Policy Options to Reduce Overconsumption of Sugary Drinks

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ChangeLab Solutions creates innovative law and policy solutions that transform neighborhoods, cities, and states. We do this because achieving the common good means everyone has safe places to live and be active, nourishing food, and more opportunities to ensure health. Our unique approach, backed by decades of solid research and proven results, helps the public and private sectors make communities more livable, especially for those who are at highest risk because they have the fewest resources.

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ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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WHY POLICY?

Policies have the ability to:
• Impact a broad population;
• Change behaviors with minimal individual effort;
• Level the playing field between businesses and institutions;
• Change norms.

TWO KINDS OF POLICY

Voluntary

Legislative

Workplaces and Institutions
HEALTHY WORKPLACE / INSTITUTION POLICY OPTIONS

• Water accessibility
• Healthy beverage policy
• Vending standards
• Meeting guidelines
• Worksite wellness policies

Schools

School Environment

• Standards for Competitive Foods
• Vending Policy
• School Wellness Policy
• Advertising Policy
RETAIL POLICY OPTIONS

- Healthy check-out aisle
- Minimize promotions of sugary drinks (e.g. on end caps or aisles)
- Promote water and healthy drinks
- Educational signage about the health effects of sugary drinks
Constitutional issues (1st Amendment)

Preemption issues (i.e., NLEA)

Greater authority to restrict ads and promotion in schools

RESTAURANT OPTIONS

- Happy meals
- Portion size
- Advertising restrictions

GOVERNMENT PURCHASING (PROCUREMENT)
PRICING STRATEGIES

RESOURCES

- Putting Health on the Menu (healthy restaurant certification toolkit)
- Healthy Food Retailer Licensing Ordinance
- Model state SSB tax law
- Procurement primer
- Healthy vending model policy
- Model toy giveaway ordinance and fact sheet
- And much, much more!

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THANK YOU!

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