



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 7/10/2012

Agenda Placement: 4B

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

---

**TO:** Board of Supervisors  
**FROM:** Shelli Brobst for Randolph F. Snowden - Director  
Health & Human Services Administration  
**REPORT BY:** Shelli Brobst, Contracts Analyst - 253-4720  
**SUBJECT:** Proclamation declaring July 2012, as "Rethink Your Drink Month" in Napa County

---

### **RECOMMENDATION**

Presentation of a proclamation to Andrea Arrescurrenaga, Women, Infants and Children Health Education Specialist, declaring July 2012 as "Rethink Your Drink Month" in Napa County.

### **EXECUTIVE SUMMARY**

The Centers for Disease Control and Prevention, the U.S. Surgeon General, and the Institute of Medicine recommend reducing consumption of sugar-sweetened beverages as a critical strategy to reverse the epidemic of overweight and obesity in our nation, especially among our children. The Rethink Your Drink campaign is a collaborative effort of the Children and Weight Coalition (CWC) of Napa County and the Napa County Public Health Division to encourage people to drink healthier options, such as water or limited amounts of juice and low-fat or fat free milk.

### **FISCAL IMPACT**

Is there a Fiscal Impact?                      No

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

**BACKGROUND AND DISCUSSION**

Childhood obesity has more than tripled in the past thirty years. In Napa County, 62% of adults are overweight or obese according to body mass index (BMI), and 16.6% of children aged 2-4 living in low-income households in Napa County are obese. In 2009, Napa County ranked 52 out of 61 compared to other Counties in California for overweight (85-95% BMI/age) children 2 years and older.

Childhood obesity has both immediate and long-term health impacts. Children and adolescents who are obese are at greater risk for bone and joint problems, sleep apnea, and are more likely than normal weight peers to be teased and stigmatized, which can lead to poor self-esteem. Moreover, obese youth are more likely to have risk factors for cardiovascular disease, such as high cholesterol or high blood pressure. Finally, overweight and obese youth are more likely than normal weight peers to be overweight or obese adults and are therefore at risk for the associated adult health problems, including heart disease, type 2 diabetes, stroke, several types of cancer, and osteoarthritis.

A 2007 report by the World Cancer Research Fund and the American Institute for Cancer Research concluded that there is "epidemiological and mechanistic evidence that drinks containing added sugars, including sucrose and high-fructose corn syrup are a cause of weight gain, overweight, and obesity. Like energy-dense foods and drinks, they have the effect of promoting excess energy intake." Individuals do not reduce their calorie intake from other foods to offset the extra calories in these beverages and therefore are consuming more calories overall. In 2005, 41.5% of children aged 2-11 and 56.8% of teenagers in Napa County drank one or more sugar sweetened beverage every day.

**SUPPORTING DOCUMENTS**

A . Proclamation

CEO Recommendation: Approve

Reviewed By: Karen Collins