



2021 Session Guide

The workshops at the 2021 Sugary Drink Summit are classified into four issue-based tracks:

- Community Building, Equity, and Inclusion (CBEI)
- Science and Policy Design (SPD)
- Communications and Marketing (CM)
- New Horizons in Policy Design (NHPD)

The conference begins at 1:00 PM ET daily and exact times for sessions will be posted on the virtual conference platform in mid-April.

Day 1:

Opening Remarks: Peter Lurie, MD, MPH – Executive Director and President, Center for Science in the Public Interest

Plenary Session:

Keynote 1: Rosa DeLauro – United States House of Representatives (D-CT)

Join Representative Rosa DeLauro (D-CT), one of our strongest champions and current Chair of the House Appropriations Committee, to hear how Congress can do better to improve nutrition and reduce consumption of sugary drinks.

Keynote 2: Reverend William H. Lamar IV – Pastor, Metropolitan African Methodist Episcopal Church

Rev. William H. Lamar IV is senior pastor of the historic Metropolitan African Methodist Episcopal Church in Washington, DC. In 2017, Lamar was one of three co-plaintiffs in a pioneering case brought against Coca-Cola and the American Beverage Association alleging that the company and the trade association misled consumers over the health benefits of their products. Rev. Lamar is a frequent speaker on the impact of sugary drinks and sugary drink advertising on his community as well as the impact of health disparities linked to overconsumption of sugary beverages.

Moderator: Colin Schwartz, MPP – Deputy Director of Federal Affairs, Center for Science in the Public Interest

Workshop Session 1:

Building Power through Community and Equity Centered SSB Taxes (CBEI)

This session will describe "building power" in historically disenfranchised communities and how this concept contributes to sustainable efforts to transform systems and structures underlying inequality - including passing policies like SSB taxes to reduce consumption of sugary drinks. Using Berkeley as a case study, this workshop will cover the importance of community led campaigns, ensuring that all diverse interests are at the table, community co-design of policy and other equity considerations.

Speakers:

Xavier Morales – Executive Director, The Praxis Project

Blair Franklin – Program Manager-Fiscal Sponsorship & Capacity Building, The Praxis Project

The Science Behind the Risks of Sugary Drinks (SPD)

The strength of sugary drink policy depends on the strength of the latest evidence. Come hear about the most recent scientific developments that have been added to an already significant evidence base, as well as DGAC conclusions on added sugars and sugary drinks.

Moderator: Breanne Wright, PhD – Deputy Director, Science Department, Center for Science in the Public Interest

Speakers:

Vasanti Malik, ScD – Assistant Professor, Department of Nutritional Sciences, University of Toronto; Adjunct Assistant Professor of Nutrition, Harvard T.H. Chan School of Public Health

Elizabeth J. Mayer-Davis, PhD – Cary C Boshamer Distinguished Professor of Nutrition and Medicine Chair, University of North Carolina at Chapel Hill

Martijn B. Katan, PhD – Emeritus Professor in Nutrition, Vrije Universiteit Amsterdam

Howard D. Sesso, ScD, MPH – Associate Epidemiologist, Brigham and Women's Hospital; Associate Professor of Medicine, Harvard Medical School

Winning Messages on Soda Policy (CM)

This session will discuss winning messages on sugary drink policies. We will present some key messaging takeaways from recently conducted survey research and focus groups, and discuss lessons learned from recent soda tax and kids' meals campaigns.

Moderator: Jeff Cronin – Director of Communications, Center for Science in the Public Interest

Speakers:

Matt George – Partner and Head of Research, Seven Letter

Reena Singh – Director of Campaign Planning and Communications, Voices for Healthy Kids

Shawn McIntosh – Executive Director, Sugar Free Kids Maryland

Jaylen Murakami – Advocacy and Outreach Coordinator, Hawai'i Public Health Institute

Workshop Session 2:

Paving the Way for Policy Wins: Ground-Softening Policies and Engagement (CBEI)

This session will explore best practices for building community capacity to advance SSB policies at the state/local level. Tips on introducing and passing ground softening policies and/or community engagement that pave the way.

Moderator: Ribkah Naga – Field Organizing Manager, Center for Science in the Public Interest

Speakers:

Genoveva Islas – Founder and Director, Cultiva La Salud

Leroy “Buster” Silva – Wellness Advocate; Community Organizer; Actor; Badass Dad; Founder, Family+Indegenize+Thrive

Melissa Shapiro – Clinical Instructor, Harvard Law School Food Law and Policy Clinic

Low Calorie Sweeteners - What We Know About Safety and Substitution Effects (SPD)

Low calorie sweeteners are found in more and more food products for both adults and children, as a growing number of consumers express concerns about excessive sugar consumption and companies decrease sugar levels in some foods and beverages. Are LCS safe? How often and where are we seeing them substituted for caloric sweeteners? What effects do they have on weight loss and metabolic outcomes? This session will explore all of those questions and discuss gaps in the evidence base.

Moderator: Allison C. Sylvetsky, PhD – Assistant Professor, Department of Exercise and Nutrition, Milken Institute School of Public Health, George Washington University; Director, Undergraduate BS in Nutrition Program

Speakers:

Lisa Lefferts – Senior Scientist, Center for Science in the Public Interest

Frank B. Hu, MD, PhD – Professor and Chair, Department of Nutrition, Harvard T.H. Chan School of Public Health

Barry Popkin, PhD – W.R. Kenan Jr. Distinguished Professor, Department of Nutrition, University of North Carolina at Chapel Hill

Industry Interference in Food Policy: Corporate Influence; Case Studies; CSO Strategies to Counter Industry (CM)

Corporate marketing and influence too often play an outsized role in determining or quashing food and nutrition policy - at the expense of the public's health. We'll hear case studies describing industry interference tactics around the globe and learn how some advocates have successfully countered industry meddling in public health nutrition policy.

Moderator: Veronica Poyano – Legal Advisor, Global Health Advocacy Incubator

Speakers:

Angelica Maria Claro – Director of Operations, Red Papaz, Colombia

Simon Barquera – Director, INSP, Mexico

Lucy Martinez Sullivan – Executive Director, Feed the Truth

Maria Lujan Abramo – Coordinator, Global Health Advocacy Incubator

Healthy Retail: Community Based Approaches to Improving the Food Retail Environment (SPD)

Junk foods and sugary drinks dominate store entrances, shelves on the ends of aisles, displays, and checkout, increasing their visibility, accessibility, and sales. In addition, retailers promote soda, candy, and chips through steep discounts such as through two-for-one deals and coupons, making it easier and cheaper to buy junk. During this session we will examine different models of community engagement to advance healthy retail policy interventions.

Moderator: Ashley Hickson – Senior Policy Associate, Center for Science in the Public Interest

Speakers:

Samuel Hopwood – Regional Director of South Florida, Florida Impact to End Hunger

Alison Wohlgemuth – Program Director, Bay Area Community Resources

Lourdes Perez – Director of Local Policy, Public Health Advocates

Valarie Blue Bird Jernigan, DrPH, MPH – Director, Center for Indigenous Health Research and Policy, Oklahoma State University

Networking Event:

Sugary Drink Summit Networking Session

Join us for this after-hours networking session to meet up with fellow colleagues from academia, advocacy, communications and policy development. This will be your chance to meet up socially with some of the people you'll see in the workshops and in our directory. We'll break into smaller groups based on your area of interest. Feel free to bring a drink!

Moderator: Aditya Mistry – Policy Coordinator, Center for Science in the Public Interest

Day 2:

Plenary Session:

A Conversation with Mark Bittman – Author, *Animal, Vegetable, Junk: A History of Food, from Sustainable to Suicidal*

Mark Bittman, editor-in-chief of *The Bittman Project*, author of more than 30 books, food journalist, columnist and opinion columnist who wrote for the *New York Times* for more than three decades, will discuss his new book, *Animal, Vegetable, Junk: A History of Food, from Sustainable to Suicidal* with Washington DC-based food writer Jane Black. The book tells the story of humans through the lens of food, offering a view of how the need to eat has driven human history. Bittman attempts to reveal not only how food has shaped our past, but how we can reclaim our future.

Moderator: Jane Black – Food Writer

Workshop Session 1:

Part 1: How to Create Diverse Coalitions - Identifying and Engaging Non-Traditional Allies (CBEI)

This workshop will focus on the development of a shared understanding of the broader framework of the determinants of health and how these relate to sugary drink consumption. This session is the first part of a two-part training will explore the need for diverse coalitions to advance policies, especially SSB related measures, and how to build a strong coalition through identifying and engaging non-traditional allies.

Speakers:

Xavier Morales – Executive Director, The Praxis Project

Jenna Garde – Program Director, Research and Training, The Praxis Project

Kourtney Nahm – Program Assistant, The Praxis Project

Candace Cross – Program Associate, The Praxis Project

Navigating Sugary Drink Policy Perils (SPD)

This session will cover three common policy perils and the best practices that can help advocates successfully manage them: ensuring that sugary drink tax policy design centers equity and community in the process and revenue design; avoiding weight stigma in SSB policy design and legislative findings; and anticipating and dealing with preemption at the state level.

Moderator: Laura MacCleery – Director of Program and Strategy, Center for Science in the Public Interest

Speakers:

Jim Krieger – Executive Director, Healthy Food America

Sabrina Adler – Vice President of Law, ChangeLab Solutions

Natasha Schvey, PhD – Department of Medical & Clinical Psychology, Uniformed Services University of the Health Sciences (USUHS)

Dwayne Wharton – Founder and Senior Advisor, Just Strategies

Targeted Marketing of SSBs to Communities of Color in the Digital Age (CM)

This panel will detail targeted marketing of SSBs (along with other unhealthy foods) to communities of color and the impact of this segmentation of the market. The panel will review the current research in the field including how companies leverage their engagement via marketing with communities of color for profit, marketing directly to youth of color, and the recent focus on digital marketing tactics.

Moderator: Sara Ribakove – Senior Policy Associate, Center for Science in the Public Interest

Speakers:

Sally Mancini – Director of Advocacy Resources, UConn Rudd Center for Food Policy and Obesity

Omni Cassidy – Postdoctoral Fellow, Population Health Science Scholars Program, Socio-Economic Evaluation of Dietary Decisions (SEED) Program, Department of Population Health, NYU Grossman School of Medicine/Langone Health

Yoli Casas – CEO and Founder, VIVE Wellness

Marcel Salas – Assistant Professor of Marketing, Marketing Department, UIC Business, University of Illinois, Chicago

Know Your Pouring Rights: Advocating for Healthier Beverage Environments on University Campuses (NHPD)

University campuses are ideal settings to implement innovative SSB reduction initiatives, but researchers and advocates often face a seemingly-impermeable barrier—“pouring rights” contracts. Many universities are locked into decade-long contracts with Coca-Cola or Pepsi requiring the on-campus marketing, promotion, and sale of SSBs. Convincing schools to forego the revenue earned from these contracts in the name of health and sustainability can be an uphill battle. In this session, we will hear from students, faculty, and staff about the strategies they have used, and successes and challenges they have faced, in working to overcome “pouring rights” and improve their campus beverage environments.

Moderator: Eva Greenthal, MS, MPH – Senior Policy Associate, Center for Science in the Public Interest

Speakers:

An Bui – Former Student and Real Food Challenge President, San Francisco State University

Laura Schmidt – Professor of Health Policy, University of California, San Francisco

Selena Melgoza – Student, University of California, Berkeley

Melissa Baker – Manager, Nutrition & Wellbeing, Food Services, University of British Columbia

Workshop Session 2:

Part 2: Diverse Coalitions – Identifying and Engaging Non-Traditional Allies (LIMITED ENTRY) (CBEI)

This is the second part of a two-part training. This workshop will build on the knowledge gained in Part 1 and develop a method to identify organizations working across the determinants of health who might be enlisted as allies to help reduce consumption of sugary drinks, develop the "why" the groups working in nontraditional fields should care about reducing sugary drink consumption, and use the "why" to develop compelling invitations to collaborate. PLEASE NOTE: This workshop is limited to 50 participants as we hope to cultivate an interactive experience for attendees.

Speakers:

Xavier Morales – Executive Director, The Praxis Project

Jenna Garde – Program Director, Research and Training, The Praxis Project

Kourtney Nahm – Program Assistant, The Praxis Project

Candace Cross – Program Associate, The Praxis Project

Rivers of Change: Using Water Policy to Improve Health & Reduce Sugary Drinks (SPD)

Join this interactive session to learn more about the role of water in the sugary drink movement, a road map for action, opportunities for policy action at the federal, state and local level. Includes storytelling from campaigns in the field and networks and resources to support work to increase access to healthy and safe drinking water.

Moderator: Christina Hecht, PhD – Senior Policy Advisor, Nutrition Policy Institute, University of California Division of Agriculture and Natural Resources

Speakers:

Renee Goldtooth-Halwood – Director of Evaluation and Research, Notah Begay III Foundation

Allyson Frazier – Policy Engagement Director, Voices for Healthy Kids

Kathryn Rehner-Sullivan – Government Relations Director, American Heart Association

Evidence Base for Policy Interventions to Reduce SSB Consumption (SPD)

Come hear from experts who conduct research as they evaluate the impact of various SSB policy interventions on changes in purchasing and consumption behaviors. This panel will discuss SSB taxes and simulation studies, incentives/disincentives research, and kids' meals policies.

Moderator: Lisa Powell, PhD – Professor and Director of Health Policy Administration, University of Illinois Chicago

Speakers:

Lisa Harnack, DrPH, RD, MPH – Professor, Division of Epidemiology and Community Health, University of Minnesota

Shu Wen Ng, PhD, FTOS – Associate Professor and Distinguished Scholar of Public Health Nutrition, Department of Nutrition, UNC Gillings School of Public Health

Marissa G. Hall, PhD – Assistant Professor, Department of Health Behavior, UNC Gillings School of Public Health

Marisa Tsai, MS, MPH – Research Data Analyst, Nutrition Policy Institute, University of California Division of Agriculture and Natural Resources

Story Telling for Power Building: How to Break Through with the Unexpected and Authentic (CM)

One of the most powerful things we have is our voice and our stories. It is not only important to have research and evidence-based practices to inform policies and initiatives, but also to center community voices to make sure those actions are responsive to the lived experiences of community members. In this session, advocates will share how they utilize storytelling and hero stories to build power and momentum to create change in their communities and in policies.

Moderator: Rachel Leader – Community Organizer, Center for Science in the Public Interest

Speakers:

Lauren Schweder Biel – Executive Director, DC Greens

Josh McCormack – Digital Content Curator, Salud America!

Stuart Anderson – Co-Chair, Don't Mute My Health

Diana Lieu – Program Director, Communications and Media, The Praxis Project

Evening Screening:

El Susto

In Mexico, where sugary sodas are more accessible than clean drinking water and Type 2 Diabetes is a leading cause of death, Coca-Cola and other sugary drinks are as much a way of life as they are of death, unleashing a public health crisis on a government and population ill-equipped to handle it. As eye-opening as it is galvanizing, *El Susto*, from filmmaker Karen Akins, uncovers the powerful beverage industry's outsized influence across the country, its access driven by deep political ties, aggressive marketing campaigns and gross abuse of power. Featuring families devastated by Type 2 Diabetes for generations; healthcare workers

embedded in affected communities; leading public health advocates; and even a former Coca-Cola marketing executive, *El Susto* charts Big Soda's insidious infiltration into Mexican society as courageous public health advocates, medical professionals and community members fight for the well-being of a nation. Run time is 75 minutes.

Day 3:

Opening Plenary Session:

Sugary Drink Reduction Policy: Success and Innovation from Abroad

Some of the most innovative sugary drink reduction policies in the world have been passed in Mexico, South Africa, the UK, the Caribbean, and Chile. Advocates behind those policy achievements will present their success stories and share their insights on what made their policy campaigns work.

Moderator: Maisha Hutton – Executive Director, Healthy Caribbean Coalition

Speakers:

Lawrence Mbalati – Programmes Manager, South Africa HEALA

Alejandro Calvillo – Founder and Director, El Poder del Consumidor, Mexico

Modi Mwatsama – Senior Science Lead, Food Systems Nutrition and Health, Wellcome Trust, United Kingdom

Guillermo Paraje – Professor, School of Business, Universidad Adolfo Ibanez, Chile

Workshop Session:

Deep Dive: Making the Equity Argument – How SSB Tax Investments Help Communities Experiencing the Brunt of Preventable Chronic Disease (CBEI)

This session will explore how equity can be an underlying frame for every phase of policy development, campaign, implementation, and evaluation of an SSB tax.

Speakers:

Xavier Morales – Executive Director, The Praxis Project

Blair Franklin – Program Manager-Fiscal Sponsorship & Capacity Building, The Praxis Project

Oral Health and Sugary Drink Consumption: A Conversation with the Dental Community (SPD)

Sugary drink consumption has been linked to poor dental health. Dental experts and advocates will review the evidence, reveal how the sugar and beverage industries interfere in efforts to

promote oral health, and discuss how to engage the dental community to support policies and other efforts to reduce consumption of sugary drinks.

Moderator: Cassandra Ramos, PhD – Policy Associate, Center for Science in the Public Interest

Speakers:

Cristin Kearns, DDS, MBA – Assistant Professor, UCSF School of Dentistry, Division of Oral Epidemiology & Dental Public Health and Philip R. Lee Institute for Health Policy Studies

Jared Fine, DDS – Consultant, Alameda County Health Department

Carrie Gordon – Chief Strategy Officer, California Dental Association

Warning Labels: Hitting the Limit: Warning Icons and the Future of Labeling (NHPD)

Across the world, communities are telling the food industry they have hit the limit when it comes to added sugars. Warning icons are a direct, accessible educational tool that communities and individuals can use to reject foods with excessive amounts of added sugar, sodium, and other harmful nutrients. How can communities thread the needle to get successful, effective warnings that will survive court challenge to create a healthier, more transparent food system and truly empower individuals to hit our own goals when it comes to limiting added sugar? This session will explore all of these questions and present policy options that support and empower consumers and communities.

Moderator: Sarah Sorscher, JD, MPH – Deputy Director of Regulatory Affairs, Center for Science in the Public Interest

Speakers:

Ted Mermin, JD – Executive Director, Public Good Law Center

Jen Falbe, ScD, MPH – Assistant Professor of Nutrition and Human Development, Department of Human Ecology, University of California, Davis

Dr. Gaston Ares – Professor, Facultad de la Quimica, Universidad de la Republica, Uruguay

Floujane Cofer, PhD, MPH – Senior Director of Policy, Public Health Advocates

Closing Plenary Session:

Highlighting Community Impact for the Win

When communities and community leaders lead campaigns to reduce consumption of sugary drinks or curb other dangerous practices like smoking, they have a powerful platform for change. We'll hear from inspiring community activists and policymakers about how they fought the deep-pocketed beverage and tobacco industries and won.

Moderator: Michael Nutter – Former Mayor of Philadelphia

Speakers:

Gloria Ann Begay – Diné Food Sovereignty Alliance

Yolandra Hancock, MD, MPH – Medical Director, CRC Health & Wellness Group; Founder, Delta Health & Wellness Consulting; Adjunct Professor, George Washington University Milken School of Public Health

Delmonte Jefferson – Executive Director, The Center for Black Health & Equity

Closing Remarks: Peter Lurie, MD, MPH – Executive Director and President, Center for Science in the Public Interest