

A Partnership to Build Healthier Communities Together

The Healthy Beverage Partnership is a regional collaboration working to prevent obesity and chronic disease through education, and environment and policy change. HBP works in seven counties in the Denver metropolitan area and is made up of six lead agencies: Boulder County Public Health, Broomfield Public Health and Environment, Denver Environmental Health, Denver Public Health, Jefferson County Public Health and Tri-County Health Department, and is facilitated by Denver Public Health.

Focus is on Reducing Sugary Drink Consumption



Approach is Cross-Industry and Multi-Pronged

1. Limit sugary drinks in childcare settings
2. Limit sugary drink portion sizes
3. Limit sugary drinks on government property
4. Limit sugary drinks in workplaces
5. Limit sales of sugary drinks in public venues
6. Restrict sugary drink marketing in public venues
7. Disseminate public awareness campaign



2017-2018 Accomplishments

Improved Access to Healthy Beverages and Foods Across Community Organizations



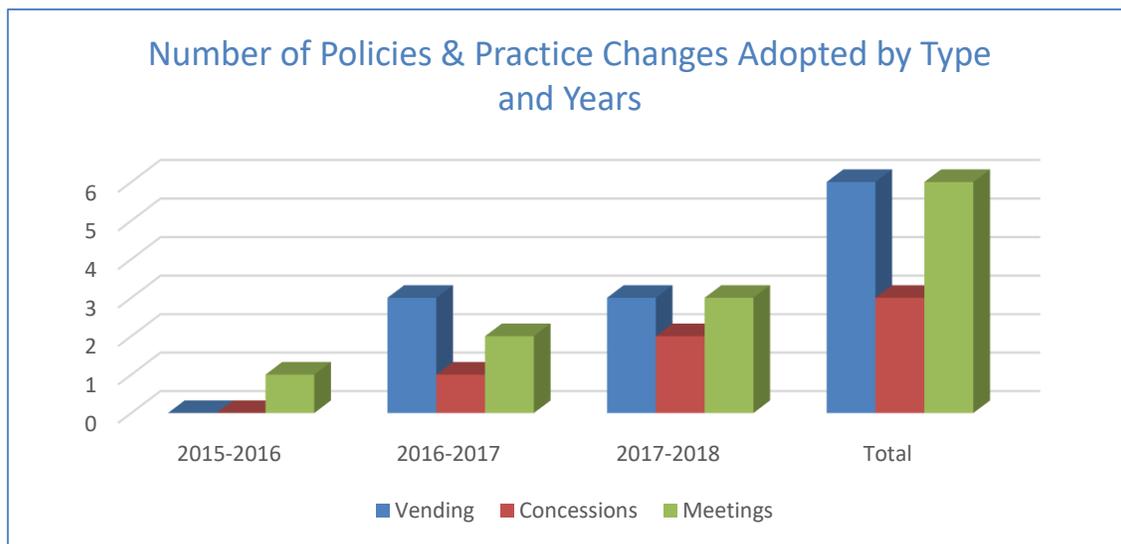
5 organizations:
vending



3 organizations:
concessions



5 organizations:
healthy meetings



Success

- The Youth Advocacy and Action Summit held in September was a multi-agency effort that brought together 85 youth to build knowledge and advocacy skills, and encourage sharing community involvement experiences on public health topics including healthy food/beverages. Attendees participated in interactive breakout sessions on initiating community change, harnessing the power of storytelling, active listening and dialogue in spite of differences, community engagement, finding a collective voice, and advocacy through the arts. Youth were engaged in the discussions and will take lessons learned back to their communities to advance policy and practice changes.



Hidden Sugar Campaign

Campaign educated about harms of sugary drinks

- Radio, TV, bus shelters, billboards, shopping mall, online, social media, and print ads in English and Spanish.
- TCHD's media efforts added over 2.6 million impressions in 2018, on top of over 3.5 million impressions Metro-wide in 2017
- Website in English & Spanish: hidden-sugar.org and azucaroculta.org
- Messaging at 12 WIC clinic locations reaching over 22,000 participants
- 8 county partners shared the campaign message.
- We shared the campaign message at 32 community events reaching 2233 people, including school health fairs, childcare parent nights, and outdoor festivals.
- The three Boys and Girls Club of Metro Denver sites in Adams and Arapahoe Counties have utilized the campaign materials at their club health fairs and external events.



You can help

- Share the Hidden Sugar campaign message by posting on social media, displaying posters, videos, and more. Access the campaign toolkit at: Hidden Sugar Campaign Toolkit.
- Adopt healthy meeting, vending and concessions policies at your organization.
- Share model policies with your networks. The policy and practice toolkit is available at: HBP Policy Toolkit,
- Adopt a position statement on the harms of sugary beverages
- Engage grassroots networks to support a Healthy Children's Meal campaign



Contact

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