

SODABRIETY CHALLENGE

Office of Borough President James S. Oddo



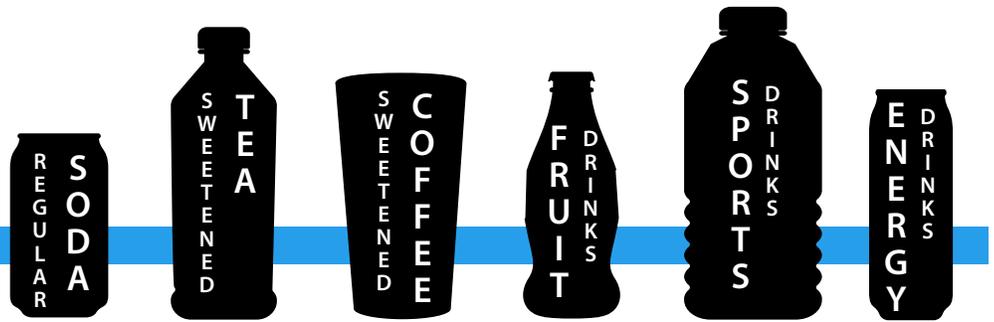
High consumption of SSBs can increase your risk of diabetes, heart disease, and tooth decay.



TIMELINE

- **Sept. 28 - Oct. 16** — Schools to recruit a Challenge Advisory Council (CAC).
- **Oct. 19 - Nov. 13** — CAC will campaign, promote challenge and recruit participants.

Participants will fill out pre-challenge survey at sign-up and collect a gift.
- **Nov. 16** — 30 day challenge begins.
- **Dec. 16** — Participants will fill out a post-challenge survey.
- **Jan. 2016** — CAC will meet at Borough Hall to present their experiences and share the results of the challenge as well as to analyze data collected.



EXAMPLES OF SSBs

KICK THE CAN!

