



The Open Truth Campaign (OTC). OTC aims to:

1. Increase awareness that sugary drinks are making us sick; and
2. Expose the tactics of sugary drinks industry that targets young people and communities of color in order to increase profits and brand loyalty.

This webpage contains electronic versions of activities designed to help reinforce our key sugary drink messages. The activities are divided into two lessons: Lesson 1 - sugary drinks and health and Lesson 2 - sugary drinks industry tactics. Each lesson is divided into 4 simple activities.

Remember - you are your own community's expert. Tailor the activities to reflect the cultural norms and attitudes of your intended audience, whether it's based on age, race or ethnicity, or sector (work, neighborhood, school, church, etc.). Use drinks that are popular for your audience, select ads and examples that reflect your community. Make it your own! If you are going to use these materials in any way please should you choose to modify or redistribute any of our curriculum materials, credit us *see below*.

Contact Dedriana Lomax at dedriana.lomax@sfdph.org if you would like the word document version of these materials so that you may adapt the curriculum to meet the needs of your community.

If you have any questions or would like more information about the campaign, please visit www.opentruthnow.org where you will also find information about how to take action to stop Big Soda from targeting your community.

Thank you in advance for your help with this important effort!