



LCHC

LATINO COALITION FOR A HEALTHY CALIFORNIA



# Berkeley vs Big Soda: We won, Now What?

Xavier Morales, Ph.D., MRP

April 13, 2016

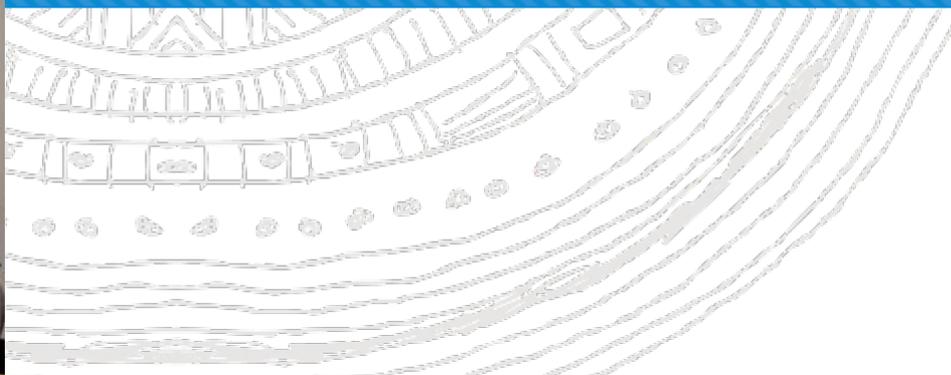


@LCHC\_CA

@DRX\_CA

@BerkvsBigSoda

# We Won!

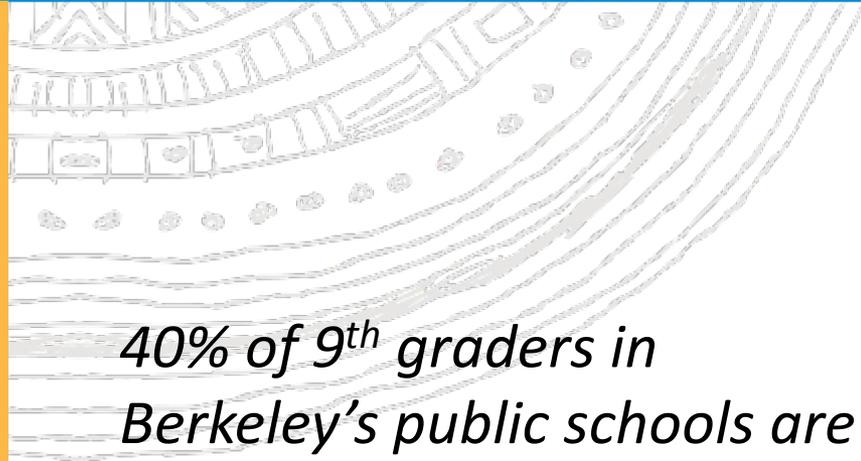


# Driven by Health Inequity in Berkeley

City of Berkeley



## Health Status Report 2013



*40% of 9<sup>th</sup> graders in Berkeley's public schools are overweight or obese, with students of color much more likely to be overweight/obese than white students.*

# Driven by Need for Sustainable Funding for Programs that Support Good Nutrition for All



*Nutrition education programs in the Berkeley Unified School District had a drastic funding cut.*



*Healthy food access and early childhood nutrition programs also needed sustainable funding.*

# Lessons learned



THE BEVERAGE TAX  
**IS UNFAIR**  
IT HITS RICHMOND'S  
POOR THE HARDEST.

👏 IF CITY HALL NEEDS TO RAISE MONEY, WHY ARE THEY PICKING ON THE VERY PEOPLE WHO CAN LEAST AFFORD TO PAY? 🙏

JAMES WASHINGTON,  
RICHMOND RESIDENT

**\$8 MILLION PER YEAR IN NEW TAXES ON RICHMOND RESIDENTS**

**\$200 PER YEAR IN NEW TAXES ON EVERY RICHMOND FAMILY**




THE BEVERAGE TAX  
**DOESN'T FIGHT OBESITY**  
IT'S A BLANK CHECK.

👏 TAKE A CLOSE-LOOK – THE FINAL PLAN SAYS CITY HALL CAN SPEND THE MONEY ON ANYTHING, NOT ONE CENT IS EXPANDED TO PREVENT OBESITY OR HELP RICHMOND'S KIDS 🙏

MALINDA JOHNSON, MEMBER  
RICHMOND NEIGHBORHOOD COORDINATING COUNCIL

THE BEVERAGE TAX  
**IGNORES OUR REAL PROBLEMS**




THE BEVERAGE TAX ALLEGES TO BE A "GOOD OPTION" TO RAISE REVENUE FROM CHALLENGERS AND CREATING A NEW, UNUSUAL AND UNCONVENTIONAL SOURCE OF REVENUE THAT WOULD DISRUPT OUR CITY'S BUDGET

# Lessons from other campaigns

 CLEAR CHANNEL

“ THE RICHMOND BEVERAGE TAX  
**IS UNFAIR** — IT HITS POOR AND  
WORKING PEOPLE THE HARDEST ”

JAMES WASHINGTON, RICHMOND RESIDENT

**ON NOVEMBER 6<sup>TH</sup>**

**VOTE NO ON THE  
RICHMOND BEVERAGE TAX**

[www.norichmondbeveragetax.com](http://www.norichmondbeveragetax.com)

PAID FOR BY THE COMMUNITY COALITION AGAINST BEVERAGE TAXES, WITH MAJOR FUNDING BY THE AMERICAN BEVERAGE ASSOCIATION STRATEGIC ADVOCACY FUND COMMITTEE AND SUPPORTED BY THOUSANDS OF RICHMOND RESIDENTS, LABOR AND BUSINESSSES AGAINST UNFAIR TAXES.



# Lessons Learned (cont)



# Lessons learned (cont)



# Leading Causes of Death

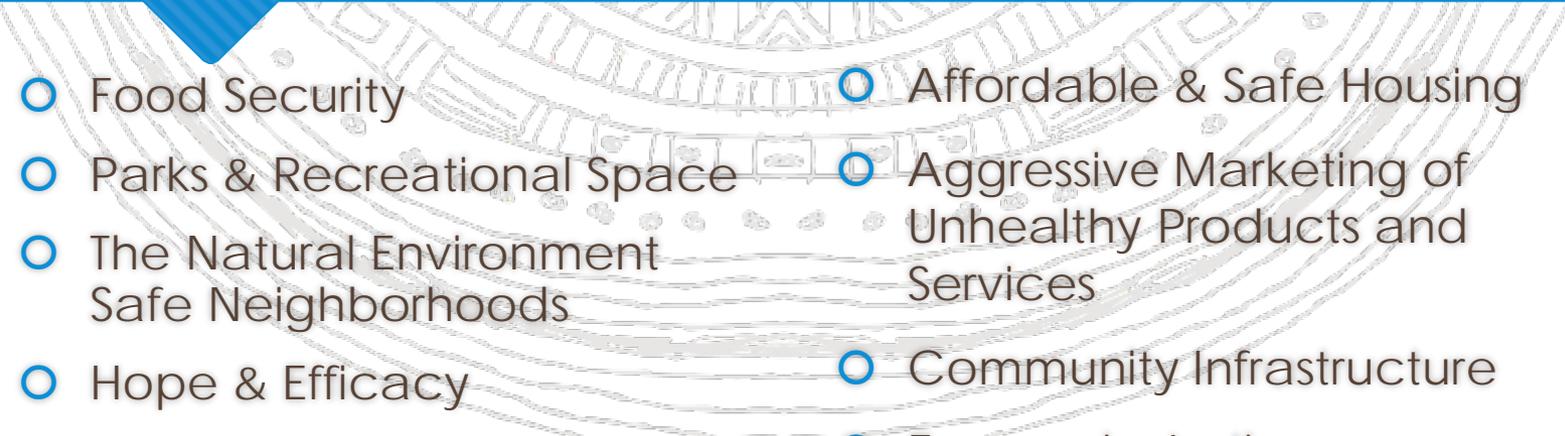


Among California Latinos, heart disease, cancer, stroke and diabetes account for over 54% of all deaths.

# Why is Health a Matter of Justice?



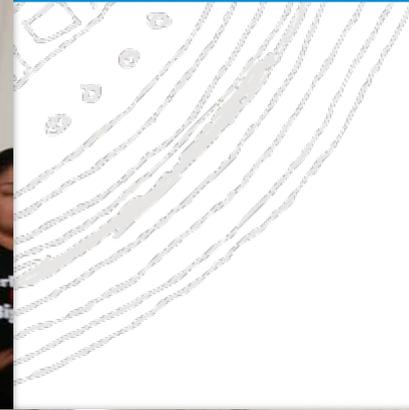
# Social Determinants of Health

- 
- Food Security
  - Parks & Recreational Space
  - The Natural Environment
  - Safe Neighborhoods
  - Hope & Efficacy
  - Social Connectedness
  - Cultural Identity
  - Access to Transportation & Active Transportation Options
  - Affordable & Safe Housing
  - Aggressive Marketing of Unhealthy Products and Services
  - Community Infrastructure
  - Economic Justice
  - Educational Equity
  - Equitable Health Care Access

# Spring – Summer 2014



# Getting trained on how to canvas



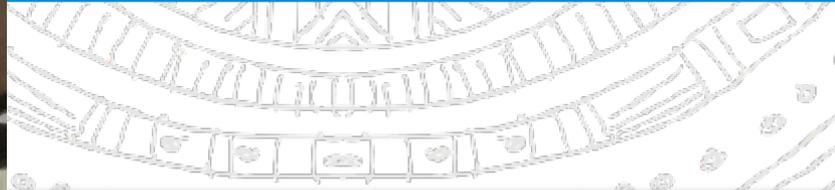
# Hitting the streets



# We overcame faux and hired No on Measure D efforts



# No on D Campaign Saturation





# Advertising landmines





*"Certain drinks containing sugar  
are exempted..."  
Official Text of Measure D*

# Watch out for loopholes.

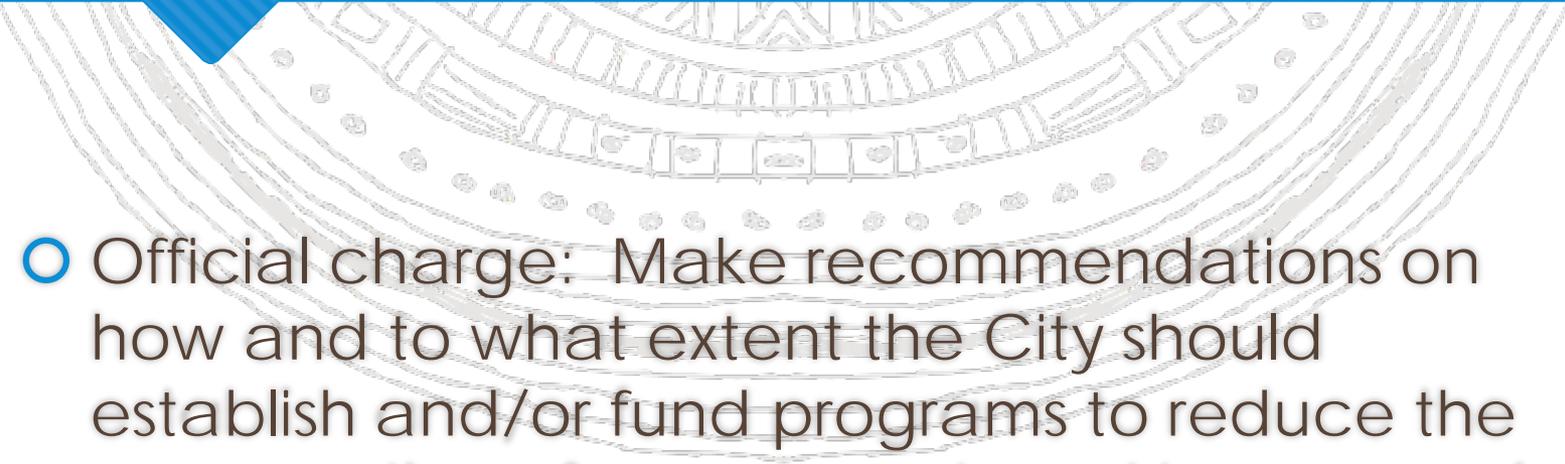
  
[NoBerkeleyBeverageTax.com](http://NoBerkeleyBeverageTax.com)

*Paid for by No on D, No Berkeley Beverage Tax, major funding provided by  
the American Beverage Association California PAC.*

# Post-win Work

- Collect the revenues
- City Council to invest in community and school-based efforts
  - Legislation provided for the convening of a Panel of Experts to advise on investments

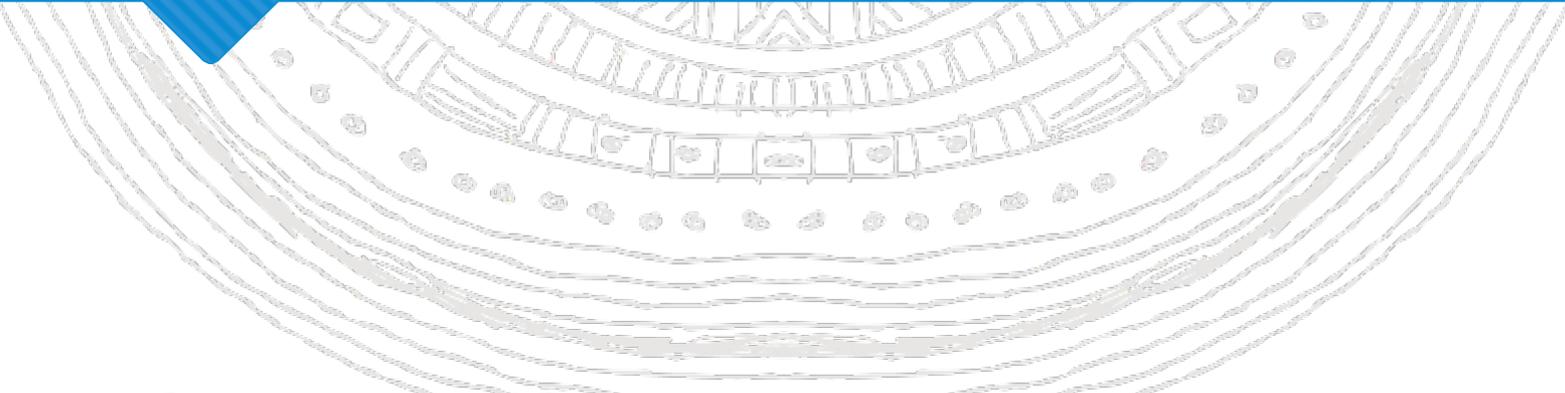
# Panel of Experts

- 
- Official charge: Make recommendations on how and to what extent the City should establish and/or fund programs to reduce the consumption of sugar-sweetened beverages in Berkeley and to address the effects of such consumption

# Panel of Experts

<b><u>District or Category</u></b>	<b><u>Name/Mailing Address</u></b>	<b><u>Appointed By</u></b>
District 1	<b>Ms. Nancy Fenstermacher</b>	Maio
District 2	<b>Mr. Xavier Morales**</b>	Moore
District 3	<b>Ms. Jennifer Browne*</b>	Anderson
District 4	<b>Ms. Holly Scheider</b>	Arreguin
District 5	<b>Ms. Bobbie Rose</b>	Capitelli
District 6	<b>Ms. Pat Crawford</b>	Wengraf
District 7	<b>Ms. Joyce Moore</b>	Worthington
District 8	<b>Poki Namkung, M.D., M.P.H.</b>	Droste
Mayor	<b>Ms. Julie Sinai</b>	Bates

# Revenues for General Fund from SSB Tax



○ **\$1.5 - \$2 million**

# What is success?

## CONTRA COSTA TIMES COLUMNS

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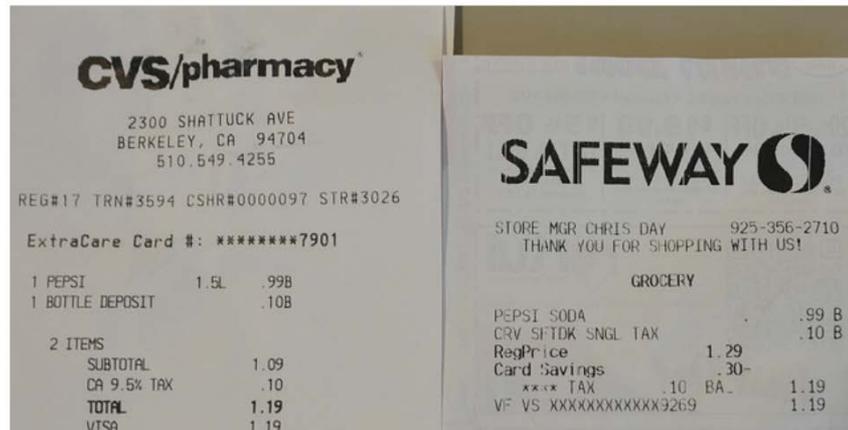
[Home](#) [Columns](#) [Columnist: Tom Barnidge](#) [Story](#)

### Barnidge: If Berkeley shoppers don't have to pay the soda tax, does it really exist?

By Tom Barnidge Contra Costa Times Columnist

POSTED: 05/22/2015 10:14:31 AM PDT | UPDATED: 5 MONTHS AGO

# COMMENTS



# Berkeley's the First City in America to Tax Soda: Did It Work?

By *Danica Lo* // May 29, 2015



In an effort to help curb the diabetes epidemic plaguing the country—nearly 10 percent of the U.S. population is afflicted with the potentially debilitating disease—Berkeley, Calif., became the first American city to impose a soda tax (a 1 cent per ounce tax on sugary drinks) in March. But did it help?



Within one month alone, Berkeley's sugar tax raked in \$116,000 of revenue—and, at that rate, is predicted to bring in \$1.2 million for the city over the course of one year. But there are two great unknowns: Did the tax prevent people from choosing sugary drinks? And where will the money go?



## INSIGHT



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REPUBLISH

## Critics Say Soda Tax Not Working as Billed; Proponents Say It Will Pay Off in Long Run

by George Lauer, California Healthline Features Editor

Monday, June 1, 2015



As money begins to roll in from the country's first tax on sugary beverages, critics of the new Berkeley ordinance say the way the tax is being levied undermines one of its main objectives. Proponents say the tax will pay off in the long run.

About 75% of Berkeley voters approved the penny-per-ounce tax on sugar-sweetened beverages; the tax took effect March 1 and generated \$116,000 in its first month. Berkeley City Council member Linda Maio estimated the tax will generate \$1.2 million in its first year.

### RELATED TOPICS:

- Chronic Disease Care
- Public Health
- Government and Policy

But where, exactly, is the money coming from? Not out of soda drinkers' pockets, critics say, and they contend that means the tax isn't working as proposed.

"A central tenet of the political campaigns to get these taxes passed is that the extra cost for soda will dissuade consumers from buying them," said Roger Salazar, spokesperson for the California Beverage Association, the state's largest opponent of sugary-

beverage taxes.

"But from what we can see, the price of soda and other sugary drinks is the same in Berkeley as it used to be. There's no difference between the price in Berkeley stores and stores in other East Bay towns," Salazar said.

¡Gracias!



@LCHC\_CA



Latino Coalition for  
a Healthy California

Si desea obtener más información:  
[www.lchc.org](http://www.lchc.org)