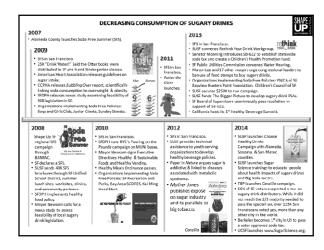
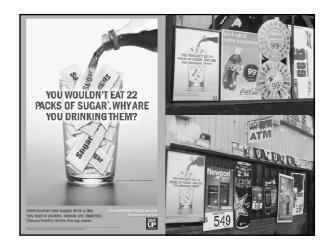


Marianne Szeto, MPH Shape Up San Francisco Coalition Presentation to Youth Commission February 17, 2015











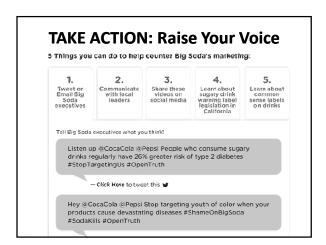


Goals of Open Truth The 3 T's

- **1. Tell the TRUTH: Increase awareness** about how sugary drinks are making us sick;
- **2. Expose TARGETING: Expose the tactics** of the beverage industry, which targets young people, parents, and communities of color; and
- **3. TAKE ACTION: Inspire policy changes** to increase access to healthy drinks.

Sugary drinks and The youth targeted by sugary drinks companies are the 1" generation of Americans expected to live shorter lives than their parents due to chronic diseases such as type 2 diabetes and heart disease.

TARGET: Exposing Big Soda's Tactics How Big Soda Targets Us To meximize portis, the towerage industry tagets youth of rolly at their flooring from products are linked to great stime, disease. Big Boda uses the 2 Me: Marketing, Money and Misinformation. Marketing Money and Misinformation.





Learn more at	
www.opentruthnow.org	
Questions?	
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open truth	
SUGARY DRINKS ARE MAKING US SICK	
The views expressed herein do not necessarily reflect the official policies of the City and County of San Francisco or Shape Up San Francisco, nor does mention of the San Francisco Department of Public Health imply its endorsement. 13	