

Review of the Municipal Actions to Reduce Sugary Drink Consumption Proposed by Heart and Stroke Foundation of Canada and Diabetes Canada

Municipal Actions Proposed by the Heart and Stroke Foundation of Canada and Diabetes Canada		Current Action by the City of Hamilton	Potential Future Action
1.0	As a Provider of Beverages to Employees and the Public		
1.1	Ensure that free, potable drinking water (in fountains and/or coolers) is accessible to children and adults in commonly used places including parks, public facilities, schools, recreations centres and workplaces as a hydration alternative to sugar-loaded beverages.	<p>At the April 20th Board of Health meeting, Public Works reported back to the Board of Health on the feasibility and associated operating costs of reinstalling drinking fountains, including those historically known as "Shorty Greens", in all City owned parks.</p> <p>As described in the report titled, "Water Drinking Fountains in Parks (City Wide)" received by Board of Health on April 20th, 2017 (BOH Minutes 17-003, Item 5.2), the City provides publicly accessible drinking water in a number of capacities.</p> <p>In 2016/2017, 48 water drinking fountains were purchased and installed in recreation centres, arenas, parks, schools and Ontario Early Year Centres using funds from the Healthy Kids Community Challenge.</p> <p>The Corporate Healthy Food and Beverage Policy includes a criterion that municipal tap water (rather than bottled water) be used, where possible, when water is offered at City meetings and events.</p>	<p>Recommendation:</p> <p>(f) That staff within Public Works Department include water drinking fountains as an option during the public consultation and conceptual design phases of new park developments.</p>

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<p>1.2 Eliminate sugary drinks in City facilities (i.e., recreation facilities and government spaces).</p>	<p>The City enters into contracts with vendors. Beverage contracts originate from a number of Departments/Divisions and vary in their scope from an appreciation lunch for employees to the Cold Beverage Vending Contract for City Recreation Centres, Arenas and Golf Courses (current contract commenced in 2016, with a five year term renewable for a further five years).</p> <p>The City of Hamilton Food Strategy, endorsed by the Board of Health in August 2016, includes a recommendation to increase the amount of healthy, local food in publicly-owned facilities to make healthy food choices the easy choice. Specifically, action 9.1 aims to reduce access to unhealthy foods in public facilities, particularly where vulnerable groups visit (e.g., children). For more information go to www.hamilton.ca/foodstrategy.</p> <p>The Corporate Healthy Food and Beverage Policy (Human Resources-Health, Safety & Wellness, 2011) applies to all City employees when food and beverages are provided and funded by the City of Hamilton for all staff related and hosted events. This includes but is not limited to the serving of food for business meetings, training, education, appreciation and hosted events.</p>	<p>The City could choose to negotiate with current vendors to reduce sugary drinks and increase healthier options before contracts end.</p> <p>Recommendations:</p> <p>(b) That Public Health Services' staff contribute to City food and beverage procurement discussions and participate in:</p> <p>(i) The development of future Requests for Proposal with clear language about expectations relating to sugary drinks, and</p> <p>(ii) The review of significant food and beverage contracts, to ensure that healthy choices are available;</p> <p>(c) That Public Health Services further define and reduce sugary drinks in the next revision of the Corporate Healthy Food and Beverage Policy (Human Resources, Health, Safety & Wellness, Policy HR-41-11);</p> <p>(d) That Public Health Services and Recreation staff work together to investigate the feasibility of creating healthy choices guidelines in recreation facilities that:</p> <p>(i) Aim to reduce sugary drinks and increase healthy options</p>

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<p>1.3 Restrict all food and beverage marketing to children on city property (i.e. child care settings, recreation centres, public libraries, public transit, parks).</p>	<p>The Healthy Menu Choices Act (provincially legislated and locally enforced) requires all food-service premises with 20 or more locations in Ontario to post the number of calories in the food and drink items they sell. This information will assist Hamiltonians in making informed choices and discussing healthy options when purchasing beverages.</p> <p>As a Baby Friendly Initiative designated facility, awarded by the Breastfeeding Committee of Canada, Public Health Services has committed to upholding the World Health Organization International Code of Marketing of Breastmilk Substitutes. The Code aims to protect and support breastfeeding by ensuring the ethical marketing of breast milk substitutes. Public Health Services complies with the Code by avoiding the acceptance and distribution of formula samples. In addition, Public Health Services ensures that formula and/or bottles and pacifiers are not promoted by avoiding their depiction on posters, factsheets, social media, etc. Employees of Public Health Services, as directed by policy, avoid attendance at conferences and/or workshops sponsored by formula companies. Failure to uphold the Code</p>	<p>within vending machines and over-the-counter food service locations.</p> <p>With only 14 over-the-counter food service locations, Recreation is not legally required to comply with the <i>Healthy Menu Choices Act</i>. However, Recreation could explore voluntarily listing calories on menu boards.</p> <p>The City could not ban the advertising of sugary drinks on publicly available advertising space, such as bus shelters and public transit. This type of control over marketing is a federal responsibility and there are two Bills before Parliament pertaining to the marketing of sugary drinks to children.</p> <p>Recommendations:</p> <p>(d) That Public Health Services and Recreation staff work together to investigate the feasibility of creating healthy choices guidelines in recreation facilities that:</p> <p>(ii) Address food and drink advertising, promotion and display with a focus on healthy options;</p> <p>(f) That the Board of Health send letters to Honourable Jane Philpott (Federal Health Minister) and Honourable Senator Nancy Greene Raine in support of the following federal legislation:</p>

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<p>1.4 Within city facilities, use price adjustments to decrease the cost of water and milk in relation to sugary drinks.</p>	<p>may result in unsuccessful redesignation. Baby Friendly Designation is currently mandatory and is one of only two accountability agreement indicators for Child Health as per the Ministry of Health and Long Term Care.</p>	<p>(i) Bill C-313, which calls for the development and implementation of a national strategy on advertising to children and amendments to the Broadcasting Act, and</p> <p>(ii) Bill S-228, which aims to amend the federal Food and Drugs Act to prohibit the marketing of food and beverages to children under 13;</p>
<p>1.4 Within city facilities, use price adjustments to decrease the cost of water and milk in relation to sugary drinks.</p>	<p>The Cold Beverage Vending Contract, commenced in 2016, has a five year term renewable for a further five years. Prices are set based on industry standard and are reviewed annually.</p>	<p>The City could explore offering water and plain milk at a subsidized price within Recreation Centres and Arenas.</p> <p>The City does not have authority to tax sugary drinks sold at food premises. Taxation would be a federal/provincial responsibility. The City could take an advocacy approach and endorse the call for a levy on manufacturers of sugary drinks in Canada.</p> <p>Recommendation:</p> <p>(f) That the Board of Health send letters to Honourable Kathleen Wynne (Premier of Ontario), Honourable Charles Sousa (Provincial Minister of Finance), Honourable Dr. Eric Hoskins (Provincial Minister of Health and Longterm Care) in support of the following provincial legislation:</p> <p>(iii) Provincial taxation of sugary</p>

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2.0 As a Regulator of Food Premises in Hamilton		
<p>2.1 Restrict portion sizes of sugar-loaded beverage containers at all food service locations in Hamilton to a maximum of 16 ounces (500 mL).</p>	<p>No current regulatory action to restrict portion sizes.</p> <p>The majority of beverages sold within Recreation vending machines and at over-the-counter concessions are in containers 500mL or less, with a couple of beverages coming in 591mL containers.</p>	<p>No regulatory actions planned.</p> <p>Control over packaging, such as portion sizes and default choices, is generally exercised by the provincial/federal governments. The City may have some authority to act, as food premises are licensed businesses. However, it appears that regulation of portion sizes has not been a particularly successful strategy: New York City Board of Health's adoption of a Sugary Drinks Portion Cap Rule was overturned in 2014 and has not been replaced, although the court decision left this possibility open.</p> <p>Within City facilities, staff could investigate shifting vended beverages to those in smaller containers and selling smaller sizes of drinks in concessions.</p> <p>Enacting such a by-law would be resource intensive and difficult to enforce.</p> <p>The City could consider promoting water and milk as the default alternative for concession meal combos.</p>
<p>2.2 Mandate that restaurants offer water or milk as the default beverage choice for kids' meals instead of sugary drinks.</p>	<p>No regulatory action to date.</p> <p>Kids' meals are not offered within City facilities.</p>	

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<p>2.3 Establish policies and zoning by-laws designed to promote the establishment of grocery stores and other venues (e.g. farmers' markets, community gardens, community kitchens, convenience stores, etc.) that provide affordable access to healthy food, particularly in areas of low availability and restrict accessibility of fast food outlets and convenience stores near schools.</p>	<p>In 2010, Hamilton passed the Community Garden Policy.</p> <p>In September 2014, City Council passed the Urban Hamilton Official Plan Amendment and amendments to the seven zoning by-laws to permit urban agriculture (urban farms and community gardens) in certain geographic areas within the City. (PED Minutes 14-014, Item 6.2)</p> <p>In April 2015, Council passed the Urban Hamilton Official Plan Amendment to permit urban farmer's markets in certain areas within the City. (PED Minutes 15-006, Item 6.1)</p> <p>The City of Hamilton Food Strategy includes a recommendation to promote physical access to healthy, local foods in all neighbourhoods (Recommendation 10).</p>	<p>The location of fast food outlets and convenience stores cannot be restricted, as retail is generically defined within commercial mixed use zoning.</p> <p>Preliminary discussions are in progress for Food Strategy Action 10.1: Explore the feasibility of innovative ways to increase healthy food retail in neighbourhoods where it is limited (e.g., farmers' markets, mobile produce truck, healthy corner stores, etc).</p>
<p>3.0 As an Educator and Program Provider</p>		
<p>3.1 Educate residents about the risks associated with sugary drink consumption through public awareness and education campaigns.ⁱⁱ</p>	<p>Within Public Health Services, several teams (i.e., Chronic Disease Prevention, Dental, Schools, Child Health-Nutrition) contribute to community education about healthy hydration and positive oral health habits. Such efforts include:</p> <ul style="list-style-type: none"> • Performing community outreach and engagement; • Supporting school campaigns; • Facilitating the Hamilton Prenatal 	<p>PHS will continue its work in this area.</p>

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	<p>Nutrition Project,</p> <ul style="list-style-type: none"> • Creating and promoting educational materials; • Offering training and consultation on nutrition policies and guidelines; and • Providing individualized oral hygiene instruction (including reducing sugary drinks, when appropriate) to all children and families in preventive dental clinics. <p>As part of the Healthy Kids Community Challenge, the Chronic Disease Prevention Team launched the Water Does Wonders pledge campaign to encourage organizations and families to help children choose water over sugary drinks. (www.waterdoeswonders.ca)</p> <p>Public Health works with internal staff and community partners to support NutriSTEP, a nutrition screening tool for young children that helps identify nutrition problems early and connect parents to the appropriate resources for help. Questions and education about sugary drinks are included in this tool.</p> <p>Within Public Works, Hamilton Water offers a range of free education programs to all Hamilton area schools.</p>	
3.2 Support community programs and initiatives that can potentially improve access to healthy food including community gardens,	The City Enrichment Fund now includes the Agriculture and Environment streams, with guidelines and applications for 2016 funding through the Operating	PHS will continue its work in this area.

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community kitchens, local food distribution networks, community supported agriculture, school meal programs, <i>etc.</i>	<p>Grants stream for non-profit agricultural organizations.</p> <p>The City has contributed \$1.2 million over 5 years to the Hamilton Community Food Centre operated by Neighbour-to-Neighbour.</p> <p>The City-led Healthy Kids Community Challenge has supported approximately 27 community partners with \$562,500 in provincial funding to support actions that encourage water over sugary drinks and greater vegetable and fruit consumption in Wards 6, 7, and 8.</p> <p>The City of Hamilton Food Strategy includes a recommendation to integrate food literacy and food system training and education where residents live, learn, work, and play (Recommendation 11). The Food Strategy is undergoing a kitchen scan to identify spaces for community programs to offer.</p> <p>The Ontario School Food and Beverage Policy (P/PM 150) outlines nutrition standards for the food and beverages sold in public Elementary and Secondary schools. Public Health Services offers consultation to school boards and schools seeking guidance to meet or exceed this policy.</p> <p>There are guidelines for Student Nutrition Programs (Tastebuds in Hamilton) that specify what can be served. Public Health provides volunteer training and</p>	

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<p>3.3 Enable the establishment of Food Policy Councils and Food Charters that promote and develop local policies, programs and strategies related to access of healthy, unprocessed foods.ⁱⁱⁱ</p>	<p>consultation to help Student Nutrition Programs meet these guidelines.</p> <p>Public Health helped to develop Nutrition Recommendations for Licensed Child Care Providers in Ontario to help support implementation of updated regulatory requirements for licensed child care settings as set out under the <i>Child Care and Early Years Act</i>, 2014. Public Health also provides support to help child care centres follow these recommendations.</p> <p>Food Advisory Committee, 2016</p> <p>Food for All, A Food Charter for Hamilton, 2014</p> <p>Hamilton's Food Strategy: Food Access & Consumption Recommendation 9 is to increase the amount of healthy, local food in publicly owned facilities to make the healthy food choice the easy choice.</p> <ul style="list-style-type: none"> • 9.1 Reduce access to unhealthy foods in public facilities, particularly where vulnerable groups visit (e.g., children) • 9.2 Conduct an environmental scan to measure the percentage of healthy, local food that is procured by the City. • 9.3 Review policies and explore opportunities for City facilities to increase the percentage of healthy, local food purchased by their facilities. • 9.4 Policies and programs are in place to increase healthy food options in publicly-owned, neighbourhood, and community 	<p>The Interdepartmental Food Strategy Steering Team is developing the implementation plan for the Food Strategy.</p>

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	facilities (e.g., recreation centres, workplaces, schools, etc.).	

Municipal actions proposed originate from the following documents:

Call to Action: Levy on Manufacturers of Sugary Drinks. March 2017. Retrieved from: <https://www.heartandstroke.ca/-/media/pdf-files/canada/media-centre/sugary-drink-levy-call-to-action-en.ashx?la=en&hash=47CD1F3D43FEC20D2347CC5C3C8EC7319258B219>

Diabetes Canada. Sugars Position Statement. 2016. Retrieved from: <http://www.diabetes.ca/about-cda/public-policy-position-statements/sugars>

Heart and Stroke Foundation of Canada. Position Statement: Sugar, Heart Disease and Stroke. 2014. Retrieved from: <http://www.heartandstroke.com/site/c.iklQLcMWJtE/b.9>

Heart and Stroke Foundation of Canada. Liquid Candy: Working Together to Reduce Consumption of Sugar Loaded Drinks. 2013. Retrieved from: http://www.heartandstroke.com/atf/cf/%7B99452d8b-e7f1-4bd6-a57d-b136ce6c95bf%7D/SSB_FACTSHEET_REV_ENG_FNL.PDF