

Youth Commission
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YOUTH COMMISSION MEMORANDUM

TO: Derek Evans, Clerk, Neighborhood Services and Safety Committee

FROM: Youth Commission

DATE: Monday, October 7, 2013

RE: **Referral response to BOS File No. 130946 Hearing on the impacts that sugar sweetened beverages have on San Franciscan's health and the health care sector.**

At our regular meeting of October 7th, 2013, the Youth Commission voted unanimously to support the following motion:

To support BOS File No. 130946, a hearing on the impacts that sugar sweetened beverages has on the San Franciscan's health and the health care sector.

The Youth Commission would like to additionally share the following comment and recommendation regarding this legislation:

Commissioners are supportive of the City exploring the idea of undertaking efforts to limit sweetened beverage consumption, and are concerned about the affordability and accessibility of healthier options. They would like to urge the BOS to include research and provisions for addressing discrepancies in access to affordable healthy alternatives to sweetened beverages in low income neighborhoods in any future legislation on this topic.

Commissioners are supportive of incentives for small businesses that transition to provide healthier beverage options, and believe this could assist in mitigating the effects potential legislation limiting the sale of sugary beverages on small businesses.

Commissioners would like to suggest that the Budget and Legislative Analyst's office conduct a study on consumer's consumption of sugar-sweetened beverages and look at possible means of intervention in consumer habits.

Commissioners would like to suggest that the Board consider and investigate targeted marketing of sugar-sweetened beverages toward specific populations, and the resulting impacts on children's health.

Please inform us of forward movement on this item and details about the hearing, should it be scheduled.

If you have any questions about these recommendations or anything related to the Youth Commission, please don't hesitate to contact our office at (415) 554-6446.