

City of Minneapolis
Request for Committee Action

To: Health, Environment & Community Engagement
Date: 9/28/2015
From: Health Department
Prepared by: Becky McIntosh, Director of Administration, x2884
Presented by: Vish Vasani, Public Health Specialist II, Minneapolis Health Department
Mary LaGarde, Minneapolis American Indian Center,
Christina Dechaine, Allina Health's Backyard Initiative
File type: Receive & File
Subcategory: Presentation

Subject:
Presentation on the Rethink Your Drink Campaign

Description:
Receive and file presentation

Previous Actions:
None

Ward/Neighborhood/Address:
All Wards

Background/Analysis:
The Wall Street Journal recently mentioned the Minneapolis Health Department (MHD) in a September 3, 2015 article titled, "Sodas, Health Officials Duke It Out City by City." To help HECE members understand the context of this Minneapolis reference and the broader issues of sugary drinks, MHD would like to present its ReThink Your Drink: Every Sip Counts campaign. Presenters will include Vish Vasani (MHD), Mary LaGarde (Minneapolis American Indian Center) and a youth representative from Allina' Backyard Initiative. The desired outcomes of the presentation are that HECE members:

- Are aware of the impact of sugary drinks on obesity;
- Understand the strategies used by MHD and its community partners to improve healthy beverage choices of people and places
- Are aware of policy strategies used in other cities

Financial Review:
No financial impact.

Attachments:
1. Power point