CA Healthy Beverage Summit  
October 21, 2013  
Davidson Conference Center, USC Campus  
9:00am to 5:30pm

Goals:

1. To strengthen support for policy initiatives to reduce sugar-drink consumption in California and to engage California advocates in national SSB advocacy efforts.
2. To energize and broaden the constituency for concerted action in Sacramento to reduce sugary drink consumption.
3. Engage new partners in this issue including low-income and communities of color groups, the faith community, education, sports, youth, as well as the medical and public health community.

The conference will consist of the following sessions:

- Welcome and brief overview of the CA Beverage Landscape
- The Science and Marketing of Sugar Drinks
- Communities of Color: Responses to Status Quo
- Discussion of Celebrity and Entertainment Industry Endorsements
- Overview of National and State Activities
- Mexico Soda Tax Update
- Local Water and SSB Policies – Successful Tactics and Practical Ideas
- Call to action! Reception