

**Minutes of the Board of Commissioners  
Multnomah Building, Board Room 100  
501 SE Hawthorne Blvd., Portland, Oregon  
Tuesday, December 5, 2017**

**BOARD BRIEFING**

Chair Deborah Kafoury called the meeting to order at 10:09 a.m. with Vice-Chair Jessica Vega Pederson and Commissioners Loretta Smith, and Lori Stegmann present. Commissioner Sharon Meieran arrived at 10:15 a.m.

Also attending were Jenny M. Madkour, County Attorney, and Marina Baker, Assistant Board Clerk.

**B.1 Health Impacts of Sugar-Sweetened Beverages. Sponsor: Commissioner Meieran, District 1. Presenters: Rachael Banks, Deputy Director; Dr. Paul Lewis, Health Officer; and, Dr. Frank Franklin, Principal Investigator Manager – Health Department.**

Chair Kafoury: GOOD MORNING, EVERYONE. WELCOME TO MULTNOMAH COUNTY. WE HAVE A BOARD BRIEFING THIS MORNING ON THE HEALTH IMPACTS OF SUGAR-SWEETENED BEVERAGES, AND WE HAVE A WONDERFUL TEAM OF PRESENTERS FROM OUR PUBLIC HEALTH TEAM. ARE FOLKS READY? ALL RIGHT. COME ON DOWN.

Ms. Banks: GOOD MORNING, CHAIR KAFOURY, COMMISSIONERS. THANK YOU FOR HAVING US TODAY. THANK YOU, TOO, COMMISSIONER MEIERAN, FOR REQUESTING THIS BRIEFING. I'M RACHAEL BANKS FOR THE RECORD TODAY WE ARE GOING TO BE TALKING ABOUT THE HEALTH IMPACTS OF SUGAR-SWEETENED BEVERAGE WITH A FOCUS ON CHRONIC DISEASE AND THE ROLE THAT SUGAR PLAYS IN OUR LARGER DISEASE PREVENTION STRATEGIES. WE'RE GOING TO BRING YOU UP TO SPEED ON THE WORK WE HAVE BEEN DOING, SHARE SOME DATA WITH YOU AND HONE IN WHY WE FOCUS ON CHRONIC DISEASES NAMELY THEY ARE THE LEADING CAUSES 6 DEATH IN MULTNOMAH COUNTY AS WELL AS THE STATE.

WE'RE HERE AND I'M GOING TO SAY FROM THE START IN OUR CAPACITY AS THE PUBLIC HEALTH AUTHORITY TO PROVIDE FACTUAL INFORMATION. THAT MEANS WE'RE NOT ENDORSING ANY SPECIFIC POLICY RECOMMENDATIONS IN OUR ROLE TODAY. YOU'LL HEAR FROM DR. LEWIS WHO IS GOING TO WALK US THROUGH CHRONIC DISEASES, IMPACTS ON THE BODY AND WHY SUGAR MATTERS. DR. FRANKLIN WILL SHARE WITH YOU THE DATA AND WHAT WE'RE SEEING IN MULTNOMAH COUNTY AND THEN I WILL SHARE WITH YOU SOME APPROACHES TO CHRONIC DISEASE PREVENTION AND A BIT ABOUT THE WORK WE HAVE BEEN DOING. WITH THAT I'LL KICK IT OFF.

Dr. Lewis: GOOD MORNING. I'M PAUL LEWIS, COUNTY HEALTH OFFICER. I HAVE ALSO BEEN A PRACTICING PEDIATRICIAN FOR OVER 30 YEARS, WHICH IS RELEVANT AS WE GO FORWARD WITH THIS. I CAME ACROSS THIS QUOTE KIND OF LATE IN MY CAREER A FEW YEARS AGO. NOW I HAVE IT UP ON MY WALL. MORE THAN A CENTURY AGO FREDERICK DOUGLASS SAID THAT IT'S EASIER TO BUILD STRONG CHILDREN THAN TO REPAIR BROKEN MEN, AND WE HAVE BEEN REDISCOVERING AND REPEATEDLY PROVING THIS EVER SINCE IN THE SUCCEEDING 150-PLUS YEARS. ONE WAY TO THINK ABOUT HEALTH, POSITIVE WAY OF LOOKING AT IT, OR ILLNESS, THE NEGATIVE WAY, TO THINK ABOUT WHICH FACTORS ARE ASSOCIATED WITH THE PROBLEM AND WHICH HELP PROTECT AGAINST IT. FOR CHRONIC ILLNESSES WE'LL BE TALKING ABOUT TODAY PARTICULARLY HEART DISEASE, BLOOD VESSEL DISEASE, STROKE AND DIABETES. THERE'S NOT A SINGLE CAUSE BUT RATHER A COMBINATION OF FACTORS THAT LEAD TO HEALTH OR ILLNESS.

IN PUBLIC HEALTH WE OFTEN BREAK THESE INTO THREE BIG CATEGORIES. THERE'S THINGS WE GET FROM BIRTH AND THE TIME AROUND BIRTH. THERE'S THINGS THAT SURROUNDING US IN OUR BROADER ENVIRONMENT AND THERE'S THINGS THAT WE DIRECTLY ENCOUNTER. I PUT DIET AT THE TOP OF THIS BECAUSE THE TOPIC OF THE BRIEFING. IT IS VERY IMPORTANT BUT ALSO IT FEELS LIKE THAT IS SOMETHING THAT THERE OUGHT TO BE MORE CONTROL OVER, OUR OWN GENETIC BACKGROUNDS THERE ARE MANY DIETS, NOT JUST ONE. DON'T BELIEVE WHAT YOU READ IN THE BOOKS. THERE'S MORE THAN ONE HEALTHY DIET OUT THERE BUT THERE ARE SIMILARITIES BETWEEN HEALTHY DIETS. THOSE ARE DIETS ASSOCIATED WITH HEALTH AS OPPOSED TO ILLNESS, LONG LIFE AS OPPOSED TO SHORT LIFE. THEY INCLUDE VARIETY. THIS IS EATING THE RAINBOW, THE IDEA THERE SHOULD BE A LOT OF COLOR ON THE PLATE. CONSEQUENTLY THE RAINBOW INCLUDES FRUITS, VEGETABLES, WHOLE GRAINS, AND NOT SO MUCH OF THINGS LIKE PROCESSED MEATS, HIGH FAT DAIRY PRODUCTS AND SUGAR-SWEETENED BEVERAGES.

I GOT A LOT OF GRIEF FOR PUTTING THIS SLIDE IN HERE BECAUSE IT WAS SO BUSY AND COMPLICATED. THAT WAS PARTIALLY INTENTIONAL. CHRONIC DISEASES ARE NOT SIMPLE, LIKE GETTING THE FLU IN THE WINTERTIME, THE SIMPLE SHOT WILL HELP PROTECT YOU. IT'S MUCH MORE COMPLICATED THAN THAT. THERE ARE THINGS WE WON'T TALKED ABOUT TODAY BUT YOU'VE HEARD FROM US AD NAUSEAM IN THE PAST LIKE TOBACCO USE AND OTHER LIFE-STYLE FACTORS BUT DIET FACT ARE REALLY ARE IMPORTANT UPSTREAM THINGS TO INTERMEDIATE THINGS LIKE OBESITY AND THIS THING I'M GOING TO TELL YOU ABOUT CALLED THE METABOLIC SYNDROME WHICH SUBSEQUENTLY LEAD TO THINGS LIKE TYPE 2 DIABETES AND PREMATURE CORONARY DISEASE. AS YOU KNOW, THOSE DISEASES ARE DISEASES UNTO THEMSELVES AND THEY HAVE COMPLICATIONS. ONCE WE HAVE THOSE CHRONIC DISEASES YOU END UP WITH A LOT OF OTHER COMPLICATIONS AS

WELL. THERE'S THIS TERM THE METABOLIC SYNDROME THAT GETS KICKED AROUND A LOT.

Dr. Lewis: A SYNDROME IN THE A DISEASE JUST A CONSTELLATION OF CONDITIONS ASSOCIATED WITH OTHER PROBLEMS. METABOLIC SYNDROME, FORMAL DEFINITION INCLUDES LARGE WAIST SIZE, AN APPLE AS OPPOSED TO PEAR SHAPE. HIGH BLOOD PRESSURE, HIGH FATS IN THE BLOOD ALSO KNOWN AS LIPIDS. LOTS OF PEOPLE HAVE HAD THEIR LIPID PROFILES DONE AND HIGH PROFILE BLOOD SUGAR. THESE TOGETHER GREATLY INCREASE THE RISK FOR HEART DISEASE, STROKE AND TYPE 2 DIABETES. THEY ALSO HAVE THEIR OWN SET OF COMPLICATIONS AS I MENTIONED BEFORE. AGAIN, I WOULDN'T BE A GOOD PEDIATRICIAN IF I DIDN'T POINT OUT TOO MUCH SUGAR IS NOT GOOD FOR YOUR TEETH EITHER. SO SUGAR-SWEETENED BEVERAGES REALLY DO MATTER. ONE REASON THEY MATTER IS JUST BY SHEER VOLUME. THAT SUGAR-SWEETENED BEVERAGES, THERE'S NO CONTROVERSY, ARE THE LARGEST SOURCE OF ADDED SUGAR IN THE DIET.

WE DO HAVE A VISUAL ILLUSTRATION COMING DOWN THE AISLE, WHICH IS THE AVERAGE AMOUNT OF SODA DRUNK PER CAPITA IN THE UNITED STATES. IF YOU DIDN'T DRINK 41 GALLONS THAT MEANS SOMEONE ELSE DRANK 42 OR SOMETHING. AGAIN, THIS IS DOWN ACTUALLY, THERE'S BEEN PROGRESS FROM 53. I DID NOT HAVE ENOUGH CONTAINERS TO MAKE THAT MUCH VOLUME. THE OTHER IMPORTANT THING ABOUT SUGAR-SWEETENED BEVERAGES IS THEY ARE SO-CALLED EMPTY CALORIES. YOUR BODY CAN MAKE ALL THE CARBOHYDRATES IT NEEDS. YOU DON'T NEED ANY. YOU NEED PROTEIN AND FATS BUT YOU DO NOT NEED CASH CARBOHYDRATES. THEY ARE NONESSENTIAL AND CERTAINLY MOST SUGAR-SWEETENED BEVERAGES YOU CAN SEE THROUGH THEM BECAUSE THEY ARE DEVOID OF ANYTHING REAL, THEY ARE JUST WATER AND SUGAR AND A VARIETY OF ODD COLORS THAT GO WITH IT AS WELL. THE ANOTHER PROBLEM WITH SUGAR WATER TYPE THINGS IS THAT THEY DON'T MAKE YOU FULL.

NORMALLY WHEN YOU DRINK OR EAT A COUPLE OF HUNDRED CALORIES, YOU'RE GOOD FOR A COUPLE OF HOURS. A COUPLE OF HUNDRED CALORIES OF SUGAR-SWEETENED BEVERAGE DOESN'T CHANGE EATING HABITS WHATSOEVER. IT DOESN'T MAKE YOU FULL. ANOTHER THING THAT'S VERY IMPORTANT IN THE WORLD WE LIVE IN IS COST MATTERS. SUGAR-SWEETENED BEVERAGES ARE CHEAP, SO AGAIN, UNFORTUNATELY THAT CERTAINLY DOESN'T DECREASE OVERCONSUMPTION. THEY NEVER SEEM TO RUN OUT OF SUGAR-SWEETENED BEVERAGES. I'M GOING TO TURN IT OVER TO DR. FRANKLIN FOR SOME ADDITIONAL DATA.

Dr. Franklin: THANK YOU. GOOD AFTERNOON, GOOD MORNING, CHAIR KAFOURY, COMMISSIONERS, I'M HERE TO GIVE YOU A LITTLE BIT ABOUT THE EPIDEMIOLOGICAL LANDSCAPE. I'M DR. FRANK FRANKLIN, DIRECTOR OF INVESTIGATING MANAGER AT THE HEALTH DEPARTMENT. AS DR. LEWIS

MENTIONED, WE HAVE CERTAIN CONDITIONS RELATED TO METABOLIC SYNDROME SUCH AS DIABETES, HEART DISEASE, CANCER AND STROKE. WE ALSO HAVE OBESITY AND OVER WEIGHT, ONE EVER THE TYPICAL PRECURSORS TO THESE SYNDROMES OR THIS CONSTELLATION OF DISORDERS. NEXT SLIDE. HERE WE HAVE ADJUSTED MORTALITY RATES LOOKING AT MULTNOMAH COUNTY, OREGON AND THE UNITED STATES. WE SEE DIABETES, HYPERTENSION AND STROKE WHERE MULTNOMAH COUNTY LEADS THE WAY A LITTLE BIT REGRETTABLY, SIMILAR WITH HEART DISEASE EXCEPT FOR TRAILING BEHIND NATIONAL NUMBERS NEXT SLIDE.

Dr. Franklin: HERE WE ARE STILL LOOKING AT AGE ADJUSTED MORTALITY RATES IN MULTNOMAH COUNTY AS IT RELATES TO DIABETES, HYPERTENSION, HEART DISEASE AND STROKE. HERE WE SEE PEOPLE OF COLOR PARTICULARLY BLACK AND AFRICAN-AMERICANS LEADING THE WAY IN DIABETES AND HYPERTENSION ALSO IN HEART DISEASE AND STROKE HERE WE HAVE AGE ADJUSTED MORTALITY RATES FOR DIABETES, HYPERTENSION, HEART DISEASE AND STROKE BASED UPON EDUCATION AND WE SEE INDIVIDUALS WITH LESS THAN HIGH SCHOOL EDUCATION HAVE A TENDENCY TO HAVE GREATER RISK COMPARED TO THOSE INDIVIDUALS WITH HIGH SCHOOL EDUCATION OR GREATER. THIS SLIDE REFLECTS DAILY SODA CONSUMPTION IN MULTNOMAH COUNTY BY ADULTS. HERE WE LOOK AT EDUCATION, INCOME. WE ALSO INCLUDE INSURANCE COVERAGE, WHICH IS INDICATOR OF ASSETS, NOT JUST INSURANCE. HERE WE SEE IT BREAKS OUT BY TYPICAL FAULT LINES OF THE DEMOGRAPHICS OR DISPARITIES. WITH THE EXCEPTION, IT'S THE SAME.

WE HAVE MEN ACTUALLY CONSUME MORE SODA THAN WOMEN. HIGH SCHOOL EDUCATION OR LESS, INCOME LESS THAN \$50,000, AND THOSE INDIVIDUALS WITH NO HEALTH INSURANCE. NEXT SLIDE. SO WE MOVE INTO OBESITY AND SWEETENED BEVERAGE CONSUMPTION IN MULTNOMAH COUNTY. OBESITY IS AN IMPORTANT FACTOR IN THE PATHWAY TOWARD THESE SYMPTOMS ALTHOUGH EVERYONE WHO IS OBESE MAY NOT NECESSARILY EXPERIENCE METABOLIC SYNDROME BUT THOSE WHO ARE OBESE ARE AT GREATER RISK. 8TH GRADERS SIMILAR TO ADULTS REPORT DAILY SODA CONSUMPTION AND ABOUT 10% OF 8 TO 11TH GRADERS ARE REPORTED TO BE OBESE OBESITY AND OBESITY RELATED CONDITIONS VARY BY INCOME, RACE, ETHNICITY AND EDUCATIONAL ATTAINMENT. CONSUMPTION OF SUGAR-SWEETENED BEVERAGES AS WELL.

WE HAVE OBESITY PREVALENCE IN OREGON. LEADING THE WAY HERE WE HAVE AMERICAN INDIAN OR ALASKA NATIVE, HISPANIC, LATINO, BLACK OR AFRICAN-AMERICANS, 40%, 33% AND 32% RESPECTIVELY. THE LIKELIHOOD OF SSB CONSUMPTION ON A NATIONAL LEVEL ON ANY GIVEN DAY ASSOCIATED WITH AGE. WE HAVE CHILDREN 1.3 TIMES MORE LIKELY TO CONSUME SUGARY SWEETENED BEVERAGE ON A GIVEN DAY, FOLLOWS THROUGH WITH ADOLESCENCES, YOUNG ADULTS & ADULTS. HERE'S LOOKING AT AFRICAN-

AMERICANS AND HISPANIC AND LATINO. WE SEE IN MOST INSTANCES AFRICAN-AMERICANS LEAD THE WAY IN TERMS OF LIKELIHOOD OF SSB CONSUMPTION ON ANY GIVEN DAY NEXT SLIDE. THIS IS BASED UPON LOW INCOME, SIMILARLY AS MENTIONED EARLIER, LOW INCOME HAS AN INFLUENCE ON CONSUMPTION OF SUGAR-SWEETENED BEVERAGES. IN SOME INSTANCES MIDDLE INCOME CONSUME LETTERS DRUG MORE SUGAR-SWEETENED BEVERAGES BUT OF A DIFFERENT TYPE. NOW I WANT TO TRANSITION TO TRENDS, CONSUMPTION IN OREGON. PASS THIS OVER TO RACHAEL.

Ms. Banks: THANK YOU. SO IT'S REALLY IMPORTANT AS WE'RE TALKING ABOUT AND LOOKING AT DATA ABOUT CONSUMPTION. AND DISPARITIES TO PUT THAT IN A LARGER CONTEXT OF THE SOCIAL AND ENVIRONMENTAL FACTORS. WHILE YOU HAVE SEEN THERE ARE DISPARITIES AND DIFFERENCES IN CONSUMPTION BASED ON RACE AND/OR INCOME, WHAT THAT DOESN'T SHOW, WHAT WE WANT TO WALK THROUGH, IS THAT THERE'S ALSO DISPROPORTIONATE EXPOSURE TO SUGAR-SWEETENED BEVERAGE MARKETING AND DISPROPORTIONATE ACCESS. THIS SIDE IS REALLY DIGGING DOWN INTO THAT CONCEPT. WE JUST WANTED TO DIPEL THE MYTHS THAT LEADS PEOPLE TO THINK IF THOSE PEOPLE WHOEVER THOSE PEOPLE ARE IN THE SLIDES WERE ONLY DO THIS MORE OR DO THIS LESS THEN THERE WOULDN'T BE THESE SORT OF DISPARITIES, BUT WE KNOW THAT THAT'S JUST NOT THE CASE. THAT'S NOT THE WHOLE STORY.

SO SUGAR-SWEETENED BEVERAGE CONSUMPTION IS DRIVEN IN PART BY MARKETING. OUR CHILDREN AND ADOLESCENTS ARE EXPOSED TO A GREAT DEAL OF MARKETING AS YOU SEE IN 2013, THE INDUSTRY SPENT HUNDREDS OF MILLIONS OF DOLLARS, OVER \$800 MILLION IN MARKETING, PRINT ADS, TV, VISUAL MEDIA AND SO FORTH. CHILDREN, THE AGE OF SIX TO 11, ARE EXPOSED TO 169 TV ADS A YEAR ADOLESCENTS 12 TO 17 EXPOSED TO 287 A YEAR. THOSE ARE TELEVISION ADS. THAT DOESN'T INCLUDE PRINT, PRODUCT PLACEMENT OR OTHER FORMS THAT THEY ARE SEEING. WHEN IT COMES TO DISPROPORTIONATE EXPOSURE POWELL CONDUCTED A STUDY OF 88 OF THE LARGEST TV MARKETS AND FOUND THERE'S SIGNIFICANTLY HIGHER EXPOSURE TO FOOD RELATED ADS SO THAT SUGAR-SWEETENED BEVERAGE AND FAST FOOD ADS IN AREAS WITH HIGHER PROPORTION OF BLACK CHILDREN AND ADOLESCENTS AND IN AREAS WHERE THERE'S A HIGHER PROPORTION OF LOW INCOME FOLKS.

ANOTHER REASON THAT MARKETING MATTERS IS THAT WE HAVE SEEN THAT MARKETING CAN BE MISLEADING TO PARENTS AS THEY ARE MAKING DECISIONS AND THERE'S SOME CONFUSION AT TIMES ABOUT WHAT CONSTITUTES A HEALTHY BEVERAGE. WE MOW NO THE AMERICAN ACADEMY OF PEDIATRICS CAUTIONS THAT MOST CHILDREN AND ADOLESCENTS SHOULD NOT BE CONSUMING SPORTS DRINKS ON A REGULAR BASIS. SO ANOTHER WAY TO TALK ABOUT THE DISPARITIES IN A SOCIAL CONTEXT IS A

QUOTE FROM THE INSTITUTE OF MEDICINE THAT SAYS IT'S UNREASONABLE TO EXPECT PEOPLE TO CHANGE THEIR BEHAVIOR EASILY WHEN SO MANY FORCES IN THE SOCIAL, CULTURAL AND PHYSICAL ENVIRONMENT CONSPIRE AGAINST SUCH CHANGE. FOR THOSE WHO CAN'T SEE THE DESCRIPTION ON THE SLIDE, IT SAYS BEAT DIABETES, BUY FIVE JUNIOR FROSTIES FOR \$1. REALLY HIGHLIGHTS THE OXYMORON THERE.

Ms. Banks: WE KNOW THAT WE CALL THIS THE SOCIOECONOMIC MODEL. IT IMPACTS THE DECISIONS THAT FOLKS ARE MAKING. THE DECISIONS THAT PEOPLE MAKE ARE BASED ON THE DECISIONS THAT THEY HAVE AND THAT THEY HAVE ARE BASED UPON THE ENVIRONMENT AND THE CONDITIONS AROUND THEM. WE ALSO KNOW THAT FOCUSING ON THE OUTER RING OF THIS MODEL, SO THE SOCIETAL AND COMMUNITY CONDITIONS, MAKES THE BIGGEST IMPACT ON INDIVIDUALS AND THE CHOICES THAT THEY HAVE. THIS MODEL WE USE BECAUSE IT REALLY DEMONSTRATES THE LAYERS OF INFLUENCE AROUND AN INDIVIDUAL AND AS WE KNOW OUR CIP CODE IMPACTS IS A GREATER PREDICTOR OF OUR HEALTH THAN GENETIC CODE SO THIS IS WHY WE WORK AT ALL LAYERS OF THE SOCIOECONOMIC MODEL WITH A SET OF DISEASES DR. LEWIS TALKED ABOUT WE NEED LAYERED STRATEGIES ADDRESSING ALL OF THE DIFFERENT WAYS IN WHICH PEOPLE LIVE THEIR LIVES, THEIR INDIVIDUAL, INTERPERSONAL, WITH THEIR FAMILY AND GROUP LEVEL INTERVENTION, GETTING TO THE ORGANIZATIONAL, COMMUNITY AND THE SOCIETAL.

THEN THE NEXT SLIDE WILL DIG DOWN INTO SOME OF THE APPROACHES FOR SUGAR-SWEETENED BEVERAGES. I'LL ALSO SAY THAT APPROACHING SUGAR-SWEETENED BEVERAGES IS ONE PART OF A STRATEGY FOR COMPREHENSIVE CHRONIC DISEASE PREVENTION PROGRAM OR SET OF APPROACHES. LIKE DR. LEWIS SAID IT'S IMPORTANT BECAUSE IT'S THE SINGLE BIGGEST CAUSE OF ADDED SUGARS TO FOLKS' DIETS. THIS SLIDE IS PUT TOGETHER BY CHANGE LAB SOLUTIONS AND IT IS GIVING A RANGE OF OPTIONS TO LIMIT SUGAR-SWEETENED BEVERAGES. IT'S ANOTHER WAY TO LOOK AT THE SOCIOECOLOGICAL MODEL. IF YOU IMAGINE YOURSELF WALKING THROUGH THIS NEIGHBORHOOD THERE ARE A VARIETY OF PLACES FROM THE MARKET, RETAIL ENVIRONMENT, YOU SEE SCHOOLS AND PLAY GROUNDS. THERE'S ADVERTISING AND MARKETING. THERE'S PLACES WHERE YOU CAN GET HEALTHY OPTIONS AND THEN IN THE BACKGROUND THERE'S CAPITOL BUILDING SYMBOLIZING THAT OUR DAILY WALKS THROUGH OUR ENVIRONMENTS AND NEIGHBORHOODS ARE IMPACTED BY POLICY.

NUMEROUS ORGANIZATIONS, THE AMERICAN HEART ASSOCIATION, THE AMERICAN DIABETES ASSOCIATION, THE AMERICAN ACADEMY OF PEDIATRICS, THE INSTITUTE OF MEDICINE, AMERICAN MEDICAL ASSOCIATION AND THE CENTERS FOR DISEASE CONTROL ALL RECOMMEND LIMITING THE INTAKES OF ADDED SUGAR AND SUGAR-SWEETENED BEVERAGES TO IMPROVE HEALTH. THE UNITED STATES DEPARTMENT OF AGRICULTURE, THE

USDA, AS WELL AS THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES AND WORLD HEALTH ORGANIZATION RECOMMEND THAT AMERICANS CONSUME NO MORE THAN 10% OF THEIR DAILY CALORIES IN THE FORM OF ADDED SUGAR. THE FURTHERMORE THE WORLD HEALTH ORGANIZATION STATES THAT IMPLEMENTING TAXES ON SUGAR-SWEETENED BEVERAGES CAN LOWER CONSUMPTION AND REDUCE DIABETES, HEART DISEASE AND TOOTH DECAY. OTHER APPROACHES INCLUDE PUBLIC AWARENESS CAMPAIGNS.

Ms. Banks: THINGS LIKE ORGANIZATIONAL POLICIES THAT IMPLEMENT EITHER FOOD GUIDELINES OR PROMOTE HEALTHIER OPTIONS. THOSE ARE IN PLACES LIKE CHILD CARE SETTINGS, FAITH BASED SETTINGS, WORK SITES, HOSPITALS, THE VARIETY OF PLACES WHERE WE LIVE, WORK, PLAY, WORSHIP AND STUDY. OTHER APPROACHES INCLUDE LIMITING SUGAR-SWEETENED BEVERAGES FOR INSTANCE ON GOVERNMENT PROPERTIES, LOOKING AT PROCUREMENT POLICIES, PROMOTING OTHER OPTIONS LIKE SAFE DRINKING WATER. LOOKING AT VENDING MACHINE POLICIES, AND THINGS LIKE RESTRICTING SUGAR-SWEETENED BEVERAGE MARKETING IN SCHOOLS. I'M GOING TO TRANSITION TO THE WORK THAT MULTNOMAH COUNTY HAS BEEN DOING IN CHRONIC DISEASE PREVENTION. WE HAVE BEEN INVESTED IN THIS WORK FOR A LONG TIME BECAUSE IT'S SUCH AN IMPORTANT FACTOR IN HEALTH AND BECAUSE WE HAVE FANTASTIC PARTNERS.

SOME OF OUR APPROACH IS REALLY THAT MULTI-LAYERED STRATEGY AND WORKING TO ADDRESS INEQUITIES BY IDENTIFYING THE ASSETS AND COMMUNITY PARTNERS THAT WE'RE WORKING WITH. SO OUR DISTINGUISHING FEATURES, WE'RE WORKING ACROSS ALL LEVELS OF THE LIE SPAN, WE'RE BEING ASSETS BASED, WORKING WITH COMMUNITY AND GOVERNMENTS TO HAVE A LAYERED STRATEGY AND TRYING TO GET TO THE OUTER RINGS OF THE CIRCLE WHICH HAS MOST IMPACT ON INDIVIDUAL CHOICES. YOU'LL SEE THIS IS MISS WILLIAMS AT HIGHLAND HAVEN, WHO IS A PARTNER AND YOU'LL SEE NOT ONLY HEALTHY OPTIONS BUT IT LOOKS LIKE SOME MENU LABELING AS WELL. THEN JUST A VARIETY OF COMMUNITY EVENTS. BUT THE WAY THAT YOU ALSO HAVE HANDOUTS OR SHOULD HAVE HANDOUTS COMING THAT TALK ABOUT SOME OF OUR WORK. YEAH.

IN A LITTLE MORE DETAIL AND HOW WE'RE STRINGING THIS TOGETHER. SOME OF THE THINGS THAT WE'RE DOING IS WORKING IN FAITH BASED SETTINGS WHERE THEY HAVE IMPLEMENTED NUTRITION POLICIES, INCREASING WATER ACCESS, HIGHLAND HAS DONE THINGS LIKE ARE REMOVE THEIR DEEP FRYER FROM THEIR KITCHEN AND THAT STRETCHES NOT ONLY TO THEIR CONGREGATION AND THE FOLKS THAT COME TO FELLOWSHIP THERE BUT ALSO AS THEY ARE IMPLEMENTING FOOD MINISTRIES AND DIFFERENT EVENTS. FAITH BASED INSTITUTIONS HAVE BEEN A GREAT PARTNER AND WORK WITH FOLKS ACROSS THE LIFE SPAN MAKING SURE TO GET TO ELDERS, IMMIGRANT REFUGEE COMMUNITIES AS WELL AS CHILDREN AND INTERACT

WITH PEOPLE IN A VARIETY OF WAYS WE'RE ALSO WORKING WITH KIDS AND THEIR PARENTS IN CHILD CARE SETTINGS ONCE AGAIN FOCUSING ON NEIGHBORHOODS WHERE WE SEE INEQUITIES AND DISPARITIES WE'RE IMPLEMENTING BREASTFEEDING POLICIES TO GET TO THE FIRST 1,000 DAYS, CONNECTING PEOPLE TO LOCALLY GROWN PRODUCE AND FARMERS THROUGH OUR CLINICAL SERVICES AS WELL AS MOVING IN THE OUTER LAYERS OF THE RING WORKING WITH RETAILERS TO PROMOTE MORE HEALTHY OPTIONS, WORKING WITH THE CITY OF GRESHAM AS THEY ARE DESIGNING AND DEVELOPING THEIR TRANSPORTATION PLANS SO THAT TRANSPORTATION OPTIONS TO HEALTHY FOOD AND RETAILERS ARE MORE AVAILABLE FOR FOLKS IN EAST MULTNOMAH COUNTY.

Ms. Banks: THEN ALSO WORKING WITH GRESHAM IN SUPPORTING ROCKWOOD RISING BY PROVIDING FUNDS THROUGH OUR REACH GRANT, WHICH IS RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH FOR COMMUNITY LIAISONS AND NUTRITION GUIDELINES. THERE ARE MANY STAFF WORKING IN THE CHRONIC DISEASE PREVENTION PROGRAM AND RACIAL AND ETHNIC APPROACHES TO COMMUNITY HEALTH WHO WANT TO GIVE THEM A SHOUT OUT. IF YOU WANT MORE INFORMATION ABOUT THE WORK THERE WAVE YOUR HANDS. THESE ARE THE FOLKS THAT CAN HELP YOU UNDERSTAND THAT WORK. FINAL SLIDE, PLEASE. ALSO WE HAVE HAD A LONG HISTORY OR ROAD MAP IF YOU WILL OF CHRONIC DISEASE EFFORTS AND A LOT OF LESSONS WHERE WE HAVE REALLY LANDED THAT THE SWEET SPOT BASED ON DEMOGRAPHICS AND THE DISPARITIES IS TO BE USING EVIDENCE BASED APPROACHES LIKE THE ONES WE TALKED ABOUT WORK IN PARTNERSHIPS WITH COMMUNITIES AND BE ABLE TO WORK ACROSS THE LIFE SPAN PAYING SPECIFIC ATTENTION TO NEIGHBORHOODS THAT ARE EXPERIENCING A LAYERED IMPACT OF MARKETING AND SO FORTH THEN ALSO COMMUNITIES OF COLOR.

HERE'S AN EXAMPLE OF SOME OF OUR WORK IN THE AFRICAN-AMERICAN COMMUNITY WHERE WE'RE LINKING EFFORTS WITH OUR MATERNAL CHILD FAMILY HEALTH CARE AND BIRTH INITIATIVES IN DOING INDIVIDUAL EDUCATION BUT LISTENING TO WHAT THEY TELL US IN TERMS OF IF WE'RE DOING FOOD PLANNING AND WICK, WHAT HAVE YOU WHEN THEY TALK ABOUT ACCESS TO THEIR NEIGHBORHOODS, MOVING BEYOND WORKING WITH RETAILERS, MARKETING AND ULTIMATELY LOCAL GOVERNMENTS TO GET TO OUR OVERARCHING RACIAL AND ETHNIC APPROACH TO COMMUNITY HEALTH WHICH BENEFITS COMMUNITIES -- CAUGHT REALLY SPECIFIC APPROACH ARE IMPACTING ANYONE IN THE NEIGHBORHOOD AND IN THE CITIES AND COUNTIES OVER ALL. SO WITH THAT I WILL WRAP UP AND TAKE ANY QUESTIONS BUT JUST WANTED TO SAY WE'RE GOING TO CONTINUE TO FOCUS ON THIS WORK AND TAKE DOWN NOT ONLY THE BARREL WILL GET SMALLER OVER TIME BUT ULTIMATELY YOUR CONSTITUENTS' HEALTH WILL BE IMPROVED. THANK YOU.



Commissioner Meieran: THANK YOU SO MUCH. I APOLOGIZE FOR BEING A LITTLE LATE. I HIT A TRAIN. I DIDN'T HIT A TRAIN BUT -- SO CONGRATULATIONS. I ALSO WANT TO FIRST SAY CONGRATULATIONS TO RACHAEL. THIS IS REALLY EXCITING. REALLY WONDERFUL TO HAVE YOU STEPPING UP INTO THIS ROLE AND JUST YOUR PRESENTATION TODAY SHOWS HOW QUALIFIED AND KNOWLEDGEABLE YOU ARE ABOUT THESE ISSUES. THANK YOU. CONGRATULATIONS. AND ALSO DR. FRANKLIN AND DR. LEWIS, THANK YOU FOR THE PRESENTATIONS. I HAD REQUESTED THIS BRIEFING A LOT BECAUSE THERE'S BEEN A LOT SORT OF SWIRLING OUT THERE ABOUT THIS PARTICULAR ISSUE LATELY. TEMPERATURES SOMETHING I HAVE BEEN AWARE OF AS A HEALTH CARE PROVIDER FOR A LONG TIME, BUT IT COMES TO THE PUBLIC NOTICE EVERY SO OFTEN. THERE IS SO MUCH MORBIDITY, EVEN MORTALITY ASSOCIATED WITH THE OVERCONSUMPTION, LOOKING AT THOSE CONTAINERS OF SUGAR-SWEETENED BEVERAGES. WHEN ISSUES LIKE THIS THAT SO DEEPLY AFFECT OUR HEALTH AND WELLNESS IN OUR COMMUNITIES BECOME POLITICIZED, IT BECOMES VERY EASY TO LOSE TRACK OF THE ACTUAL FACTS. I THINK THAT PARTICULARLY IN TIMES LIKE THESE IT'S REALLY IMPORTANT TO FOCUS ON THE ISSUE USING AN EVIDENCE BASED LENS.

THAT WE NEED TO KNOW WHAT THE FACTS ARE AND HOW THIS ISSUE IMPACTS OUR COMMUNITIES SO DRAMATICALLY. SO THAT'S WHY I ASKED FOR THIS. AS A HEALTH CARE PROVIDER, EACH TIME I HEAR IT I KNOW THIS SO WELL AT THIS POINT BUT EACH TIME I HEAR IT IT'S JUST SHOCKING TO ME. I SEE HOW IT PLAYS OUT IN THE E.R. I SEE NINE-YEAR-OLD KIDS COMING IN WHO WEIGH 200 PLUS POUNDS. LIKE REGULARLY. IT'S NOT AN OUTLIER. USED TO BE WHEN I WAS IN MEDICAL SCHOOL. NOW IT'S JUST BECOMING THE NORM. I SEE PARENTS BRINGING IN THEIR ONE AND TWO-YEAR-OLD KIDS DRINKING COCA-COLA FROM A BOTTLE AGAIN, NOT JUST EXCEPTIONS. IT HAPPENS REGULARLY. AND SEEING HOW THE HEALTH DISPARITIES IN OUR MOST VULNERABLE POPULATIONS PARTICULARLY FOR PEOPLE WHO ARE LOW INCOME AND PEOPLE OF COLOR AND WE SAW THOSE STATISTICS.

THE RATE OF DIABETES IN AFRICAN-AMERICAN PEOPLE IN LATINO GROUPS, IN NATIVE AMERICANS. IT'S STAGGERING. THESE BEVERAGES ARE PARTICULARLY BAD ACTORS. YOU KNOW, THE ADDED FACT THAT YOU DEMONSTRATED SO WELL IN THE TARGETED MARKETING THEY ARE TARGETING THE MOST VULNERABLE. THEY ARE TARGETING THE PEOPLE WHO ARE MOST DRAMATICALLY IMPACTED WHO DON'T REALLY HAVE THAT ADDITIONAL EDUCATION OR OTHER MEANS TO REALLY COMBAT WHAT THEY ARE RECEIVING CONSTANTLY IN AND THESE THINGS ARE CHEAP. IN TALKING ABOUT TOBACCO I LIKEN IT TO TOBACCO. I HAVE SAID I WISH IT WAS MY OWN QUOTE. IT'S NOT. THEY ARE ONE OF THE ONLY CONSUMER PRODUCTS THAT WHEN USED AS DIRECTED ARE GOING TO KILL YOU. THAT IS WHAT WILL HAPPEN. IT IS VERY SIMILARLY TRUE WITH THESE SUGAR-SWEETENED BEVERAGES. THERE'S NO BENEFIT TO THEM.

Commissioner Meieran: I'M SAYING THIS I WILL ADMIT I'M A COCA-COLA DRINKER. I LOVE IT. I WOULD SAY ADDICTED TO COCA-COLA. AND I AM CUTTING WAY DOWN BECAUSE I KNOW THIS STUFF NOW. IT'S SO DISTURBING. BUT WITH THE TARGETED MARKETING, HEALTH CARE DISPARITIES, THIS BEING OUR POPULATION WHO WE TAKE CARE OF, THOSE WHO ARE UNINSURED , THOSE WITH ON THE OREGON HEALTH PLAN, THE MOST VULNERABLE. THAT IT IS IMPORTANT FOR US TO BE AWARE OF THESE REALLY SIGNIFICANT ISSUES IN OUR COMMUNITY. SO ANYWAY, I'LL GET OFF MY SOAPBOX NOW. I JUST CAN'T TELL YOU HOW MUCH I APPRECIATE THE WORK YOU'RE DOING EVERY DAY AND YOUR EXCELLENT PRESENTATION TODAY. SO THANK YOU.

Chair Kafoury: ANY OTHER QUESTIONS OR COMMENTS FOR THE BOARD?

Commissioner Smith: YES, MADAME CHAIR, THANK YOU ALL FOR GIVING THIS REPORT. I WANT TO MAKE SURE THAT I GOT A FACT RIGHT BECAUSE YOU CAN REALLY SETTLE A FAMILY ARGUMENT.

Ms. Banks: OH, NO! [LAUGHTER]

Commissioner Smith: I'M GOING TO TELL YOU ABOUT IT. DID YOU SAY THE WORLD HEALTH ORGANIZATION SAID THAT THERE SHOULD BE NO MORE THAN 10% OF ADDED SUGAR TO YOUR DIET A DAY?

Ms. Banks: YES. SO I'M ON THE RIGHT SIDE OF THE FAMILY ARGUMENT?

Commissioner Smith: YOU'RE ON MY SIDE!

Ms. Banks: THAT'S WHAT I'M ASKING.

Commissioner Smith: THIS IS THE DEAL. I HAVE A FOUR-YEAR-OLD GRANDDAUGHTER. I HAD THIS ARGUMENT WITH MY SON BECAUSE HE DOESN'T LET MY GRANDDAUGHTER DRINK POP, TOO MUCH SUGAR, TOO MUCH SUGAR. I SAID THAT'S FINE BUT YOU NEED TO STOP GIVING HER THE WAFFLES AND SHE'S PUTTING ALL THIS SYRUP ON TOP OF IT, AND ALL THE FROSTED FLAKES AND OTHER CEREALS HE HAS LIKE EIGHT BOXES OF CEREAL. FOR SNACKS HE HAS ALL THESE COOKIES AND LOOK IN THEIR FREEZER WITH ALL THE ICE CREAM. I WAS LIKE, I'M DONE. YOU MAY AS WELL GIVE HER SOME POP. BECAUSE -- RIGHT. RIGHT. I HAVE ALWAYS SAID SINCE I HAVE BEEN HERE SUGAR IS THE ENEMY.

WHEN I STOPPED DRINKING AND EATING SUGAR THEN THE WAISTLINE WENT DOWN. SO WAY WANT TO BE CLEAR OF SO THAT WE ARE THE OREGON HEALTH AUTHORITY, BUT WE MUST BE CLEAR SUGAR IS THE ENEMY. IF ADDED SUGAR TO ANY PRODUCT IS THE ENEMY, AND I WANT TO BE CLEAR BECAUSE PEOPLE THINK THAT THEY DON'T DRINK POP THEY WON'T HAVE DIABETES

AND ALL THOSE OTHER THINGS THAT WE HAVE IN THE AFRICAN-AMERICAN COMMUNITY, THE HEALTH OUT COMES ARE REAL.

Commissioner Smith: IT'S A CHALLENGE, AND IT COMES IN MANY DIFFERENT FORMS. SO JUST BECAUSE YOU STOP DRINKING 20 POPS A DAY BUT STILL ARE EATING THE ICE CREAM AND EATING THAT GOOD BREAKFAST, DON'T EVEN TALK ABOUT THE TOAST. HE HAS THIS GREAT JELLY THAT HE LIKES. ALL THIS GRAPE JELLY ON THIS TOAST. IT'S THE SAME THING. IT'S ADDED SUGAR. SO FOR ME I WANT US TO BE CLEAR AND HAVE A COMPREHENSIVE APPROACH TO THIS SO THAT WE'RE SHOWING THAT DIFFERENT TYPES OF ADDED SUGAR IS ALSO SOMETHING THAT'S VERY HARMFUL TO OUR HEALTH, OUR WAISTLINE, AND THE LIKE, SO THAT WE'RE GIVING A REAL 30,000 FOOT LEVEL LOOK AT THIS, AND THANK YOU FOR SETTling OUR FAMILY ARGUMENT. I'M GOING TO PLAY THIS BACK. [LAUGHTER]

Commissioner Meieran: I THINK IT IS REALLY IMPORTANT TO POINT OUT MAYBE DR. LEWIS OR ONE OF YOU COULD SPEAK TO THIS A LITTLE BIT, IS PEOPLE HAVE ASKED ME A LOT ABOUT THIS PARTICULAR ISSUE. YES, SUGAR, THERE ARE A LOT OF DANGERS ASSOCIATED WITH SUGAR AND WE SHOULD HAVE A COMPREHENSIVE APPROACH. THE REASON THAT A LOT OF TIMES SUGAR-SWEETENED BEVERAGES HAVE BEEN SORT OF SINGLED OUT IS BECAUSE THEY ARE PARTICULARLY BAD ACTORS. LIKE THE FROSTED FLAKES. FIRST OF ALL BECAUSE THEY ARE EMPTY CALORIES. THE FROSTED FLAKES FOR EXAMPLE ARE FORTIFIED. YOU'RE GETTING SOMETHING ELSE WITH THE SUGAR. THE SUGAR-SWEETENED BEVERAGES YOU AREN'T.

SECOND OF ALL, WITH SOLID FOOD THAT YOU'RE EATING WITH SUGAR ON IT, IT FILLS YOU UP SO JUST FROM A PHYSIOLOGIC STANDPOINT ARE NOT ABLE TO TAKE IN THE QUANTITIES OF SUGAR THAT YOU ARE ABLE TO WITH THESE TYPES OF SUGARY BEVERAGES. SO IT'S A VERY DIFFERENT MECHANISM SO EVERYONE NEEDS TO BE AWARE OF THEIR SUGAR INTAKE, TRY TO LIMIT THOSE -- YEAH, YOUR SON SHOULDN'T -- MY KIDS EAT SUGARED CEREALS TOO, BUT THE REASON SODAS AND SUGARED BEVERAGES ARE ABLE TO BE SINGLE SINGLED OUT, THAT THEY CAN AND SHOULD BE CONSIDERED DIFFERENTLY ARE BECAUSE THEY HAVE A VERY DIFFERENT MECHANISM. THEY DON'T EITHER PAUL CAN SPEAK TO IT OR HOPEFULLY --

Commissioner Smith: MADAME CHAIR, COMMISSIONER MEIERAN, DON'T HELP HIM OUT. [LAUGHTER] HE'S GOING TO THINK HE CAN HAVE ALL THAT ICE CREAM AND WAFFLES WITH SYRUP AND ALL THOSE SNACKS AND COOKIES AND I HAVE BEEN TRYING REAL, REAL HARD. THANK YOU.

Commissioner Stegmann: THANK YOU FOR THE INFORMATION I DO APPRECIATE COMMISSIONER MEIERAN BRINGING IT UP. IT'S ALWAYS IMPORTANT TO HEAR THE EVIDENCE BASED FACTS. SO I APPRECIATE LEARNING MORE ABOUT HOW SUGAR IMPACTS OUR DAILY LIFE. SO I TRIED TO NOT DRINK OR CONSUME A

LOT OF SUGAR, BUT I'M CONCERNED ABOUT ARTIFICIAL SWEETENERS. IF YOU DO ONE THING THEN IT'S GOING TO CAUSE SOME OTHER BEHAVIOR. I'M JUST CURIOUS. I HEAR REALLY BAD THINGS ABOUT THEM. OKAY, WHICH ARE WORST, WHICH ARE BETTER. I HAVE LIKE RIGHT NOW I HAVE SUGAR IN MY COFFEE. ARTIFICIAL SWEETENERS ARE REALLY BAD. I'M CONFUSED. WHAT SHOULD I DO?

Commissioner Smith: SHE'S LOOKING LIKE I WANT NO PART OF THIS.

Dr. Lewis: WE HAVE SOME OF THE BEST TAP WATER IN THE WORLD.

Commissioner Stegmann: GOOD ANSWER.

Dr. Lewis: I'M NOT GOING TO DEFENDS ARTIFICIAL SWEETENERS. THE FIRST MEDICAL PAPER I WROTE WAS ABOUT SOMEONE WHO GOT SICK FROM DRINKING TOO MUCH DIET BEVERAGE, ACTUALLY. I THINK THE MAIN THING THAT I REMEMBER AND I'M NOT PARTICULARLY WELL PREPARED TODAY ON THIS, IS THAT SUBSTITUTING SUGAR-SWEETENED CARBO NATURED BEVERAGES FOR DIET VERSIONS ACTUALLY DON'T BUY THEMSELVES LEAD TO IMPROVEMENT IN WEIGHT AND HEALTH. THE REASONS FOR THAT ARE PROBABLY COMPLICATED BECAUSE ARTIFICIAL SWEETENERS ARE TRICKING YOU. RIGHT? THEY TASTE GREAT. BUT THEY ARE NOT REALLY ANYTHING SO THERE'S NONE OF THAT. I DON'T KNOW IF I AM ANSWERING YOUR QUESTION, BUT I THINK IN MANY OF OUR APPROACHES WE'RE ALWAYS TRYING TO DO BETTER. AND LESS IS BETTER.

I THINK BOTH COMMISSIONER SMITH AND MEIERAN HAVE GOOD POINTS ABOUT SUGAR. THE GIANT THING IS ADDED SUGAR AND THERE ARE SUB GROUPS, ALL IMPORTANT, MASSIVE FACTORS OUT THERE WITH HIGH FRUCTOSE CORN SYRUP, WHICH IS A COMMODITY WE SUBSIDIZE SO THAT WE HAVE THIS NEARLY INFINITE SUPPLY OF SWEETENER. IT'S HARD TO FIND A PRODUCT AT THE GROCERY STORE THAT DOESN'T SOMEWHERE ON THE LIST HAVE THOSE ADDED SUGARS. THEY ARE EVERYWHERE. I THINK EVERY INDIVIDUAL NEEDS TO FIGURE OUT WHAT DIET WILL WORK FOR THEM. I DRINK SOMETHING ALL DAY LONG. LIKE EVERYBODY UP HERE I USED TO ADD A LOT OF SUGAR AND I HAVE DIALED IT WAY, WAY DOWN. IT CAN BE DONE. WE TALK ABOUT HARM REDUCTION. IT'S ABOUT DOING BETTER. INSTEAD OF TWO TABLESPOONS, THEN ONE, A HALF, THEN A QUARTER.

Commissioner Stegmann: I UNDERSTAND IT'S NOT A SIMPLE SOLUTION BUT BY THE SAME TOKEN IF THERE WERE DRASTIC MEASURES I'M CONCERNED ABOUT ARTIFICIAL SWEETENERS. I'M NOT SURE THAT IF WE LIKE KNOW MAYBE THOSE ARE FAR WORSE THAN SUGAR. MAYBE THEY ARE NOT. I DON'T KNOW. BUT IF WE DO A REALLY GREAT JOB AND SAY, OKAY, EVERYBODY DRINK DIET, MAYBE THAT'S NOT WHAT WE INTENDED. IT COULD BE UNINTENDED CONSEQUENCE. JUST SOMETHING TO PUT OUT THERE. ABSOLUTELY IT GOES

BACK TO EDUCATION AND I APPRECIATE OUR REACH WORKERS, ROCKWOOD RISING, FORMER GRESHAM CITY COUNCILOR AND GRESHAM REDEVELOPMENT COMMISSIONER, I WAS INTIMATELY INVOLVED WITH THAT PROJECT AND AS YOU ALL KNOW THAT WAS THE FORMER SITE OF FRED MEYER AND THERE ARE NO -- IT'S A FOOD DESERT. SO WE COULD NOT ENCOURAGE OR ENTICE ANY GROCERY STORE TO COME OUT THERE.

Commissioner Stegmann: SO ALWAYS TRYING TO FIGURE OUT WHAT THE ROLE OF GOVERNMENT IS, I THINK IT WAS THE ROLE OF GOVERNMENT TO COME UP WITH A WAY TO OFFER HEALTHY FOOD OPTIONS BY MAKING UP THE COMPONENTS OF A GROCERY STORE IN THE ROCKWOOD RISING SO I'M REALLY EXCITED ABOUT WHAT'S HAPPENING OUT THERE ABSOLUTELY AS YOU ALL KNOW, THIS IS ONE OF THE MOST LOW INCOME NEIGHBORHOODS IN THE STATE. I AM CONCERNED ABOUT THE LACK OF EDUCATION AND MARKETING TO A NICHE MARKET THAT MAY NOT HAVE THE TOOLS AND EDUCATION TO UNDERSTAND THE IMPACTS OF CHEAP, UNHEALTHY FOOD. SO I THINK THIS IS AN IMPORTANT TOPIC. THE MORE WE CAN BECOME EDUCATED ABOUT IT THE BETTER WE CAN MAKE GOOD POLICY. THANK YOU FOR THE INFORMATION.

Commissioner Stegmann: JUST I SHARED COMMISSIONER STEGMANN'S CONCERN ABOUT THE ARTIFICIAL SWEETENERS. WHEN I WEIGHED THAT IN MY MINDS IN THE PAST I HAVE ERRED ON THE SIDE OF SUGAR PERSONALLY. KNOWING, RECOGNIZING HOW BAD SUGAR IS LIKE I SAID PARTICULARLY IN THE SWEETENED BEVERAGES. I HAVE SWITCHED TO WATER. I HAVE SWITCHED TO LATTES INSTEAD OF MOCHAS, WHICH IS SAD. EACH DAY I DRINK -- NOW THEY ARE GETTING TO TASTE PRETTY GOOD. ONCE YOU TRANSITION AND IN PLACES WHERE THEY HAVE DONE THINGS LIKE WHETHER IT'S A SUGAR ED BEVERAGE TAX OR WHATEVER THERE'S BEEN A SHIFT TO CONSUMPTION OF WATER. BOTTLED WATER AND THERE ARE ACTUALLY HEALTHY ALTERNATIVES. PAUL'S POINT ABOUT HARM REDUCTION MODELS, ALSO I HAVEN'T CUT SUGAR OUT. I PUT ONE TABLESPOON INSTEAD OF TWO.

IN PLACES LIKE MEXICO AND THERE ARE OTHER EUROPEAN COUNTRIES WHERE THE BEVERAGE COMPANIES LIKE THEY HAVE THE CAPABILITY OF DOING THIS, THEY HAVE DECREASED THE AMOUNT OF SUGAR IN THEIR COKE COMB AND PEPSI PRODUCTS. BECAUSE OF GOVERNMENTS HAVE SAID THIS IS AN UNACCEPTABLE -- LEVEL OF DIABETES HAS BEEN SO DEVASTATING. AND THESE BEVERAGES ARE WHAT'S CAUSING THIS. WE'RE LOWERING THE AMOUNT OF SUGAR AND THE BEVERAGES RAGE COMPANIES HAVE DONE IT AND IT'S BEEN FINE. IN THEIR PRODUCTS THEY SELL IN THOSE COUNTRIES THEY HAVE JUST A LOWER LEVEL OF SUGAR IN THEM AND THEY STILL DO A WHOPPING BUSINESS. THERE ARE ALTERNATIVES BUT IT'S HARM REDUCTION I AGREE WITH PAUL.

Chair Kafoury: I WANT TO THANK YOU FOR COMING. THIS IS THE FIRST TIME WE HAVE HAD THE HONOR AND PRIVILEGE OF HAVING YOU BEFORE US. DR. FRANKLIN, WONDERFUL TO MEET YOU. HOPEFULLY WILL NOT BE THE LAST TIME. REALLY APPRECIATE THE VERY THOROUGH AND INFORMATIVE PRESENTATION THIS MORNING. IT SEEMS LIKE IT'S BEEN A WHILE SINCE WE HAVE HAD PUBLIC HEALTH COME FORWARD AND TALK ABOUT CURRENT RELEVANT ISSUES THAT AFFECT US. ALL OF THE COMMUNITY. I HOPE THAT THIS IS GOING TO BE A SERIES OF THINGS WE WILL HAVE ON OTHER ISSUES FACING OUR COMMUNITIES. SO THANK YOU AGAIN FOR COMING. SEEING NO FURTHER BUSINESS WE ARE ADJOURNED. [GAVEL]

**ADJOURNMENT – 10:53 a.m.**

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Submitted by:

Lynda J. Grow, Board Clerk and  
Marina Baker, Assistant Board Clerk  
Board of County Commissioners  
Multnomah County, Oregon