

Writing 150
Internship Report & Portfolio

Jacklyn Vo
UCSB Healthy Beverage Initiative Research Group
Research Assistant

May 30, 2021

UCSB HBIRG Internship Portfolio

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Life Cycle Assessment on UCSB Campus Beverages*

Simplified Pouring Rights Contract*

AS Zero Waste Committee Grant Proposal*

*Confidential projects that cannot be published or shown anywhere yet. These projects are not included in this portfolio.

UCSB HBIRG Internship Report

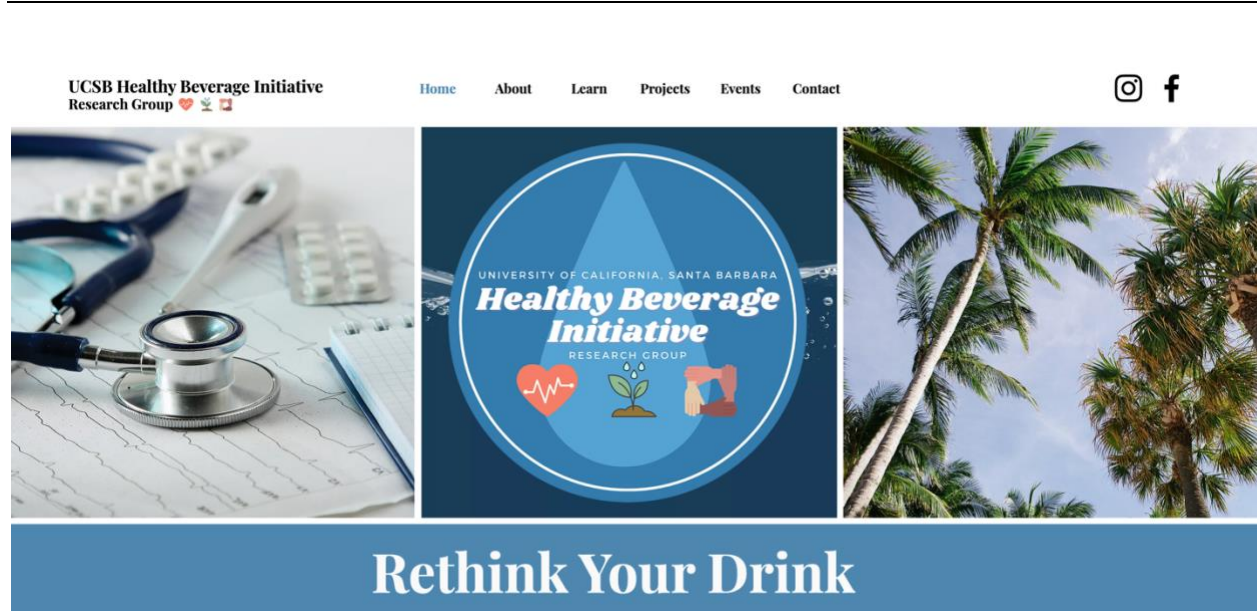
As a UCSB Healthy Beverage Initiative Research Group (HBIRG) Research Assistant, I built the student organization from the ground-up, encouraged my peers to be leaders of their own, and facilitated productive conversations with the leaders of our beverage environment. I have mentored 15 student volunteers, consistently communicated with my research professors, and accomplished the deliverables stated in our grant proposal with the Center for Science in the Public Interest (CSPI).

In regard to writing, I wrote a grant proposal to the CSPI and UCSB Associated Students Zero Waste Committee and co-wrote an op-ed to the Santa Barbara Independent and UCSB Coastal Fund Newsletter (attached below). I developed the HBIRG website, created a few infographics for our social media, and co-hosted the *Improve or Remove* and *UCSB's Beverage Environment in the National Context* events. I facilitated the creation of our social media presence, several informational presentations, and Simplified Pouring Rights Contract manuscript. Lastly, I am also writing and editing my portions of the Life Cycle Assessment (LCA) on beverages on campus and am training new researchers to take over my duties.

Some challenges I face during the internship was maintaining the interest of graduating seniors, navigating HBIRG's next steps, and dealing with opposition from contract decision-making leaders. I addressed these obstacles with elegance, professionalism, and transparency. If there was a volunteer slacking, I would start an open conversation provide my assistance to that volunteer and the members of that task group. When there was opposition from contract decision-making leaders, I would respond respectfully but honestly to ensure that my voice was being heard. When I struggled to think of tasks to delegate, I would ask my student volunteers to either take the week off to think of how they could contribute to the strengthening of our group.

As I transition out of this position, I am confident in the student leaders and community that I have helped nurture. This experience has challenged my abilities to strengthen my knowledge about planetary health, community organization, and professionalism. While there is a lot of push back from the campus departments and administration, I believe I have assisted to strategically build HBIRG's leverage on our beverage environment. The members of HBIRG are the most supportive, open, and passionate people ever and I am so grateful for this opportunity to grow with everyone. Compared to the time HBIRG started in October 2019, I would have never imagined that we would be this large and capable of accomplishing so many tasks in a short amount of time. I am beyond proud of this community that I have helped build and cannot wait to see how far this organization goes within the next few years.



UCSB HBIRG Website



Fitting UCSB's Beverage Environment into a National Context Presentation (May 2021)

UCSB Healthy Beverage Initiative Research & Center for Science in the Public Interest

Fitting UCSB's Beverage Environment into a National Context

Agenda

What is the UCSB Healthy Beverage Initiative Research Group (HBI RG)?

- Our work
- Health, environmental, and social implications of our beverage environment

Presentation by the Center for Science in the Public Interest (CSPI)

- The national context of Pouring Rights Contracts (PRC)


Our campus

- Our collaboration with other departments
- Simplified PRC
- Our future
- Support our letter!

Open discussion and questions




UCSB HBI Research Group




- Life Cycle Assessment (LCA)
- Campus discussions
- Simplified pouring rights contract
- Call to discussion letter
- Beverage survey
- Social media, op-eds, & website


Our Social Media Team




Our Campus Discussions





Impacts of Sugar-Sweetened Beverages (SSBs)



Fitting UCSB's Beverage Environment into a National Context Presentation (Continued)

Benefits of Increased Tap Water Consumption

↑ Improved Health
 ↓ Reduced Environmental Impacts

Questions?

**Pouring Rights Contracts at Public Universities:
 The National Context**



What are "pouring rights" contracts?

- Pouring rights contracts are legal agreements through which institutions give a beverage company (usually Coca-Cola or Pepsi) exclusive rights to sell and market beverages in exchange for cash and in-kind payments
- These contracts are typically arranged through the campus procurement or corporate relations departments, often in partnership with athletics and dining
- Stakeholders representing the student, health, and sustainability perspectives are seldom involved in contract negotiations



Common Characteristics of Pouring Rights Contracts

- Sponsorship payments
- Exclusivity provisions
- Incentives to maximize sales
- Marketing and co-branding opportunities
- Donated athletics, dining, and recycling equipment (branded with the company logo)
- Designated "Official Soft Drink" of the university
- Campus brand ambassadors
- Company commitment to on-campus ad spending
- University commitments to provide free event tickets, TV/radio/print advertising spots, etc.



Incentives to Maximize Sales

- The university may receive:
 - **Commissions** (some % of each sale)
 - **Rebates** (cash back on cases purchased)
 - **Volume Incentives** (commissions, rebates, or cash payments that kick in or increase after the university hits different volume targets)
- Sometimes incentives are higher for carbonated soft drinks compared to bottled water
- Some contracts also include minimum volume commitments, imposing a penalty on the university if it does not sell enough product
- These provisions effectively turn the university into a marketing partner of the beverage company, with a shared interest in driving up sales



Fitting UCSB's Beverage Environment into a National Context Presentation (Continued)



Case Study: University of California-San Francisco

- Before 2015, SSBs were available from cafeterias in each of UCSF's three hospitals, over 100 vending machines, and 20 retail vendors
- A team of UCSF faculty and staff (the Wellness Team) came together to propose environmental changes to improve student and employee health.
 - Their goal was to make UCSF the first academic healthcare organization in the world to remove SSBs from all hospitals and campus locations, while preserving people's ability to exercise personal choice
- The Wellness Team developed a proposal, secured a meeting with key senior leaders, and hosted presentations/discussions to inform and solicit feedback from other faculty, students, and staff
 - Their presentations highlighted the scientific evidence on harms of SSBs and made the case for how the initiative would advance UCSF's mission of "advancing health worldwide"
- After gaining buy-in from the campus community, leadership accepted the proposal!



Case Study: University of California-San Francisco (cont.)

- The Wellness Team stayed involved during implementation!
 - They offered information and assistance to vendors, helping them transition away from SSBs
 - They conducted ongoing community education and engagement, posting messages about UCSF's Health Beverage Initiative at each retail and cafeteria location on campus
- The impact was significant:
 - A study of ~200 university employees found a significant 49% decrease in average SSB intake up to one year following the removal of SSBs, and a significant 2.2cm decrease in average waist circumference 10 months after removal of SSBs (no significant change in BMI)¹
 - Another study estimated that a SSB sales ban modeled after UCSF's initiative would save employers about \$300,000 per 10,000 employees over 10 years as a result of averted health care and productivity spending²



1. Egel ES, Hartman A, Jacobs LM, et al. Association of a workplace sales ban on sugar-sweetened beverages with employee consumption of sugar-sweetened beverages and health. *JAMA* 2019. doi: 10.1001/jama.2019.4434

2. Basu S, Jacobs LM, Egel E, et al. Cost-effectiveness of a workplace ban on sugar-sweetened beverage sales: a microsimulation model. *Health Affairs*. 2020;39(7):1140-1148.

Case Study: University of British Columbia

- From 2016-2018, UBC developed a Healthy Beverage Initiative-- a collaboration between food and beverage providers, students, staff, and faculty. Its goals were:
 1. Encourage water consumption through increased access to safe drinking water.
 2. Promote healthier beverage choices within the community.
 3. Modify the environment to support healthier beverage consumption.
- As part of the initiative, UBC negotiated a pouring rights contract with Coca-Cola focused on marketing and selling healthier beverage options and no longer advertising SSBs. In this contract:
 - UBC has no obligation to market any SSBs anywhere on campus (all vending machine wrappings were changed from classic Coca-Cola branding to water)
 - UBC can exclude SSBs from certain retail locations and expand the number of locations that do not sell SSBs over time
 - UBC may align all vending locations with the local government's healthy vending policy



Source: Di Sebastiano KM, Koskiv S, Baker M, et al. The University of British Columbia healthy beverage initiative: changing the beverage landscape on a large post-secondary campus. *Public Health Nutrition*. doi:10.1017/S1368980200003316

Case Study: University of British Columbia (cont.)

- UBC launched a tap water promotion campaign to educate students on the health and environmental benefits of drinking tap water
 - Campaign included a website, social media, campus events, posters and ads, floor and water fountain decals, bus banners, buttons, stickers, digital signage, and a media toolkit
- UBC piloted removal of SSBs from a residence dining hall and conducted a study to evaluate changes in revenue earned from beverage sales, compensatory purchasing behavior at nearby locations selling SSBs, and patrons' attitudes and perceptions of the SSB removal over 2 semesters
 - Dining hall users were not informed of the changes to beverage availability prior to SSB removal, and 75% of ~330 surveyed respondents did not notice
 - The intervention dining hall saw no change in total revenue due to redistribution of beverage purchases (more sales of healthier beverages)
 - SSB sales did not increase at nearby locations, suggesting a lack of compensatory purchasing



Source: Di Sebastiano KM, Koskiv S, Baker M, et al. The University of British Columbia healthy beverage initiative: changing the beverage landscape on a large post-secondary campus. *Public Health Nutrition*. doi:10.1017/S1368980200003316

Fitting UCSB's Beverage Environment into a National Context Presentation (Continued)

Questions?



The Future of our HBIRG and PRC

- No reliance on corporate funding for the University regarding SSBs
- More diversity brought to the negotiation table while renegotiating the pouring rights
- Want to see the transition of seeing less reliance on SSBs



Support our Call to Discussion Letter!



- Calls on PRC decision makers, as well as students, faculty, and staff to discuss our beverage environment.
- Highlights topics for discussion regarding the PRC's environmental, health, equity, and financial consequences.
- Signing the letter shows your support; leaving a comment or question helps your voice be heard!

Beverage Survey

- Goal: Is the average student, faculty, and staff concerned about the healthy beverage environment at UCSB?
- How do people feel about the tap water accessibility on and off campus?
- Does that impact purchasing bottles?
- What kind of future do people want out of the beverage environment?



Jacklyn Vo
May 30, 2021
Writing 150

Fitting UCSB's Beverage Environment into a National Context Presentation (Continued)

FREE WEBINAR

**MAKING PROGRESS ON ADDED SUGAR:
NUTRITION POLICY AFTER THE PANDEMIC**

3 Panel Discussions
Moderated by
Marion Nestle, PhD, MPH

WEDNESDAY MAY 12, 2021
9:30 - 11 AM

Register here: <https://bit.ly/3au4Ckx>

Thank you!

Healthy Beverage Initiative
UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Email: ucsb.healthybeverageinitiative@gmail.com
Website: ucsbhealthybeverageresearchgroup.com
Instagram: @ucsb.hbimg
Facebook: @ucsbhbimg

Email: csplnews@cspi.org
Website: csplinei.org
Instagram: @cspl_nutritionaction
Facebook: @centerforscienceinthepublicinterest

**CENTER FOR
Science IN THE
Public Interest**

Remove or Improve UCSB's Pouring Rights Contract Presentation (March 2021)

Improve or Remove? UCSB's Pouring Rights Contract

With PepsiCo



Agenda

- ❖ What is the Healthy Beverage Initiative (HBI)?
- ❖ SSBs and their associated health, environmental, and societal impacts
- ❖ UCSB's PepsiCo Pouring Rights Contract (PRC)
- ❖ UC & UCSB values and policies
- ❖ Discussion of alternatives to our PRC

What is the UC Healthy Beverage Initiative?

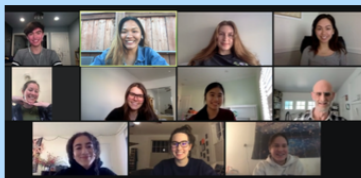
- ❖ 2014 UC Global Food Initiative
- ❖ 2015; UCSF SSB sales ban, leads to improved health
- ❖ 2019; UC-wide HBI, to improve health & env sustainability by
 - Increasing tap water access
 - Reducing SSBs
- ❖ 2021 Health in all Policies added to UC Sustainability



UCSB HBI Research Group

- ❖ Environmental benefit of reducing SSBs & replacing them with tap water
- ❖ Engage the UCSB community

UCSB HBI Research Group



- ❖ Simplified and Annotated Pouring Rights Contract
- ❖ IG: @ucsb.hbirg
- ❖ FB: @ucsbhbirg

What are Sugar-Sweetened Beverages (SSBs) and, their health impacts?



- SSBs contain caloric sweeteners added during the processing or packaging of beverages
- Excess sugar is associated with an increased risk of obesity and non-communicable diseases, such as type 2 diabetes, and heart, liver, and oral disease.



Remove or Improve UCSB's Pouring Rights Contract Presentation (Continued)

Environmental Issues Associated with Bottled Water & Beverages



Social Inequities Related to SSBs



Benefits of Increased Tap Water Consumption



Improved Health



Reduced Environmental Impacts



What is the PepsiCo Pouring Rights Contract at UCSB?





Our current contract ends on June 30, 2024

Our PRC is available online, search "muckrock, pepsi uc santa barbara contract"

What are the UC & UCSB policies on health, sustainability, and social equity?





Accountability Report 2020



UC SANTA BARBARA Sustainability



UC DIABETES PREVENTION PROGRAM



UC SANTA BARBARA Health and Wellness



UC moves to scrap single-use plastics



Environmental Affairs Board






Carbon Neutrality Initiative



UC SANTA BARBARA Counseling & Psychological Services

Remove or Improve UCSB's Pouring Rights Contract Presentation (Continued)

<p style="text-align: center;"><u>Discussion</u></p> <p style="text-align: center;">How does it all fit together?</p> <p style="text-align: center;">Let's reimagine our beverage environment</p>	<p style="text-align: center;"><u>Discussion</u></p> <p style="text-align: center;">What are your thoughts on the Pouring Rights Contract (PRC)?</p> <p style="text-align: center;">Do you think we should improve or remove the contract?</p>
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<p style="text-align: center;"><u>Discussion</u></p> <p style="text-align: center;">How can UCSB balance the health, environment, equity and financial costs of the PRC?</p> <p style="text-align: center;">If we remove our PRC, what are some alternatives to the revenue it provides?</p>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">  <p>2014-2024</p> </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <table border="1" style="width: 100%; border-collapse: collapse; font-size: small;"> <thead> <tr> <th style="text-align: left;">UCSB Funding ("All Funding elements are flexible per customer decision")</th> <th style="text-align: right;">10 yr Total</th> </tr> </thead> <tbody> <tr><td>One Time Signing Bonus</td><td style="text-align: right;">\$190,000</td></tr> <tr><td>Annual Sponsorship (years 1-10)</td><td style="text-align: right;">\$1,970,000</td></tr> <tr><td>Annual Athletic Sponsorship [for Pepsi marketing]</td><td style="text-align: right;">\$100,000</td></tr> <tr><td>Annual Sustainability Sponsorship</td><td style="text-align: right;">\$25,000</td></tr> <tr><td>Estimated Fountain/ B&C [bottle & can] Rebates [on UCSB purchases of Pepsi products]</td><td style="text-align: right;">\$386,000</td></tr> <tr><td>Marketing Support [to help UCSB reach its targets Pepsi sales]</td><td style="text-align: right;">\$250,000</td></tr> <tr><td>Fountain Savings [discounted prices for UCSB purchases]</td><td style="text-align: right;">\$630,300</td></tr> <tr><td>Projected Commissions</td><td style="text-align: right;">\$1,208,000</td></tr> <tr><td>CASH TOTAL</td><td style="text-align: right;">\$4,759,300</td></tr> <tr><td>Annual Product Donation (Value)</td><td style="text-align: right;">\$40,000</td></tr> <tr><td>Gatorade Sideline Kit (Value)</td><td style="text-align: right;">\$100,000</td></tr> <tr><td>Gatorade Camp Support (Value)</td><td style="text-align: right;">\$300,000</td></tr> <tr><td>Equipment Investment [vending and dispensing equipment owned by PepsiCo]</td><td style="text-align: right;">\$575,000</td></tr> <tr><td>TOTAL</td><td style="text-align: right;">\$1,015,000</td></tr> <tr><td>TOTALS</td><td style="text-align: right;">\$5,774,300</td></tr> </tbody> </table>	UCSB Funding ("All Funding elements are flexible per customer decision")	10 yr Total	One Time Signing Bonus	\$190,000	Annual Sponsorship (years 1-10)	\$1,970,000	Annual Athletic Sponsorship [for Pepsi marketing]	\$100,000	Annual Sustainability Sponsorship	\$25,000	Estimated Fountain/ B&C [bottle & can] Rebates [on UCSB purchases of Pepsi products]	\$386,000	Marketing Support [to help UCSB reach its targets Pepsi sales]	\$250,000	Fountain Savings [discounted prices for UCSB purchases]	\$630,300	Projected Commissions	\$1,208,000	CASH TOTAL	\$4,759,300	Annual Product Donation (Value)	\$40,000	Gatorade Sideline Kit (Value)	\$100,000	Gatorade Camp Support (Value)	\$300,000	Equipment Investment [vending and dispensing equipment owned by PepsiCo]	\$575,000	TOTAL	\$1,015,000	TOTALS	\$5,774,300
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<p style="text-align: center;"><u>Discussion</u></p> <p style="text-align: center;">How could we improve our PRC?</p> <p style="text-align: center;">How can the voices of students, staff, and faculty be included in the decisions about our PRC?</p>	<p style="text-align: center; font-size: 2em;">Questions?</p>
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Remove or Improve UCSB's Pouring Rights Contract Presentation (Continued)

Thank you!



Email: ucsb.healthybeverageinitiative@gmail.com
Website: www.ucsbhealthybeverageresearchgroup.com
Instagram: @ucsbhbirg
Facebook: @ucsbhbirg

After our meeting yesterday, I think we should not use this slide.

I suggest saving it for the presentation on the PRC in the spring. We can suggest some of the options it includes if they don't come up in the discussion. And we can add to it new ideas we get in this discussion.

What do you think?

Options For Improving Or Removing Our PRC

Why remove (or improve) PRC?

- UC/UCSB integrity as institutions serving the public good
- UC/UCSB commitment to science-based policy
- UC/UCSB general policies, e.g. well being, env sustainability, health in all policies
- UC/UCSB specific policies, e.g. HBI, single use plastic reduction, healthy vending
- Budget: Save money if revenue < direct (vending, labor, recycling), & indirect (health, productivity) costs

Alternatives to PRC revenue?

- Sell SSBs, replace revenue with SSB tax
- Don't sell SSBs, replace revenue with direct & indirect cost savings
- Don't sell SSBs, contract with healthy, sustainable beverage company
- Replace revenue via grants, donations
- Eliminate need for PRC revenue by increasing efficiencies, eliminating non-essential programs

How to improve PRC?

- Limit damage to integrity: Eliminate campus collaboration in SSB promotion, & Pepsi use of UCSB brand
- Improve health, equity: Eliminate SSB promotion & consumption on campus, provide info on SSBs, promote tap water
- Improve sustainability: Fewer better containers & beverages, promote tap water
- Improve finances: Include all direct (and indirect) costs to campus

Social Media Infographics

The infographic has a background of orange and teal wavy shapes with blue water drop icons. In the top left corner is the UCSB Healthy Beverage Initiative Research Group logo. Below the logo, the text reads: "UCSB Healthy Beverage Initiative Research Group is dedicated to improving our campus beverage environment!". In the center, a large teal shape contains the text: "Interested in public health, environmentalism, social justice, & policy?". In the bottom left, a teal shape contains the text: "Join the UCSB HBIRG Working Groups!" followed by a bulleted list: "• Policy & Finance", "• Sustainability, Health, & Ethics", and "• Education & Social Media". In the bottom right, an orange shape contains the text: "Apply at www.tinyurl.com/UCSBHBIRGApp2020" and "Check out our website www.ucsbhealthybeverageresearchgroup.com/".

UCSB Healthy Beverage Initiative Research Group is dedicated to improving our campus beverage environment!

Interested in public health, environmentalism, social justice, & policy?

Join the UCSB HBIRG Working Groups!

- **Policy & Finance**
- **Sustainability, Health, & Ethics**
- **Education & Social Media**

Apply at
www.tinyurl.com/UCSBHBIRGApp2020

Check out our website
www.ucsbhealthybeverageresearchgroup.com/

Social Media Infographics

***UCSB Healthy Beverage Initiative
Research Group***



**Improve or Remove
UCSB's Pouring Rights Contract ?**

Thursday, February 25th, 2021, 4 pm - 5 pm
Zoom Link: tinyurl.com/HBIRGW21Discussion
Meeting ID: 848 7420 6156

ALL UCSB AFFILIATED COMMUNITY MEMBERS ARE WELCOME!

The UCSB Healthy Beverage Initiative Research Group (HBIRG) invites you to discuss our campus beverage environment and Pouring Rights Contract with PepsiCo! The UCSB HBIRG is part of the University of California Healthy Beverage Initiative, dedicated to increasing tap water accessibility and decreasing the consumption of sugar-sweetened beverages (SSBs) on campus. SSBs are linked to the development of non-communicable diseases, such as Type 2 Diabetes, liver disease, and heart disease, so exploring ways our institution can improve the health of our community is essential. Join us in an open conversation about ways we can improve our beverage environment, and either improve or remove our contract that is up for renewal in 2024.

Learn more about us on our website & social media
www.ucsbhealthybeverageresearchgroup.com
Instagram: @ucsb.hbirg | Facebook: @ucsbhbirg

UCSB HBIRG Instagram

ucsb.hbirg 12 Posts 102 Followers 108 Following

HBIRG at UC Santa Barbara 💧
Healthy Beverage Initiative Research Group • Our goal is to decrease the consumption of sugar-sweetened beverages & increase tap water on our campus!
linktr.ee/ucsb.hbirg
Followed by [sophie.bartley](#), [sam.leyva13](#) and 24 others

Following Message Email

Community Ask Us Events Join Us

BEVERAGES AND SOCIAL JUSTICE

BEVERAGES AND FINANCE

BEVERAGES AND ENVIRONMENT

BEVERAGES AND HEALTH PT 2

BEVERAGES AND HEALTH PT 3

THE REAL PEPSI

Where You Can Find SSBs

CSPI Grant Proposal

Center for Science and the Public Interest Grant Proposal UCSB Healthy Beverage Initiative Research Group January-June 4, 2021

The UCSB Healthy Beverage Initiative Research Group (HBIRG) is dedicated to improving our campus beverage environment. Collaborating with students, faculty, and staff, we educate and encourage discussion about the health, environmental, and ethical implications of sugar-sweetened beverages and how our campus could improve our beverage environment, including our Pouring Rights Contract with PepsiCo. This document describes our proposed budget, deliverables, and timeline for the CSPI Grant.

Budget

1. \$ 2,000 split among 8 working group members (\$250 each)
 - a. Names: Adamari Torres, Rosalind Breckheimer, Madison Fujii, Darien Aassar, Sophie Bartley, Stephanie Nguyen, Diego Flores, Samantha Levya

Deliverables

1. Simplified and annotated version of UCSB's Pouring Rights Contract (PRC)
2. Call to Discussion Letter to the Chancellor and stakeholders
 - a. Goal: Have at least 10 UCSB staff/faculty signatures from different departments/organizations. Have at least 30 student signatures.
3. Social Media Packet
 - a. Includes infographics about the health, environmental, and ethical implications of sugar-sweetened beverages and the PRC. Infographics are aimed to educate the community about the UCSB HBIRG and the current campus beverage environment.
 - b. Goal: Gain 100 followers by June
 - c. We are building our social media following by reaching out to other UCSB and non-UCSB organizations/departments via email and direct message. We are following other groups to gain a mutual following and collaborative environment. We are also asking these organizations to shout us out on their social media and newsletters. We are also open to sharing other organizations' information too, if their goals align with ours. Some departments include Environmental Studies, Biology, Chicano Studies, Black Studies, and Asian American Studies. Some organizations include Zero Waste Committee, Environmental Justice Alliance, Health and Wellness, and Human Rights Board.
 - d. Our social media strategy plan is to post about 2 infographics a week, as our team progresses through research. Our strategy includes making Instagram Story fliers that could be quickly used by other organizations to advertise our account and information, if organizations don't want to permanently include us in their main feed. Here is our social media planning document:
<https://docs.google.com/document/d/12Ca5NeBJHWaH6ReWP68asJNfGCP08GMqzGXEizMFOOU/edit?usp=sharing>

CSPI Grant Proposal (Continued)

4. Campus Discussion for Improving or Removing our Pouring Rights Contract
 - a. Includes presentation, video recording of discussion, and a 2-page write-up of the goals of the discussion, who was invited/in attendance, and discussion achievements.
 - b. Here are the notes from our Fall Student Discussion:
https://docs.google.com/document/d/16_nMszZ0XWE0f8G_e14a7SWE97aXdLZ_d_wRN2itsu-o/edit?usp=sharing
 - c. Here is the recording of our Fall Student Discussion:
<https://drive.google.com/file/d/1W9p-2dazaxdk4tP5kEg1q8a18Vdrz6Hj/view?usp=sharing>
5. Op-ed pieces in a UCSB or local newsletter, such as The Daily Nexus, The Bottom Line, SB Independent, and/or KCSB radio
 - a. Goal: Publish at least 2 pieces with KCSB radio or newspaper (interviews and/or op-ed), sharing what we know about UCSB's beverage environment and PRC
6. Recruitment Packet
 - a. Includes the application form, recruitment emails, and infographics used to recruit volunteers in Fall 2020
7. Upgrade and continually update the website that we created in Fall 2020
8. Campaign Year 1 Summary: Summary of achievements and challenges of our first year and goals for our second year of HBIRG
9. Pouring Rights Webinar with CSPI to raise awareness about university PRCs throughout the nation

CSPI Grant Proposal (Continued)

Timeline

1. January
 - a. Recruited 8 new student volunteers
 - b. Started reading UCSB's PRC & training volunteers
 - c. Started simplified & annotated version of UCSB's PRC
 - d. Started the Call to Discussion Letter
 - e. Kick-started Instagram
 - f. Started planning for Campus Discussion
2. February
 - a. Finish first draft of simplified and annotated PRC by February 28th
 - b. Finish Call to Discussion Letter by February 10th
 - c. Post our first social media infographic on February 10th
 - d. Connect with news and radio stations to collaborate
 - e. Continue planning Campus Discussion
 - i. Outreach to campus departments and organizations about attending and following social media
 - f. Host Campus Discussion on February 25th, 4 pm - 5 pm
 - g. Circulate Call to Discussion letter for sign ons from student organizations and staff/faculty
3. March
 - a. Complete 2nd draft of simplified and annotated PRC, send to CSPI and UCRCHB for review
 - b. Continuously posting on social media and website
 - c. Have one op-ed/radio interview done by March 12th
 - d. Begin recruiting more student volunteers
4. April
 - a. Final revision of simplified and annotated PRC
 - b. Deliver Call to Discussion letter to Chancellor, vice chancellors, Academic Senate
5. May
 - a. Host Campus Discussion to figure out next steps
 - b. Have the second op-ed/radio interview done by May 21st
 - c. Solidify next steps for HBIRG and PRC
 - d. CSPI & HBIRG collaborative webinar
 - e. Publish/distribute simplified and annotated PRC
6. June
 - a. Organize social media packet
 - b. Ensure all deliverables are submitted

Coastal Fund Op-Ed



UCSB Students Changing the Campus Drink Scene

We live in a society that constantly encourages us to consume more, including bottled beverages. UCSB's pouring rights contract (PRC) gives PepsiCo the exclusive right to promote and sell their beverages at events and venues on campus for ten years, until June 2024. What does this contract mean for the students, faculty, and staff who are advocating for a healthier environment for our campus and planet?

The majority of PepsiCo beverages, including soda, sports drink, juice, coffee, tea and milk, are sugar-sweetened beverages (SSBs) with added sugar, which is known to increase the risk of diabetes, tooth decay, and heart and liver disease. The non-SSB versions of PepsiCo's beverages with only naturally occurring sugars or artificial sweeteners, have similar health impacts as SSBs. Non-SSBs have the same wide-ranging environmental impacts as SSBs—from sourcing ingredients, packaging, distribution, and disposal of containers. These impacts include plastic bottles polluting our beaches, oceans and rivers, and microplastics in our food and air. In addition, PepsiCo is known to use mass-advertising and misleading campaigns to target low-income and BIPOC communities. Every time you purchase a bottled beverage from these companies, on or off campus, you are increasing your environmental impact and perpetuating these social and health inequities.

Coastal Fund Op-Ed Continued)

So, what can we do? One of the easiest ways to reduce our environmental impact and become a part of the solution is choosing to always carry a reusable bottle and refill it with tap water. Another solution is supporting the UCSB Healthy Beverage Initiative (HBI), whose goals include decreasing SSB consumption and increasing tap water availability. The UCSB HBI Research Group is dedicated to understanding the campus community's relationship with SSBs and PepsiCo, and its environmental, health, and social impacts. We want to stimulate a conversation about how UCSB's values to support and protect the holistic health of all students, faculty, staff, and our environment can be part of the decision to remove or improve UCSB's contract with PepsiCo in 2024. We hope you follow us on social media to learn more and come to our next quarterly campus discussion in Fall 2021.

By Kelly Garvey, Jacklyn Vo, Dr. David Cleveland

Picture Credit: <https://theconversation.com/the-ocean-is-swimming-in-plastic-and-its-getting-worse-we-need-connected-global-policies-now-146380>

Santa Barbara Independent Op-Ed

I made a few preliminary edits. It would be good to include links to sources. The SBI uses links in on line versions. - David

Nolan Sophie Jacklyn Dr. David Cleveland

Timeline

- A. First Draft - May 28th
- B. Second Draft - June 4th
- C. Submit - after a cycle of op-eds? → on a Friday-Monday

Possible Titles:

- A. Keeping SB Healthy, Sustainable, & Equitable: Beverages and their impacts on our community

Outline (600-850 words)

- A. **Introduction** (50 words)
 - a. Keeping it local
 - b. Supporting SB community
 - c.
- B. **Health** (180 words)
 - a. SSB impacts, name drop big brands as contributors
 - b. Use microplastic impacts on health as a transition into environmental section
 - c. College students get hooked young and become lifelong Pepsi/SSB consumers
- C. **Environment** (180 words)
 - a. Number 1 and 2 plastic polluters
 - b. "Keep it local" → can integrate social equity here
 - c. SB the center of the environmental movement
- D. **PRC** (180 words)
 - a. case study, in our community, UCSB has a contract with these big brands that are actively promoting the consumption of SSBs
 - b. Incorporate how at UCSB, Pepsi has about 60-75% of the shelf-space and Pepsi pays UCSB to promote the sales of beverages
- E. **What is HBI** (180 words)
 - a. What we want
 - i. As graduating UCSB students, part of the UCSB HBIRG, we hope the SB community gets more involved in spreading awareness of how much influence the beverage industry has on our community and environmental health.
 - ii. At UCSB, we hope for more student involvement in the contract decision making process?
- F. **Conclusion** - sb should participate in improving the beverage industry throughout the county (50 words)

Notes: focus on beverage impact in general, rather than just UCSB.

Santa Barbara Independent Op-Ed (Continued)

Keeping SB Healthy, Sustainable, & Equitable: Beverages and their impacts on our community

Keeping our community healthy and safe should be a top priority for any Santa Barbara resident. We rely on each other to maintain an adaptable, thriving, and progressive city. Unfortunately, sometimes the stability of our community can be jeopardized by large, controlling companies who have the funds and regulating strength to manipulate the ecosystem we live in.

Sugar-sweetened beverages (SSBs) act as a vehicle that allows big corporations such as PepsiCo, Coca-Cola, and Nestlé to infiltrate and exploit the Santa Barbara region. SSBs are beverages such as soda, energy drinks, artificially sweetened juices, teas, and coffees which all contain high added sugar and are major contributors to the development of many preventable diseases. The added sweeteners in SSBs use excessive amounts of sugar and carbohydrates which induces [rapid weight gain and increased blood glucose and insulin concentrations](#). They also increase added sugar consumption which leads to poorer diet quality and [inflates the possibility of disease](#). A few examples of the health effects that the consumption of SSBs has been proven to cause include [type 2 diabetes, cardiovascular disease, and obesity](#). These destructive products are heavily marketed towards the youth in our community, the [most susceptible demographic](#) to these diseases and future health complications. Not only are industry titans like Pepsi targeting the malleable lives of our children, but their products have been confirmed to deteriorate our pristine natural environment time and time again.

The community of Santa Barbara has been an active proponent of the environmental movement since it created the very first Earth Day in 1969. Local organizations such as the Environmental Defense Center and the SurfRider Foundation work to increase environmental protection by defending native habitats, preserving waterways, and much more. While Santa Barbara as a whole seems to be riding the growing wave of global environmental awareness, the prevalence of single-use plastics, such as the ubiquitous PepsiCo plastic beverage bottles at UCSB, hinders the city's sustainability progress. In late 2020, Break Free From Plastic, a global movement pushing for solutions to the plastic pollution crisis, named PepsiCo as one of the world's top three plastic polluters. [Sales of single use plastic](#) beverage containers have increased from <150B in 1999 to 550B in 2019. These plastics degrade slowly, [persisting in the environment](#) for up to a thousand years, [damaging ecosystems](#), harming terrestrial and marine life, and polluting water, air, and soil. Additionally, microplastic particles are known to accumulate within human tissue leading to [potential health issues](#) we are only beginning to understand, such as respiratory diseases and cancer. The heavy promotion of, and reliance on, single-use plastic beverage containers at UCSB impedes Santa Barbara's vision of a sustainable future and makes the community complicit in PepsiCo's damaging environmental practices.

At the University of California, Santa Barbara (UCSB), the presence of sugar-sweetened beverages (SSBs) is strategically subtle in convenience stores, vending machines, and sports events through extensive advertising and display. While there are countless beverage options available to the campus community, up to 75% of the shelf space in certain campus convenience stores are dominated by PepsiCo products. UCSB's pouring rights contract (PRC) with PepsiCo

Santa Barbara Independent Op-Ed (Continued)

gives the beverage company the exclusive rights to promote and sell their products at university events and venues. The agreement makes healthy beverages less convenient, restricts the sales of non-PepsiCo bottled beverages, and allots UCSB \$6,000,000, over the course of 10 years, to actively facilitate the promotion and sales of PepsiCo beverages. UCSB is also a leader in ~~community building and~~ environmental sustainability stewardship, and its mission is to.....So its important to answer the question it's shocking to see the university engaging in activities that ~~What conflict with their~~ What's the relationship between UCSB's health, environmental, and equity goals, and its PRC with PepsiCo? ~~all while profiting off their students, staff, and faculty.~~

The UC Healthy Beverage Initiative (HBI), part of the UC Healthy Campus Network, aims to increase tap water accessibility and decrease SSB consumption at all 10 UC campuses. At UCSB, the HBI research group (HBIRG) ~~aim~~ ~~stake~~ ~~a~~ ~~more~~ ~~interdisciplinary~~ ~~approach~~ ~~to~~ ~~improving~~ ~~campus~~ ~~health~~ ~~by~~ ~~spark~~ ~~ing~~ discussions about the environmental, health and social equity implications of the PRC as well. The UCSB HBIRG consists of student researchers that investigate how the campus beverage environment can be more inclusive and consistent with our UC and UCSB health and environmental goals.

As graduating UCSB students, part of the UCSB HBIRG, we hope that the Santa Barbara community gets more involved in spreading awareness of the negative public and environmental impacts of SSBs and the large influence beverage companies have on our community. As a campus research group, we are striving to get student voices in the beverage contract decision making processes to enhance transparency and inclusivity.

Conclusion:

The UCSB campus is not the only place where beverage companies have a large influence on the public and environmental health of its community.... Santa Barbara's beverage environment....