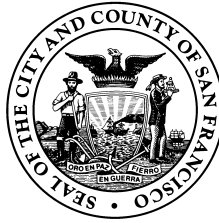


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## YOUTH COMMISSION MEMORANDUM

**TO:** Honorable Mayor Gavin Newsom  
Honorable Members, Board of Supervisors

**CC:** Angela Calvillo, Clerk of the Board of Supervisors  
Cristine De Berry, Mayor's Deputy Chief of Staff  
Nicole Wheaton, Mayor's Policy Analyst  
Starr Terrell, Mayor's Liaison to the Board of Supervisors

**FROM:** San Francisco Youth Commission

**DATE:** September 27, 2010

**RE:** Youth Commission support of and statement concerning proposed ordinance file no. 101096 [Setting Nutritional Standards for Restaurant Food Sold Accompanied by Toys or other Youth Focused Incentive Items]

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At its regular meeting of September 20, 2010, the Youth Commission voted 14-2 to support the following item:

Proposed ordinance file no. 101096 [Setting Nutritional Standards for Restaurant Food Sold Accompanied by Toys or other Youth Focused Incentive Items].

The Commission also made the following statement regarding this item:

Given that fifteen percent of adolescents in the Bay Area are overweight or obese, it is evident that unhealthy eating habits pose a serious threat to the health of San Francisco's youth. The majority of the Youth Commission feels that the proposed ordinance will be effective in removing the incentive to buy unhealthy fast food for San Francisco adolescents, and, thus, a powerful way to tackle the rise in childhood obesity. Several members of the Youth Commission noted during our discussion that it is unfair for the corporations who produce toys for so-called "happy meals" and for the chain restaurants that sell these toys to turn a profit by taking advantage of youth. The Youth Commission also emphasizes, however, that this ordinance can only be but one step along the road to end this epidemic—other actions, such as nutritional education, need be taken.

Some Youth Commissioners expressed concern that that this measure would be difficult to enact, as its implementation relies so heavily on citizen complaints. Several commissioners felt it unlikely that the majority of teenagers would be willing to go through the process of filing an official complaint, much less know how to do so. Similar legislation passed in Santa Clara County allocates a projected \$8,000 annually to ensure restaurants are operating in accordance

with the policy, yet the San Francisco legislation is cost-neutral. And while the Youth Commission is aware that preserving funds is important in light of San Francisco's projected budget deficits, several Youth Commissioners felt this ordinance will have a very limited effect if there is no financial backing. For this reason, the Youth Commission suggests that the proposed ordinance be amended to require that the Department of Public Health conduct a study to be presented to the Board of Supervisors after the ordinance has been in effect for a certain amount of time, which will analyze whether or not this ordinance has had its intended effect.

The Youth Commission concludes that, with this suggested amendment, the proposed ordinance has the potential to benefit the health and vitality of San Francisco Youth.