

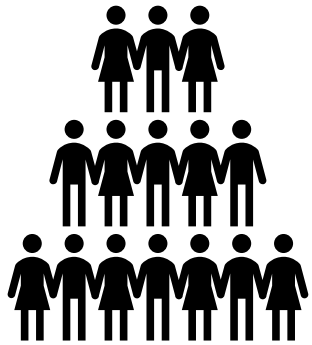
# Healthy Drinks in Kids' Meals

*Addressing health inequities and the future of children's health by supporting sugary drink reduction policy strategies in Denver*





American  
Heart  
Association.



*Community and Youth  
Leaders  
40+ Organizational  
Endorsers*

# *Serve Kids Better Denver*

# Overview of Presentation



Overview of Proposed Ordinance



What Does the Data Tell Us About the Need for this in Denver?



Stakeholder and Community Engagement Conducted



Sugary Drink Reduction Policy Passed in Colorado and the US



Comments from Partners

# Healthy Drinks in Kids Meal Policy Language

- On and after [insert date] a restaurant that sells a children's meal that includes a beverage shall make the beverage sold with the children's meal one of the following:
  - Water with no added natural or artificial sweeteners; or
  - Milk or milk substitute with no added natural or artificial sweeteners.
- Menus shall only list healthy beverages in conjunction with children's meals. Employees shall not offer beverages with added sugar to children while taking food orders from customers.

# HDKM Policy: Does and Does Not

<b>DOES</b>	<p>Create a new standard for drinks offered by all food establishments in the City and County of Denver that have a bundled children's meal (a kids' meal with a drink included in the price of the meal).</p> <ul style="list-style-type: none"><li>• Water (still or sparkling) with no added natural or artificial sweeteners</li><li>• Dairy milk or milk substitutes (almond, oat, soy, etc.) with no added or artificial sweetener</li></ul>
<b>DOES</b>	<p>Have the potential to prevent short- and long-term health consequences of children in Denver and addresses healthy inequities by removing targeted marketing.</p>
<b>DOES NOT</b>	<p>Take away choice - a parent or child can order any beverage they want regardless of what is presented on the menu. <b><i>Nothing in the section prohibits a food establishment or any employee of the food establishment to sell, or the customer's ability to purchase, any other beverage that is available per request outside the default beverage.</i></b></p>
<b>DOES NOT</b>	<p>Impact all restaurants in Denver – only restaurants that offer bundled kids' meals would be affected by the policy.</p>

# Why Is This Policy Needed in Denver?

- Meets Denver's goal of preventing chronic conditions and increasing access to nutritious foods.
- Adopting a policy ensures that this business trend reaches all restaurants and creates a level playing field.
- Aligns with Colorado Chronic Disease State Plan and Colorado Cancer Plan.
- Denver is committed to responding to racism as a public health crisis.

# Sugary Drink Consumption is an Issue of Health Inequities

- Low-income and historically marginalized are disproportionately burdened by disease associated with sugary drink consumption.
- Sugary beverage industry specifically targets marketing towards historically marginalized.
- Industry spends \$1.04 billion to advertise sugary drinks and energy drinks.
  - African American teens saw 2 times as many ads for sugary drinks than non-Hispanic white teens



# Support for Healthy Kids' Meals

- Top 20 food trend supported by the American Beverage Association
- 73% of voters strongly agreed that it is important to increase healthy food and beverage options.
- Pledge Cards Indicating Individual Support of Policy: ~3,000
- Endorsements of Support (RNOs, Health Experts, Community Orgs): 43
- Denver restaurants have been successful in pilot implementation
- Adoption in Colorado: Lafayette, Longmont, and Golden (momentum building in Louisville)
- Momentum across the Nation: 15 cities and 4 states (CA, DE, HI, IL)



**Ruby Hill Neighbors**  
A Registered Neighborhood Organization in Denver, Colorado



**Colorado PTA**  
everychild. onevoice.





# Current Policies in Colorado

Municipality	Restaurants Impacted	Legislation, Date Enacted, Vote, Signed	Enforcement Mechanism	Compliance Status
Lafayette, CO	45	Ordinance 2017-40: 10/17/2017 City Council: 6-1 Date Effective: 10/27/2017	Annual self-certification. In practice, administered by Boulder County Public Health through restaurant inspections.	Current: 23 restaurants out of compliance
Longmont, CO	72	O-2021-42: 9/14/2021 City Council: 5-2 Date Effective: 1/3/2022	Administered by Code Enforcement Officer or Police Officer. Written warning must be given before restaurant is charged with a violation, potential \$100 fine for first conviction, \$200 fine for second conviction in a 12-month period, \$500 for third or subsequent conviction in 12- month period.	Year 1: 7 of the 9 (78%) restaurants inspected were in compliance; after technical assistance was provided by BCPH to two restaurants, all 9 (100%) are now in compliance.  Year 2: 22 of 26 (79%) restaurants inspected were in compliance.
Golden, CO	19	Ord. No. 2171: 1/25/2022 City Council: 7-0 Date Effective: 6/1/2022	Administered by the Jefferson County Health Department. First violation may result in written warning, failure to correct violation after 60 days may result in an administrative citation.	Year 1: 11 of 19 (58%) were in compliance and 8 (42%) were out of compliance

# Support for Businesses

- Funding to assist with menu reprinting is available through November 30, 2025
- Communication materials for promoting the available funding will be created by Serve Kids Better Denver
  - City will include on webpages
  - Public Health Investigators will disseminate
  - Serve Kids Better Denver will promote via:
    - Community channels
    - Mile High Chapter – Colorado Restaurant Association
- Communication materials will include:
  - Contact information [ServeKidsBetterDenver@dhha.org](mailto:ServeKidsBetterDenver@dhha.org)
  - Process for accessing the funds for menu reprinting

# Process to Access the Funds

- Contact [ServeKidsBetterDenver@dhha.org](mailto:ServeKidsBetterDenver@dhha.org)
- Provide a W9 and complete a short form
  - Legal Business Name
  - Address
  - Point of Contact (POC)
  - POC Email
  - Telephone
  - Tax ID #
  - Amount requested (up to \$2000)
  - Brief description of request including quote for the print job

# Comments from Our Partners

1. Denver Health (Dental), Dr. Patty Braun
2. Denver Health (Peds), Dr. Meg Tomcho
3. ViVe Wellness, Giannina Estrada
4. America Heart Association, Eric Heydorn
5. American Diabetes Associations, Christine Fallabel
6. Denver Parent, Sarah Belstock

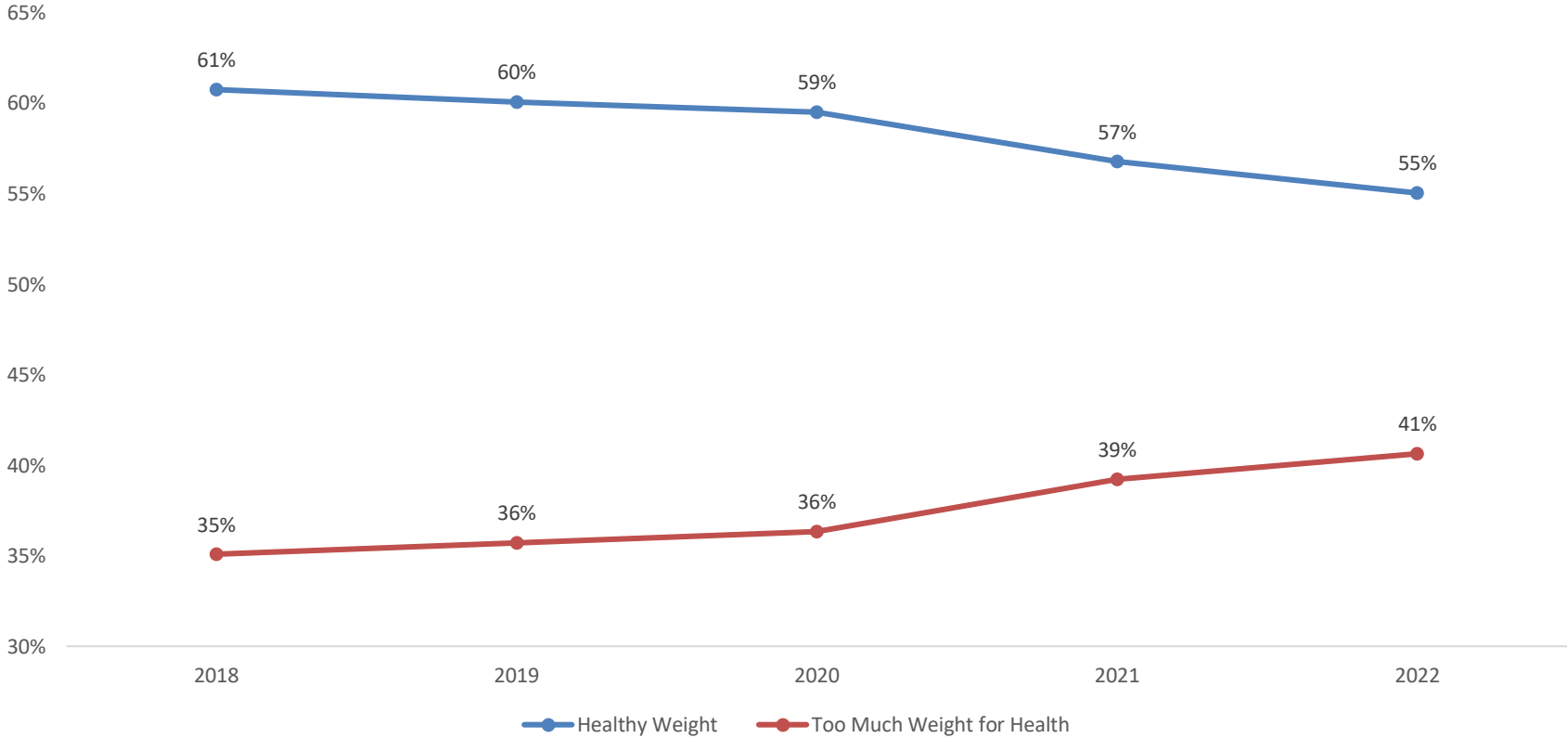
**Thank You and Questions**

# List of Endorsers

- Center for African American Health
- Co-Op on 1st
- Convivo Cafe
- Denver Health (Hospital)
- Children's Hospital Colorado
- Colorado Dental Association
- Colorado Medical Society
- Dental Quest
- Kids in Need of Dentistry (KIND)
- Chopper Topper
- American Academy of Pediatrics - Colorado Chapter
- American Diabetes Association
- American Heart Association
- Center for Science in the Public Interest
- Colorado Cancer Coalition
- CPC / Heart Healthy Solutions
- Healthier CO
- Bright By Text
- Athmar Park Active Living Coalition (ALC)
- Bewell (Foundation for Sustainable Urban Communities)
- Denver Urban Gardens
- Jovial Concepts
- Life Span Local
- Nourish Colorado
- Sun Valley Kitchen and Community Center
- SW Food Coalition
- The Urban Farm
- ViVe Wellness
- Westwood Unidos
- Chef Ann Foundation
- Coco Pirata
- La Machaca
- Athmar Park Neighborhood Association
- Ruby Hill Neighborhood Association
- Valverde Neighborhood Association
- Colorado Parent Teacher Association (PTA)
- Neighbors Together
- YMCA of Metro Denver
- Montbello Organizing Committee
- Sprouts City Farms
- Vuela for Health
- Colorado Medical Society
- Blueprint to End Hunger

# Denver's Children Deserve Solutions to Live Long Health Lives

Change Over Time in Healthy Weight Status among Pediatric Patients <18 at Denver Health



# Similar Efforts Taking Place Nationwide

## Cities and States with Healthy Drinks in Kids' Meal Policies

- Lafayette, CO
- Longmont, CO
- Golden, CO
- Baltimore, MD
- Louisville, KY
- New York, NY
- Philadelphia, PA
- Columbus, OH
- Prince George, MD
- Cleveland, OH
- California
- Delaware
- Hawaii

