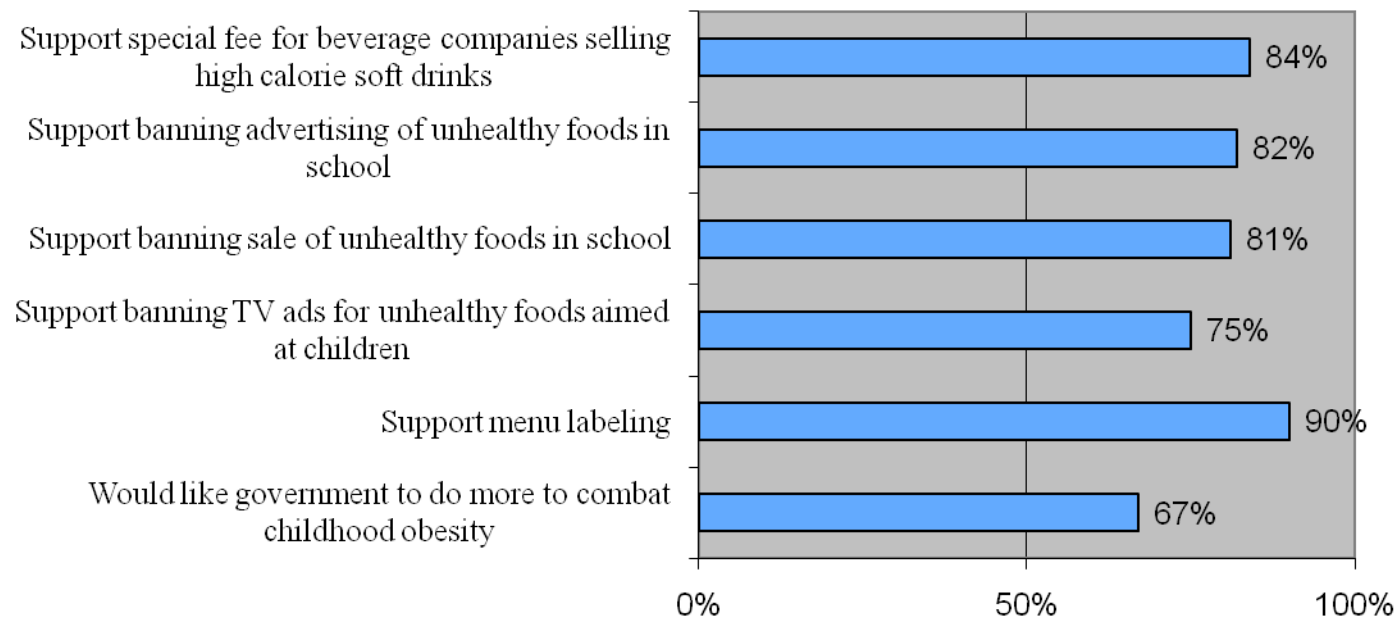
Figure 2. Reduced soda consumption (% less) by subgroup



- Hispanics reported the largest decrease in soda consumption

Support for Environmental Changes

Figure 3: Resident survey support for environmental changes



Stakeholder and County Lead Surveys

Stakeholder and County Lead Surveys

- 21 stakeholders
 - policy-makers, clinic/hospital staff, school district personnel, after-school program staff, and representatives from community-based organizations
- 6 county leads
- Questions:
 - Participation in campaign
 - Perceived campaign effectiveness
 - Support for policies that promote healthy eating

Stakeholder Findings

- All considered campaign effective for:
 - reducing sugar intake
 - increasing awareness
- 50% reported campaign impact organizational food policies
- Almost all enthusiastically indicated willingness to continue participation in SFS

Support for environmental changes

- 50% support local/state policies limiting availability of soda and other unhealthy foods in their community
- Many stakeholders reported their organization would actively advocate for policy change by:
 - Holding informational meetings,
 - Getting people to speak at hearings
 - Starting letter writing campaigns

Conclusions

- 2008 SFS campaign was effective in engaging organizations and individuals
- Residents and organizations responded positively to participation in campaign
- Campaign has identified support for environmental and policy changes that promote healthy eating



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