

Whereas, Denver Health has identified improving healthy eating and active living as a key focus area of the strategic plan under the community pillar and Denver Public Health has identified improving healthy eating and active living as a key focus area for improving health in the City and County and in its community health improvement plan (CHIP); and

Whereas, “sugar-sweetened beverage” is defined as any beverage intended for human consumption to which one or more added caloric sweeteners has been added and that contains at least two calories per fluid ounce. Sugar-sweetened beverages include but are not limited to all drinks and beverages commonly referred to as “soda,” “pop,” “cola,” “soft drinks,” “sports drinks,” “energy drinks,” “sweetened ice teas,” or any other common names that are derivations thereof. Sugar-sweetened beverages do not include any of the following: 1) Any beverage in which milk is the primary ingredient (i.e., the ingredient constituting a greater volume of product than any other); 2) Any beverage for medical use; 3) Any liquid sold for use for weight reduction as a meal replacement; 4) Any product commonly referred to as “infant formula” or “baby formula” or 5) Any alcoholic beverage; and

Whereas, a “sugar-sweetened beverage company” refers to a company whose substantial, primary, or sole business is the manufacture and/or sale of a sugar-sweetened beverage. It does not refer to non-sugar-sweetened beverage company subsidiaries of a conglomerate, the parent of which, or another subsidiary of which, is a sugar-sweetened beverage company. If a subsidiary does not have, as a substantial, primary or sole business, the manufacture and/or sale of sugar-sweetened beverage products, it is not considered a sugar-sweetened beverage company for the purposes of this policy.

Whereas, the percentage of obese adults in Denver more than doubled in the last two decades, one-third (33.2%) of adults in Denver eat less than one serving of fruits or vegetables a day, 33.9% of Denver adults have been told they have high blood pressure, approximately 35% of Denver adults have obese or overweight status, 7.3% of Denver residents have been diagnosed with diabetes, and during the 2012/2013 school year, 31% of Denver's school-aged children (kindergarten-9th grade) were either overweight or obese, and

Whereas, poor diet and physical inactivity increase the risk for certain health conditions, including high blood pressure, cardiovascular disease, some cancers, type 2 diabetes, and obesity, and

Whereas, cardiovascular disease, diabetes, and cancer are leading causes of death in Denver, and

Whereas, the consumption of sugar-sweetened beverages is associated with chronic disease and unhealthy weight status: drinking just one sugary drink per day increases a person’s risk for type 2 diabetes by 25%, for childhood obesity by 55%, and for death from heart disease by 30%, and

Whereas, from 2009-2014 beverage companies have spent more than 100 million dollars to defeat public health efforts to reduce sugary drink consumption and in 2009, the food industry spent approximately \$1.8 billion marketing mainly foods of poor nutritional value to youth, and

Whereas, Denver Public Health is charged with protecting and promoting health and is committed to implementing unbiased, evidence-informed interventions to increase opportunities for a healthy life in the City and County of Denver.

NOW, THEREFORE, BE IT AGREED ON BY DENVER PUBLIC HEALTH LEADERSHIP THAT DENVER PUBLIC HEALTH:

- **WILL NOT ACCEPT IN-KIND OR CASH DONATIONS FROM SUGAR-SWEETENED BEVERAGE COMPANIES AS DESCRIBED ABOVE.**
- **IN-KIND DONATIONS FROM A SUGAR-SWEETENED BEVERAGE COMPANY SUBSIDIARY MAY BE CONSIDERED DEPENDENT ON THE CIRCUMSTANCES.**
- **VOLUNTARY PURCHASES FOR PURPOSES OF DENVER PUBLIC HEALTH EVENTS WILL, WITH REASONABLE ATTEMPT, ADHERE TO THE DENVER PUBLIC HEALTH HEALTHY MEETING POLICY.**
- **SITUATIONS THAT ARE NOT CLEARLY DEFINED BY THIS POLICY WILL BE BROUGHT TO DENVER PUBLIC HEALTH LEADERSHIP FOR REVIEW AND FINAL DECISION.**

ADOPTED this day of March 21, 2017



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