



ChangeLab Solutions

Law & policy innovation for the common good.

Centering **Equity** in Reducing Sugary Drink Consumption

April 30, 2020

The webinar will begin at 11am PT.
For technical support, submit a question via the Q&A box



Our Mission

*Healthier communities
for all through equitable
laws & policies.*



Disclaimer

The information provided in this discussion is for informational purposes only, and does not constitute legal advice. ChangeLab Solutions does not enter into attorney-client relationships.

ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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Nadia Rojas, MPH

ChangeLab Solutions



Sabrina Adler, JD

ChangeLab Solutions



Jim Krieger, MD, MPH

Healthy Food America



Xavier Morales, Ph.D., MRP

The Praxis Project

Overview

- Why reduce sugary drink consumption?
- What are strategies to reduce sugary drink consumption?
- How to design a tax policy with equity in mind
- How to center community leadership in the process of designing and implementing taxes





What is health equity?

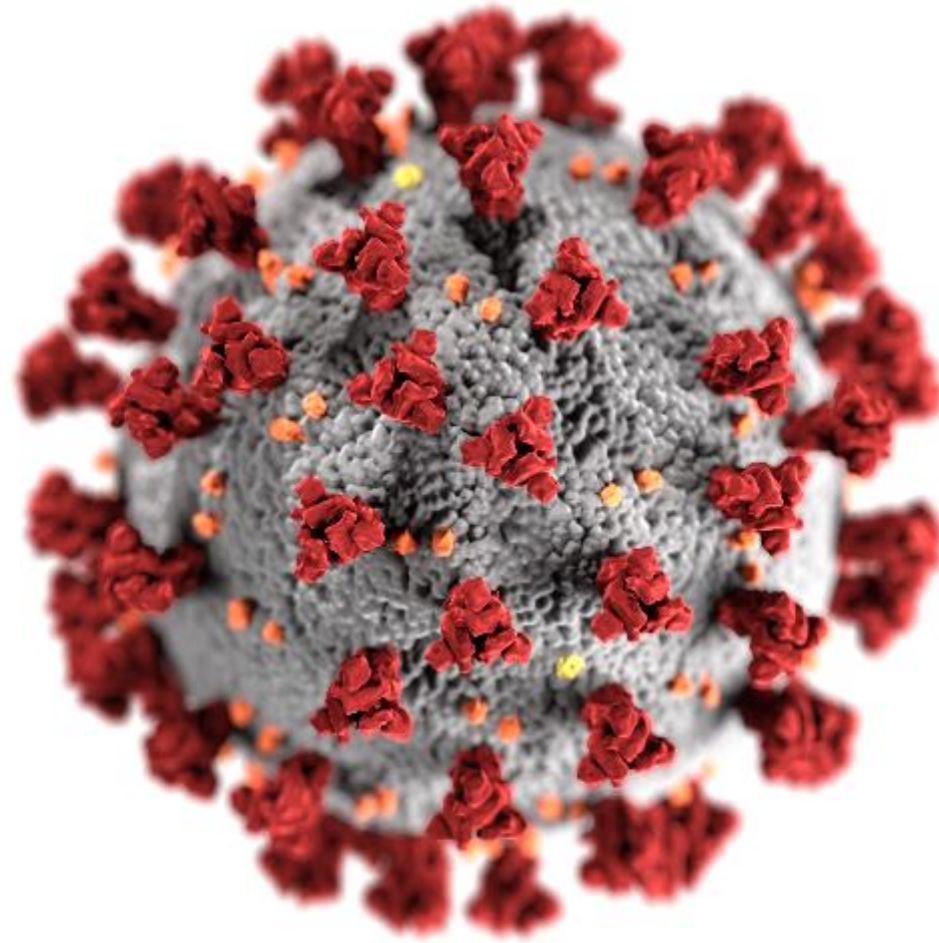
“Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.”

-Robert Wood Johnson Foundation

Why reduce sugary drink consumption?



Why focus on reducing sugary drink consumption now?





Why is policy
an important
strategy?



Preemption is a legal tool that can affect the ability of localities to use policy.

10 WAYS TO LIMIT SUGARY DRINKS IN YOUR COMMUNITY



4

Build on Federal Standards to Expand Sugary Drink Restrictions in Youth-Oriented Settings



6

Eliminate Sugary Drinks from Kids' Meals



9

Tax Sugary Drinks



ChangeLab Solutions & Healthy Food America Sugary Drink Tax Guide



Emerging Sugary Drink Strategies



Require Proportional Pricing



Set Minimum Price



Make Water More Attractive at Restaurants



License Sugary Drink Retailers



Require Warning Labels



Reducing Sugary Drinks to Promote Community Health and Equity



A graphic titled "HEALTHY RETAIL PLAYBOOK" in white text on an orange background. Below the title, there are stylized white arrows and 'X' and 'O' symbols. In the foreground, there are several grocery items: a white box labeled "LICENSE" with a blue seal, a green box of "Mettol" tissues, a dark red bottle of wine, a bag of "TORTILLAS Whole Wheat", a blue bottle of "WATER", a green apple, and a large orange carrot.



ChangeLab Solutions

Time & gallery investment are also important aspects.

State Policy:
**Healthy Food Service on
Government Property**

Excerpt 34: Information on company documents not available upon request or not made relevant to public. Notes: The legal information provided in this document does not constitute legal advice or legal representation. Contact your local business lawyer or contact a lawyer near you.

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stefan.geddes@utoronto.ca

Institutions Buying Food for Health & Quality

A more just food system through the power of procurement

Local institutions, like hospitals and schools, are purchasing local food and making a difference for the people who grow it. Together, we can create a more just food system for everyone.

By purchasing local food, institutions can support local farmers, reduce food miles, and improve the health of the community.

Local food is fresher, tastes better, and is more nutritious than food that has been shipped from far away.

By purchasing local food, institutions can also support local jobs and the local economy.

Local food is also better for the environment, as it requires less energy to transport than food that has been shipped from far away.

By purchasing local food, institutions can also support local farmers who are committed to sustainable farming practices.

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FOOD SYSTEM FACTS

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FOOD SYSTEM FACTS

FOCUS: FOCUS ON THE FUTURE
 dollar spread on local bond
 transactions. Another factor is
 the dollar's movement, which is

PLUM TROPICAL KISS
SUDAN-INSPIRED FUDGE
pubblici e distribuiti esclusivamente
presso tutti i negozi per 100%
cacao online. Sono un bene
insostituibile per tutti i malati
di cuore e diabete.

How do I find a good contractor?
The best way to find a contractor in the U.S. is to ask for referrals from friends, family, or neighbors. You can also check with the National Association of Home Builders (NAHB) or the International Brotherhood of Builders (IBB).

[illegible]

DIVERSITY & INCLUSIVITY
Supplier diversity programs help companies attract and retain top talent.

canines for upper body strength. The average male can lift 100 pounds in a one-rep max, or a one-rep max is a weight that you cannot lift again. The average female can lift 60 pounds in a one-rep max, or a one-rep max is a weight that you cannot lift again.

LEARN MORE

Shed 'n' the Wind alone a few. That's it. The official 2002, 2003 and 2004 calendar, 100% made in the USA.



Learn more about the Good Food Purchasing Program at goodfoodpurchasing.org and join our food community at www.farmtoforkva.org



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Sugary Drink Taxes

Progressive Tax Design

Jim Krieger, MD, MPH

April 30, 2020





Healthy Food America acts on science to **drive change in policy and industry practice** so that all people can live in places where nutritious food is easy to obtain and exposure to unhealthy products is limited.

www.healthyfoodamerica.org

Local beverage taxes

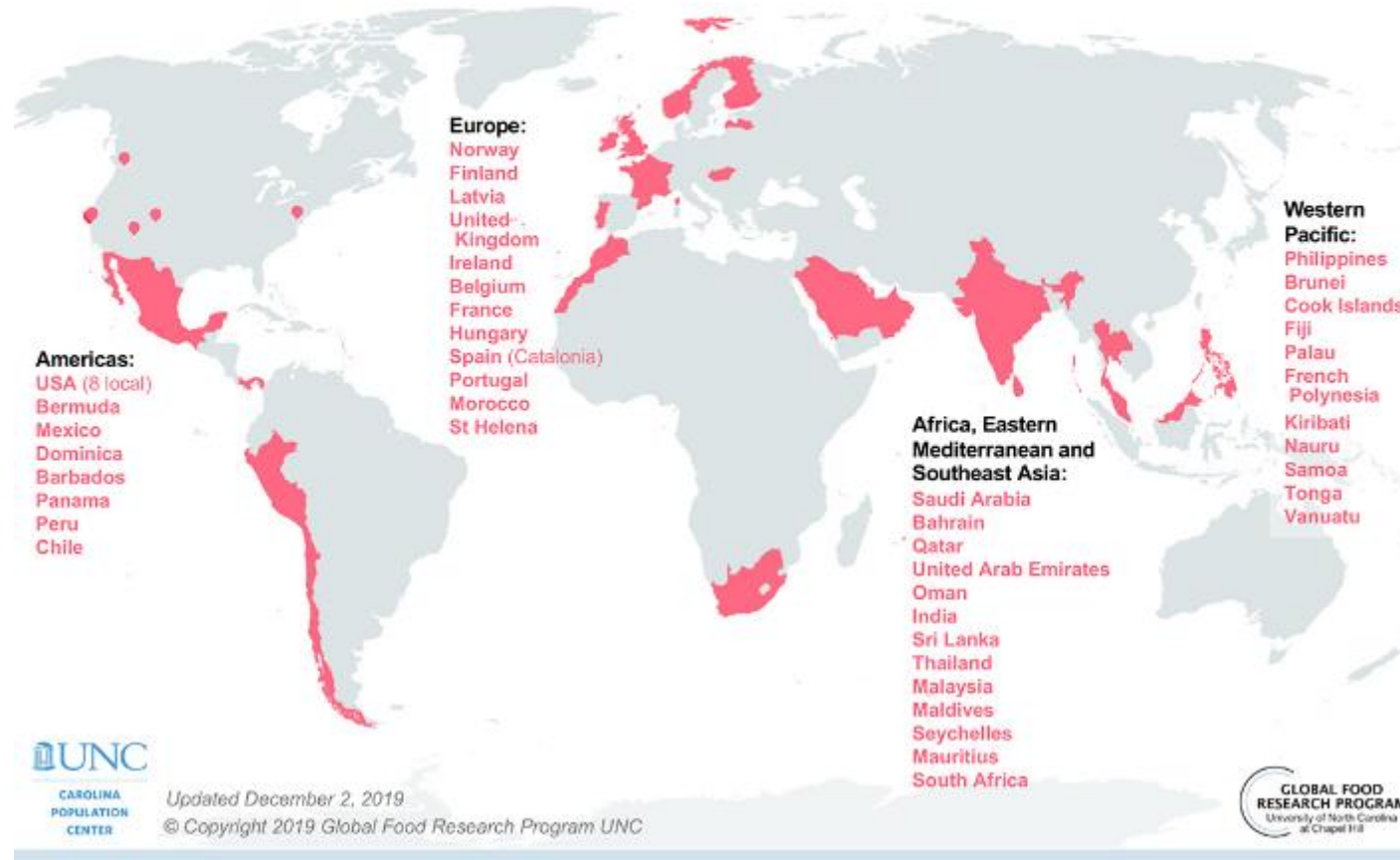
United States



➤ 3.8 million people benefitting

➤ \$135 million per year

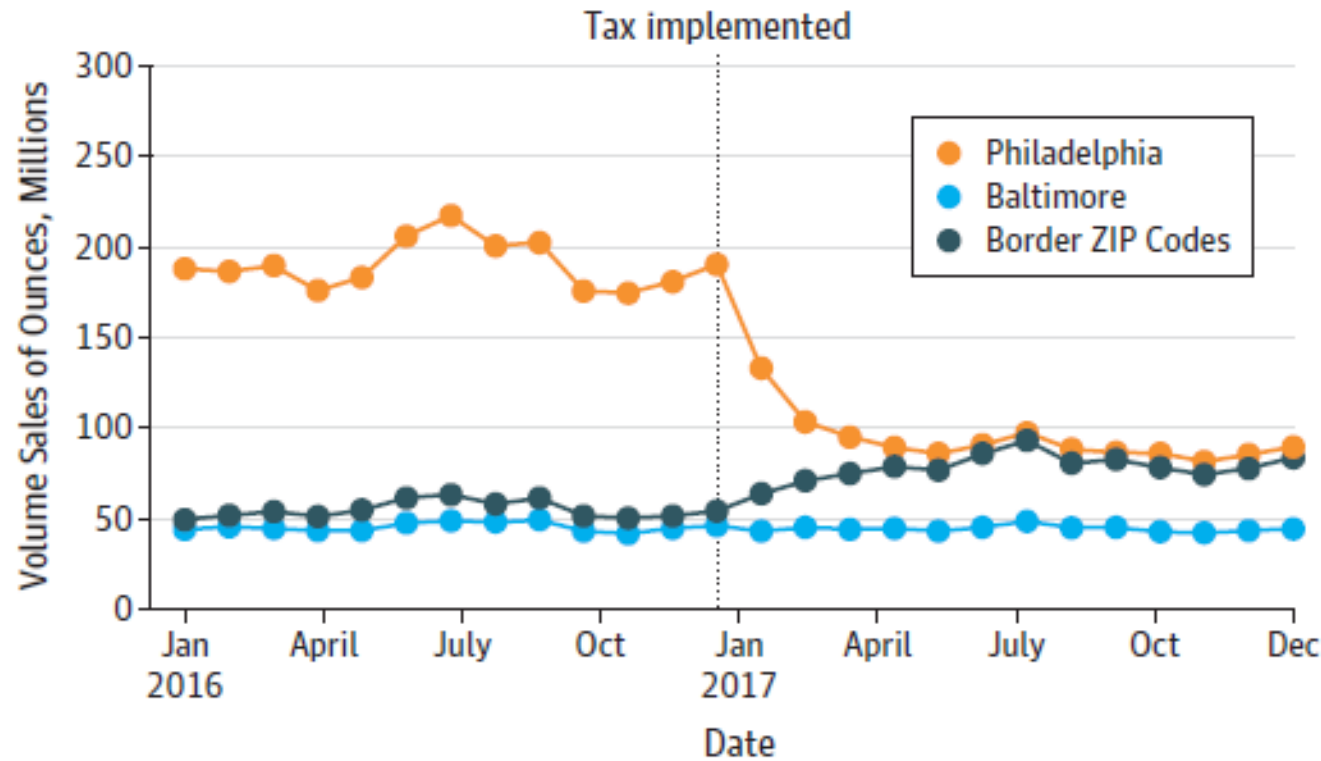
Sugary drink taxes around the world



Sales: Philadelphia

1.5 cents per ounce (12-24% price increase)

38% decrease
accounting for
cross-border
shopping



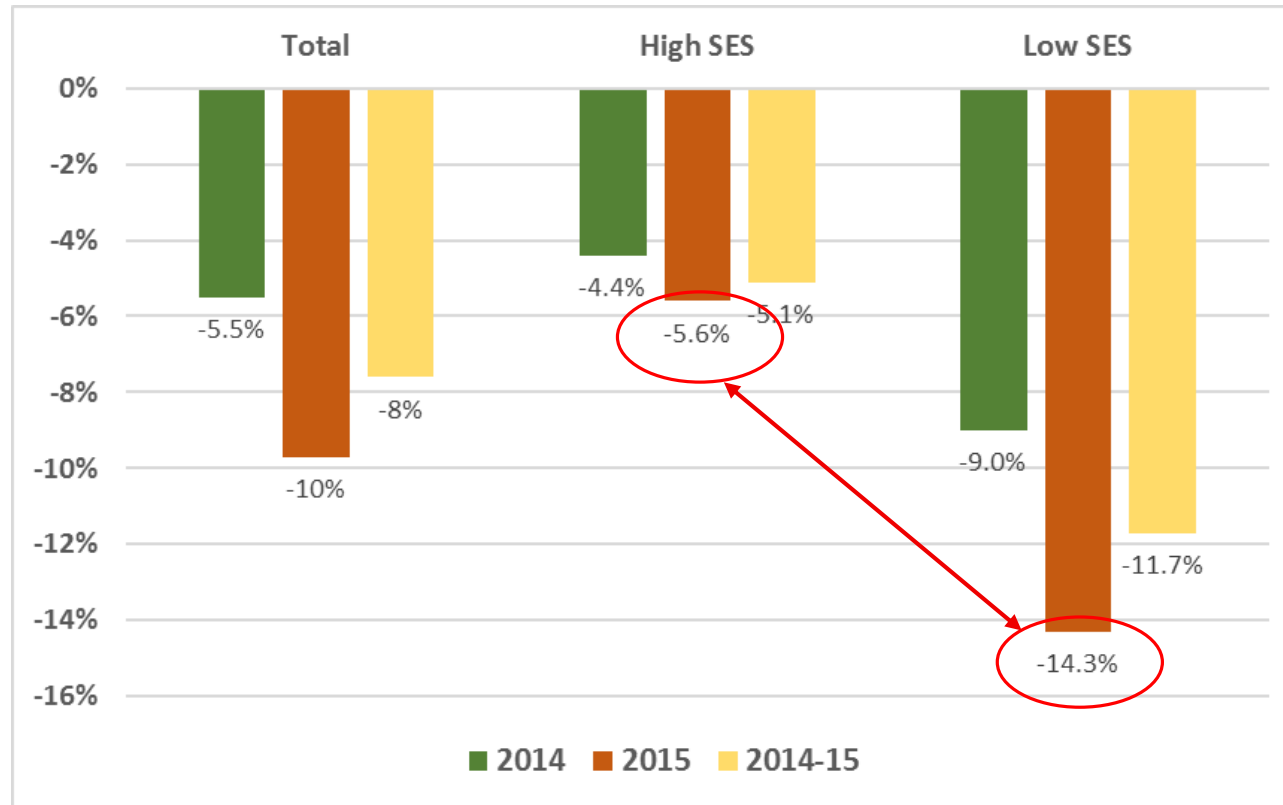
54 supermarkets, 20 big box stores, 217 pharmacies

Roberto JAMA 2019

Sales: Mexico

1 peso per liter (10% price increase)

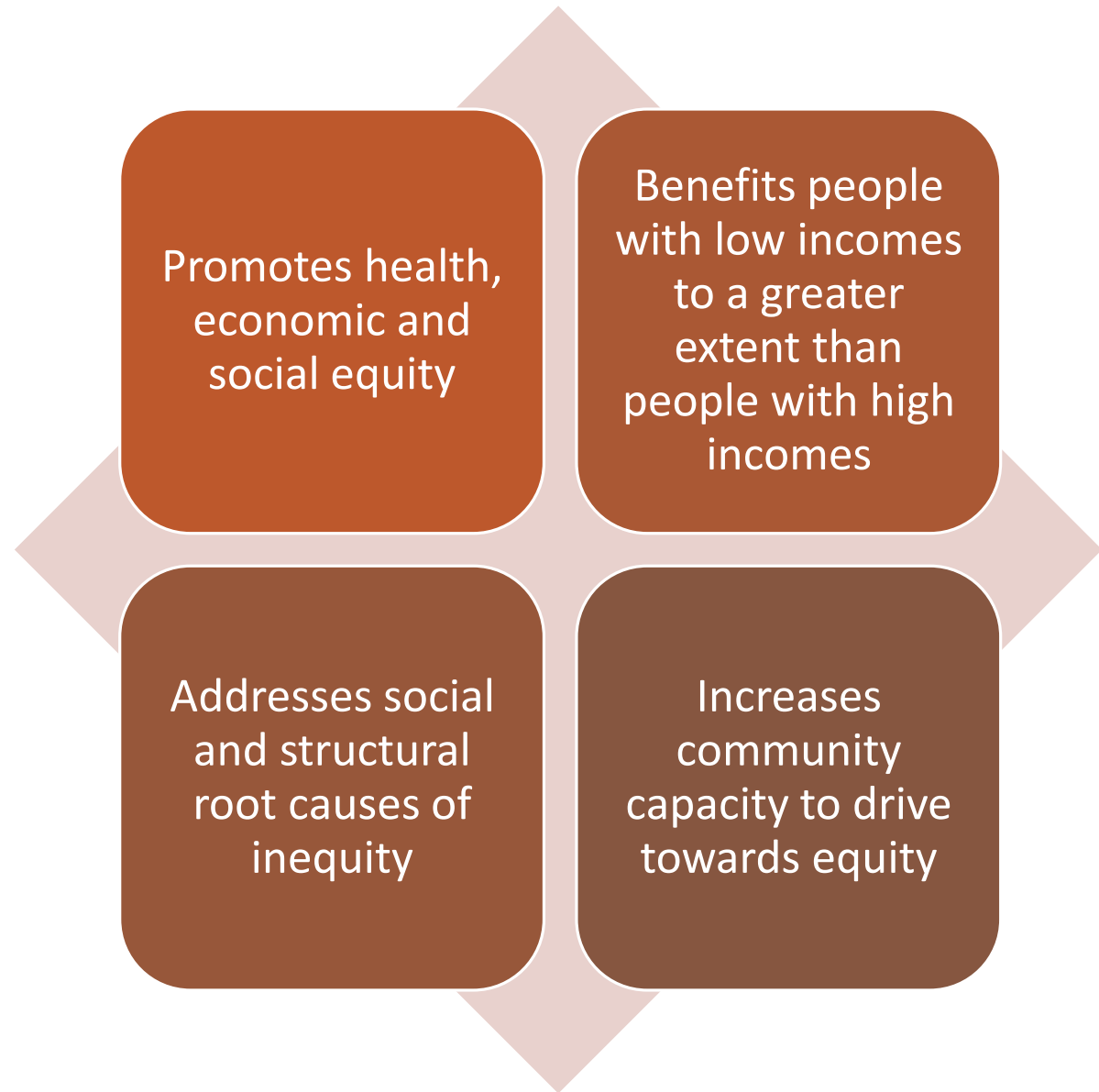
10% overall
decrease vs.
counterfactual



Household store purchases

Colchero. Health Affairs 2017

Progressive policy



The Tax Equity Workgroup

Recommendations for equitable SSB tax design



- American Heart Association
- Berkeley Media Studies Group
- Boulder County Public Health
- Center for Science in the Public Interest
- ChangeLab Solutions
- Childhood Obesity Prevention Coalition (WA)
- Philadelphia Department of Public Health
- The Food Trust
- Healthy Food America
- The Praxis Project
- Public Health Law Center
- Rudd Center for Food Policy and Obesity
- Sugar Freedom Project (Oakland)
- Salud America!
- San Francisco Tax Advisory Committee
- 3rd Street Youth Center

A sugary drink tax is a progressive policy

When properly designed, SSB taxes benefit people from communities most harmed by sugary drinks and the beverage industry.

It invests tax revenues in these communities and engages them as leaders in tax policy design, adoption, implementation and revenue allocation decisions.

It builds community capacities and changes attitudes and norms, leading to long-lasting benefits for the community.

Equitable tax policy design

Legislative intent

- Make equity a priority goal for the tax in legislative intent language

Revenue investment

- Invest in marginalized communities most affected by SSBs
- Reflect the values, needs and priorities of these communities
- Address the health conditions caused by sugary drinks
- Change social and economic determinants of health causing health inequities

Community power

- Use investments to grow community power and capacity
- Support advocacy for policy and systems changes aligned with community priorities and values

Community role in revenue allocation

- Community Advisory Boards (with majority of members from affected communities)
- Community engagement processes
- Inform the community about tax implementation, revenues and allocations

Equitable revenue allocation

- Allocate a portion of revenues through grantmaking that funds CBOs from affected communities
- Require equity-based criteria to guide use of funds

Evaluate tax equity impacts

- What is funded?
- Who is benefitting from funded activities?
- What are the benefits of the tax (funded activities, multiplier effects, changes in SSB sales and consumption)?
- Are there unintended consequences?

Invest
revenues
locally

- Pass through portion of revenues collected by state-level taxes to local jurisdictions for them to allocate equitably

Assure
revenues are
used as
intended

- Establish a segregated SSB tax revenue fund within the budget that clearly states the permitted uses for these funds

Equitable tax policy adoption

Community leadership

- Involve community from the beginning – in deciding whether to pursue a tax, designing the tax bill, planning the adoption campaign, and advocating for adoption

Inform community

- Inform the community and affected businesses about the rationale for the tax and how the tax will work

Fruit and Vegetable Vouchers

Seattle

- Tax supports:
 - Raising income eligibility threshold
 - Adding new sites including 22 Safeway stores
 - Removing \$10 limit on match
- \$3M budgeted for 2020
- 6000 people served
- Additional \$6M added for COVID-19 grocery vouchers

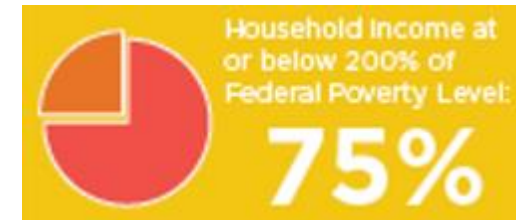
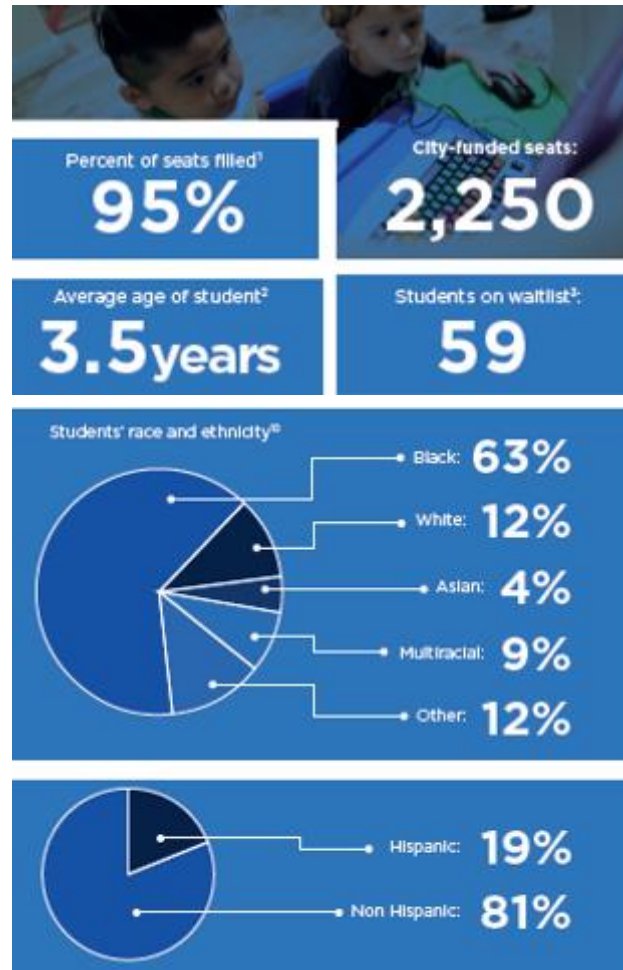
"You take the bad sugar in pop and turn it into good nutrition at the markets. That's a job well done. Thank you."

- Fresh Bucks customer who called the program office to say thanks



Photo used with permission of the Fresh Bucks program

Early Childhood Support: PreK Access Philadelphia



Neighborhood Revitalization: Small business support

San Francisco



Legal Aid

Boulder



Free legal assistance with health care and food assistance for people with low incomes:

- Medicaid
- SNAP
- Health exchange plans
- Tax credits for health plans

Grant Recipient



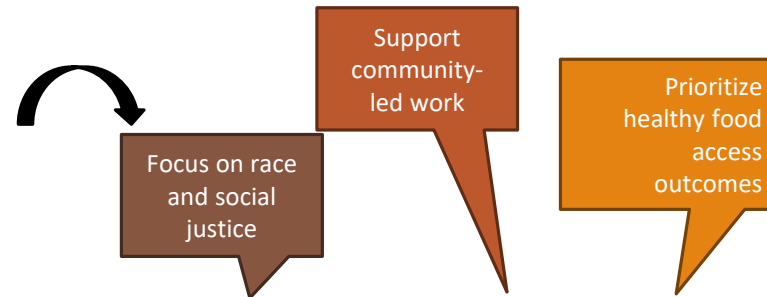
Health Equity Fund

Community Advisory Board Seattle

- Recommends how to allocate revenues to address education and health inequities
- Members
 - 3 healthy food access and food security
 - 2 representing populations disproportionately impacted by SSB-related diseases
 - 4 public health and nutrition
 - 2 education and early learning
- Two-thirds current members are POC



Community Engagement Seattle



COMMUNITY INPUT SURVEY

- Online survey
- April – June, 2018
- 167 respondents

COMMUNITY FORUMS

- May 2019
- 90+ participants

Maximizing SSB tax progressivity





CENTERING HEALTH JUSTICE AND RACIAL EQUITY IN LOCAL SODA TAXES

Xavier Morales, Ph.D. MRP

30 April 2020

The Praxis Project is a national non-profit organization that works in partnership with national, regional, state, and local partners to achieve health equity and justice for all communities. **Our mission is to build healthy communities by transforming the power relationships and structures that affect our lives and communities.** Praxis supports policy advocacy and local organizing as part of a comprehensive strategy for change.



Praxis Theory of Change

Build
Community
Power

Increased
Agency to
Shape Policies,
Systems &
Practices

Basebuilding
Organizing is
Intrinsically Valued
and Directly
Supported


Positive Change
Across Social
Determinants of
Health Equity

More Just
Society





2014 Passage of Measure D: Berkeley Soda Tax

Principle	Previous 30+ Attempts	2014 Coalition
Act with Care	Emphasis was on decreasing soda consumption through increasing price	Emphasis on building relationships to show how this funding could advance local priorities and goals
Inclusivity	Identities of the communities most impacted by soda industry did not inform who was engaged	Intentional inclusion of communities of color most impacted by soda industry
Authentic Community Collaboration	Community engagement and buy-in was significant gap	Community-led collaborative and community advisory board for tax revenue
Sustainable Solutions	Emphasis was on increasing prices to decrease consumption	Reinvestment of funds back into the community, build knowledge, capacity and infrastructure.
Commitment to Transformation	<p>Wedded to the research: 2 c/ounce; retail tax; specific tax.</p> 	Reflection of many lessons learned to bring to other tax interventions

Diverse Leadership Shaped New Strategy

Previous Strategy Public Health Perfect *Attempted 30ish times*

- 2 cents/ounce
- Dedicated Tax (66%)
- Retail tax – felt at the register
- Focused on raising prices to curb demand/consumption
- “Success” if price of soda increased resulting in decreased purchase

Berkeley Strategy Berkeley Perfect/Public Health Good *Passed!*

- 1 cent/ounce
- General Fund Tax (50%) Excise tax paid by distributors
- Focused on generating revenue to address complex roots of diseases caused by overconsumption of sugar water
- “Success” defined by increased community knowledge, and behavior changes of those receiving benefits of investment



Health Justice in Soda Taxes

- **Invest in areas experiencing highest rates of preventable chronic diseases related to the overconsumption of sugared water;**
- **Invest in community defined priorities;**
- **Community is part of solution; and**
- **Capacity and infrastructure is built that transcends the grant period.**



Social Determinants of Health



Health Justice in Soda Taxes

- Invest in areas experiencing highest rates of preventable chronic diseases related to the overconsumption of sugared water;
- Invest in community defined priorities;
- Community is part of solution; and
- Capacity and infrastructure is built that transcends the grant period.



Healthy Investments for the Berkeley Community



BUSD Gardening and Cooking Program



Healthy Investments for the Berkeley Community



Healthy Black Families



Healthy Investments for the Berkeley Community



Multicultural Institute



Healthy Investments for the Berkeley Community



Ecology Center



Healthy Investments for the Berkeley Community



YMCA of the East Bay Comprehensive Child Care and Education





YES ON D

Berkeley vs. Big Soda

Paid for by Yes on Measure D, Healthy Child Initiative Ballot Measure Committee.

YES - D

What does this mean?

Berkeley vs. Big Soda

Berkeley vs. Big Soda



Thank you! Questions?

Nadia Rojas: nrojas@changelabsolutions.org

Sabrina Adler: sadler@changelabsolutions.org

Jim Krieger: jkrieger@hfamerica.org

Xavier Morales: xavier@thepraxisproject.org