

Policy Strategies to Reduce the Consumption of Sugar-Sweetened Beverages

October 30, 2017 2:00 p.m. Eastern

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Reducing Sugary Drink Consumption

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OCTOBER 2017





Healthy Food America

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 healthy products is limited.

www.healthyfoodamerica.org

Sugary drinks

Energy Drinks



Fruit Drinks

Sports Drinks



Soda



Sweet Iced Tea & Coffee

Why worry about sugary drinks?

- Primary source of added sugar in U.S. diet.
- Major source of added calories fueling the obesity epidemic.
- Two thirds of youth and half of adults drink daily.
- Consumption higher among low income and minority populations.
- Cause obesity, diabetes, dental decay, liver, and heart disease.
- Displace healthier foods from diet.
- Heavily marketed (and youth and minorities targeted).



Most Americans consume sugary drinks daily

Almost 2 out of 3 youth consume sugary drinks every day

241 calories/day³



1 out of 2 adults consume sugary drinks every day

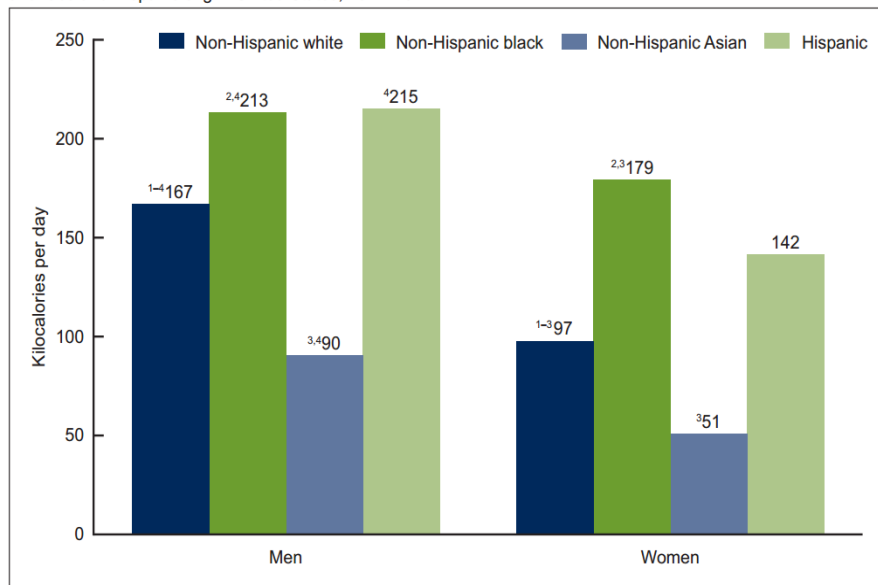
283 calories/day³



31% of toddlers age 12-23 months consume sugary drinks on any given day.

Black and Hispanic and low-income adults consume more sugary drinks

Figure 3. Mean kilocalories from sugar-sweetened beverages on a given day for adults aged 20 and over, by sex and race and Hispanic origin: United States, 2011–2014



¹Significantly different from non-Hispanic black, $p < 0.05$.

²Significantly different from non-Hispanic Asian, $p < 0.05$.

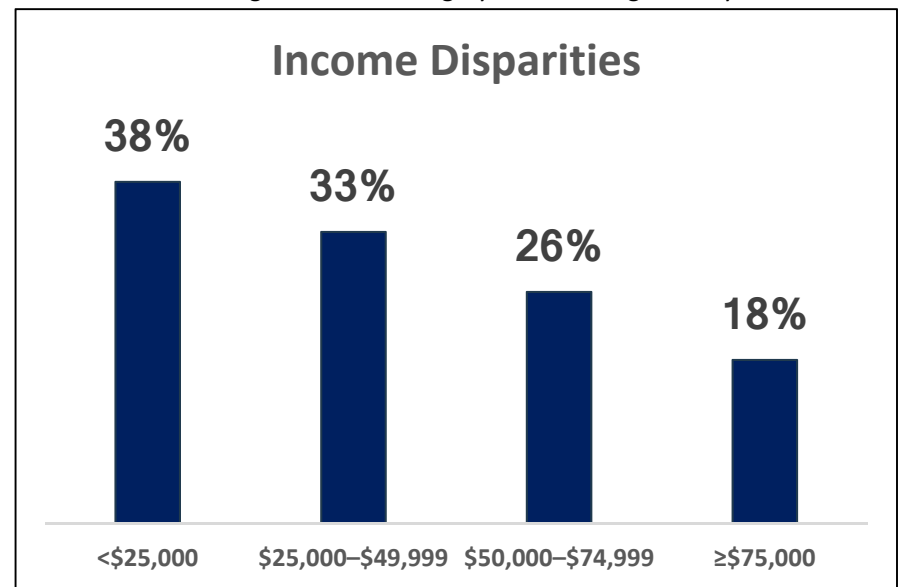
³Significantly different from Hispanic, $p < 0.05$.

⁴Significantly different from women, $p < 0.05$.

NOTE: Access data table for Figure 3 at: https://www.cdc.gov/nchs/data/databriefs/db270_table.pdf#3.

SOURCE: NCHS, National Health and Nutrition Examination Survey, 2011–2014.

Percent drinking one or more sugary drinks on a given day



NHANES: NCHS data brief, no 270. January 2017
BRFSS 2013

Core sugary drink strategies

Acceptability/Appeal



Availability

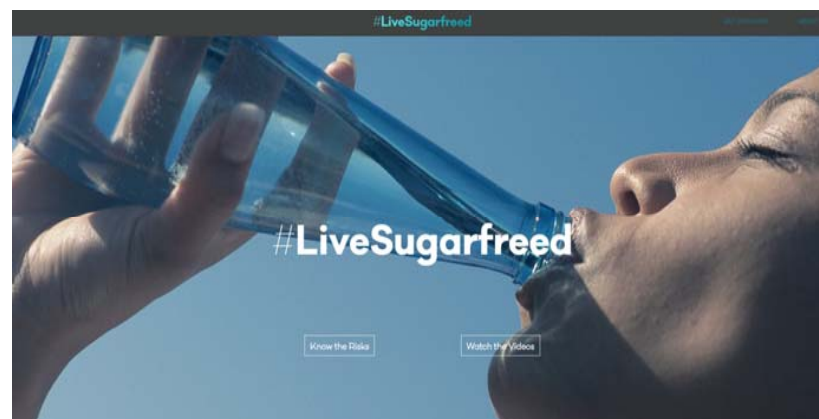


Affordability



Acceptability & Appeal

Public awareness campaigns



Warning labels



Front of Package, Vending, Self-Serve



Front of Package, Vending, Self-Serve



Nutrition facts panel



Old Label:

Nutrition Facts			
Serving Size 2/3 cup (55g)			
Servings Per Container About 8			
Amount Per Serving			
Calories 230		Calories from Fat 40	
		% Daily Value*	
Total Fat 8g			12%
Saturated Fat 1g			5%
Trans Fat 0g			
Cholesterol 0mg			0%
Sodium 160mg			7%
Total Carbohydrate 37g			12%
Dietary Fiber 4g			16%
Sugars 1g			
Protein 3g			
Vitamin A			10%
Vitamin C			8%
Calcium			20%
Iron			45%
* Percent Daily Values are based on a diet of other people's secrets.			
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

New Label:

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per 2/3 cup	
Calories	230
% DV*	
12%	Total Fat 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	Cholesterol 0mg
7%	Sodium 160mg
12%	Total Carbs 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	Vitamin D 2mcg
20%	Calcium 260mg
45%	Iron 8mg
5%	Potassium 235mg
* Footnote on Daily Values (DV) and calories reference to be inserted here.	

Availability

Kids meals

The problem:

- A third of all US kids consume fast food on a given day.
- A quarter of kids' calories come from eating out.
- Kids who eat at fast food drink more sugary drinks and less milk.

The options:

- Remove soda as default beverage option or eliminate completely.
- Continue to push fast food chains to voluntarily remove sugary drinks



Organizational policies



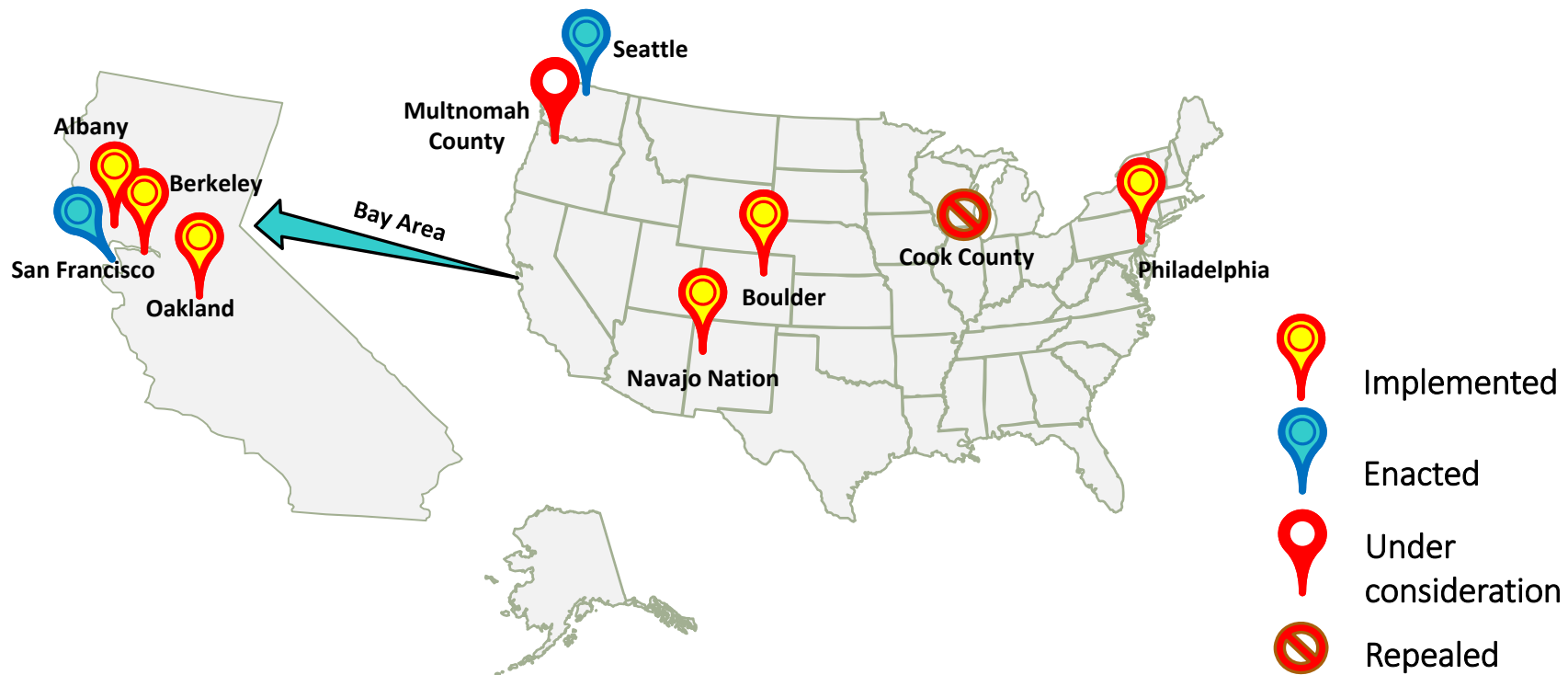
Affordability

Sugary drink tax

- Reduces consumption
- Increases awareness about adverse health effects
- Generates revenue to support community health and well-being
- Predicted to reduce disease and health care spending
- May induce product reformulation



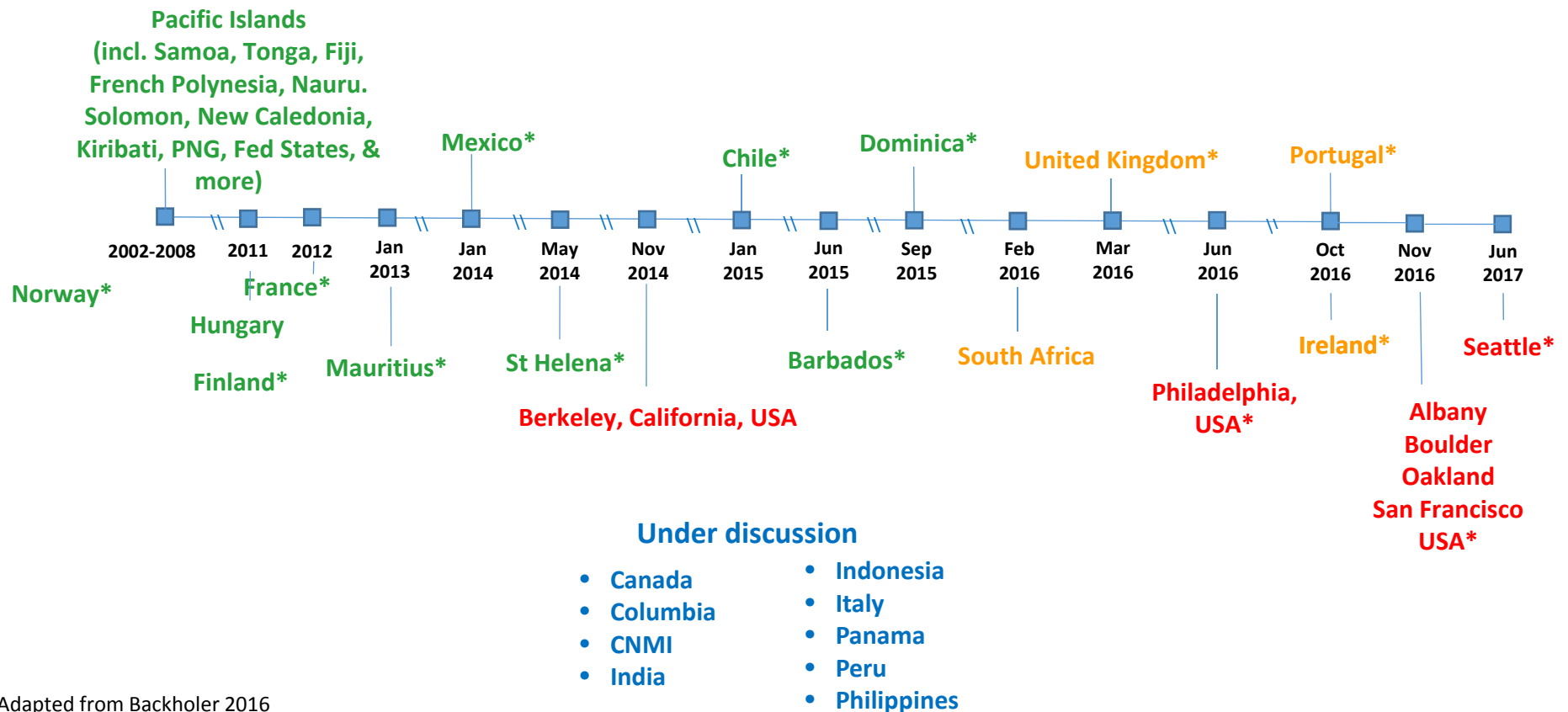
Local Sugary Drink Taxes across the United States



➤ 3.8 million people benefitting

➤ \$131 million per year

And around the world: SSB taxes adopted or active consideration



Adapted from Backholer 2016

Local Sugary Drink Taxes across the United States

Location	Population	Est. annual revenue (\$1,000,000)	Tax rate per ounce	Type of beverage	Use of Revenue
Philadelphia, PA - Council	1,567,442	\$91.0	1.5 cents	Sweetened	Pre-k, parks, schools
Berkeley, CA Measure D	112,580	\$1.5	1.0 cent	Sugary	Health
Albany, CA Measure O1	19,735	\$0.2	1.0 cent	Sugary	Health
Oakland, CA Measure HH	419,267	\$7.0	1.0 cent	Sugary	Health
San Francisco, CA Measure V	864,816	\$15.0	1.0 cent	Sugary	Health
Boulder, CO Measure 2H	107,349	\$1.5	2.0 cents	Sugary	Health
Seattle, WA - Council	686,800	\$15.0	1.75 cents	Sugary	Food access, education
Total	3,777,989	\$131.2			

Using the tax revenues

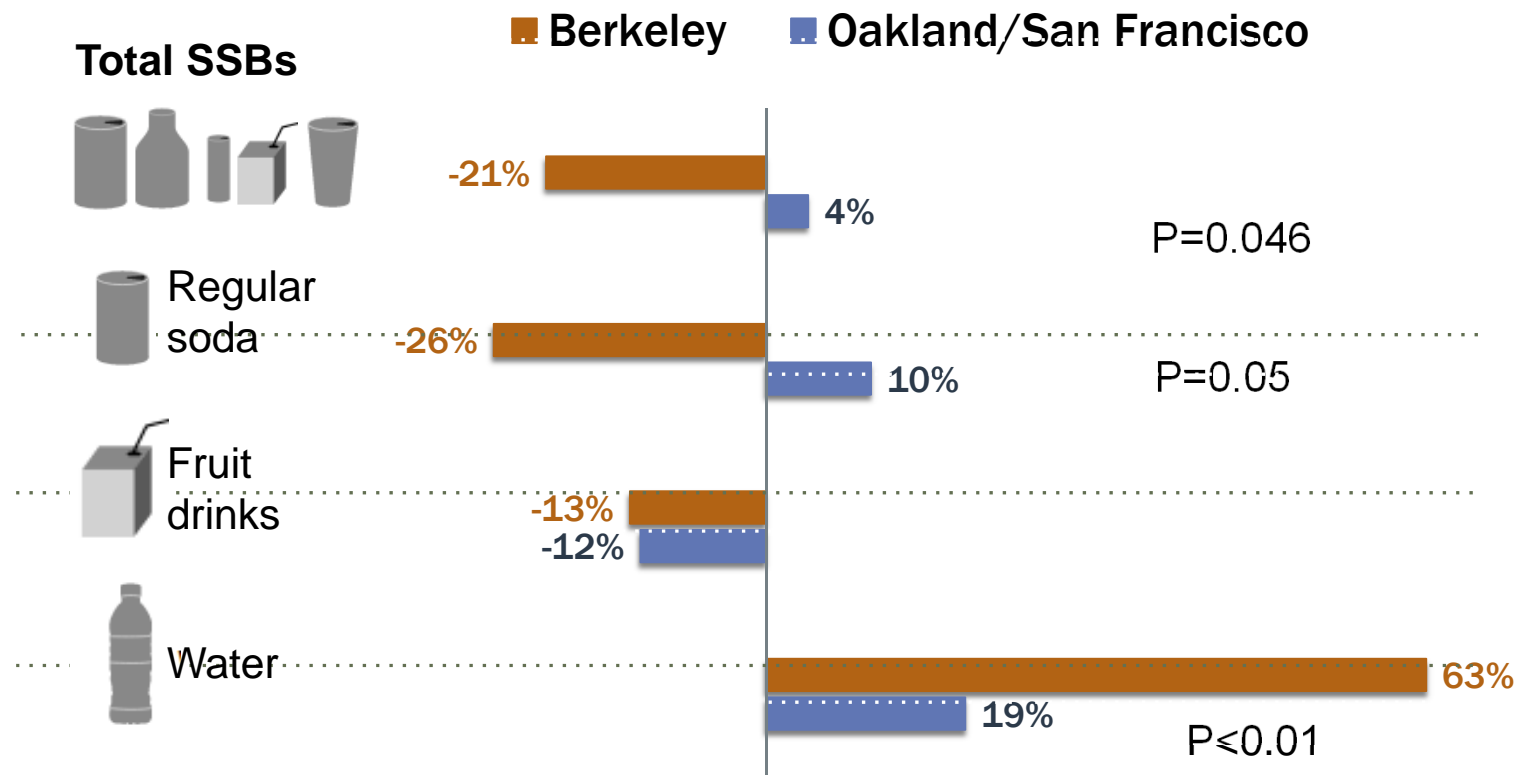
- Healthy food access
- Diabetes Prevention Program
- Oral health access
- Community education and counter messaging
- School-based nutrition education
- Pre-school and early childhood
- Community schools
- High school completion
- Parks and rec site repairs and upgrades



Do taxes work?

Taxes decrease sugary drink consumption

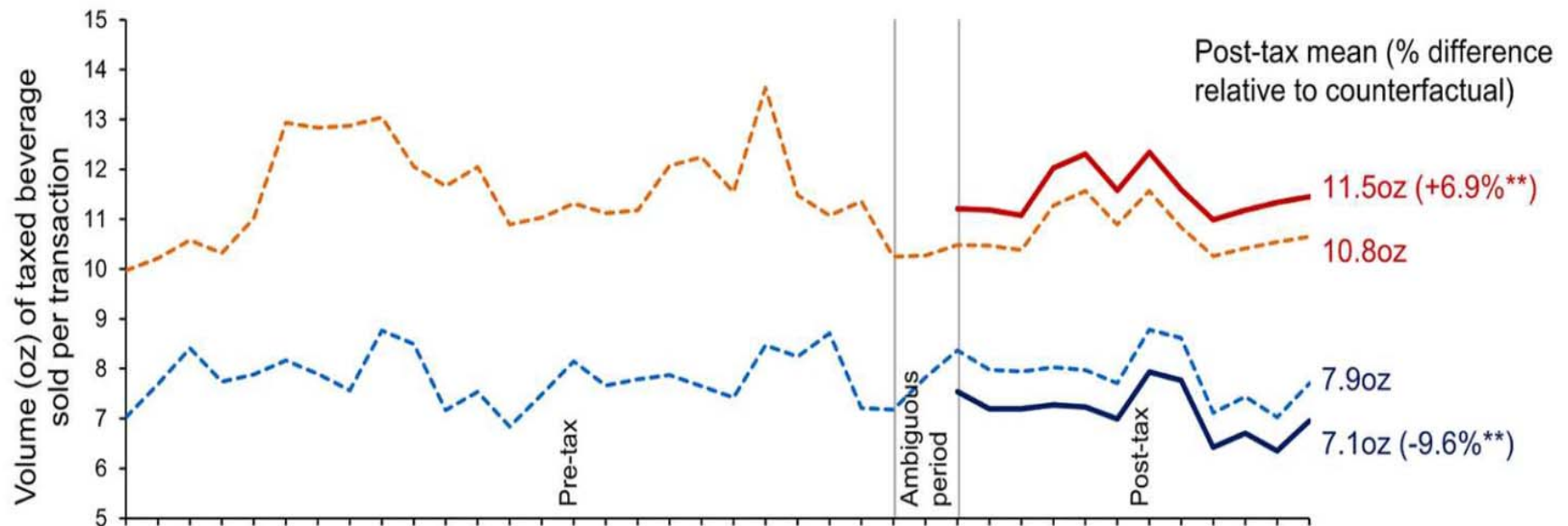
Berkeley - 1 cent per ounce tax (16%) in low income neighborhoods



Falbe et al. Impact of the Berkeley Excise Tax on Sugar-Sweetened Beverage Consumption. AJPH 2016.

Taxes decrease sugary drink sales

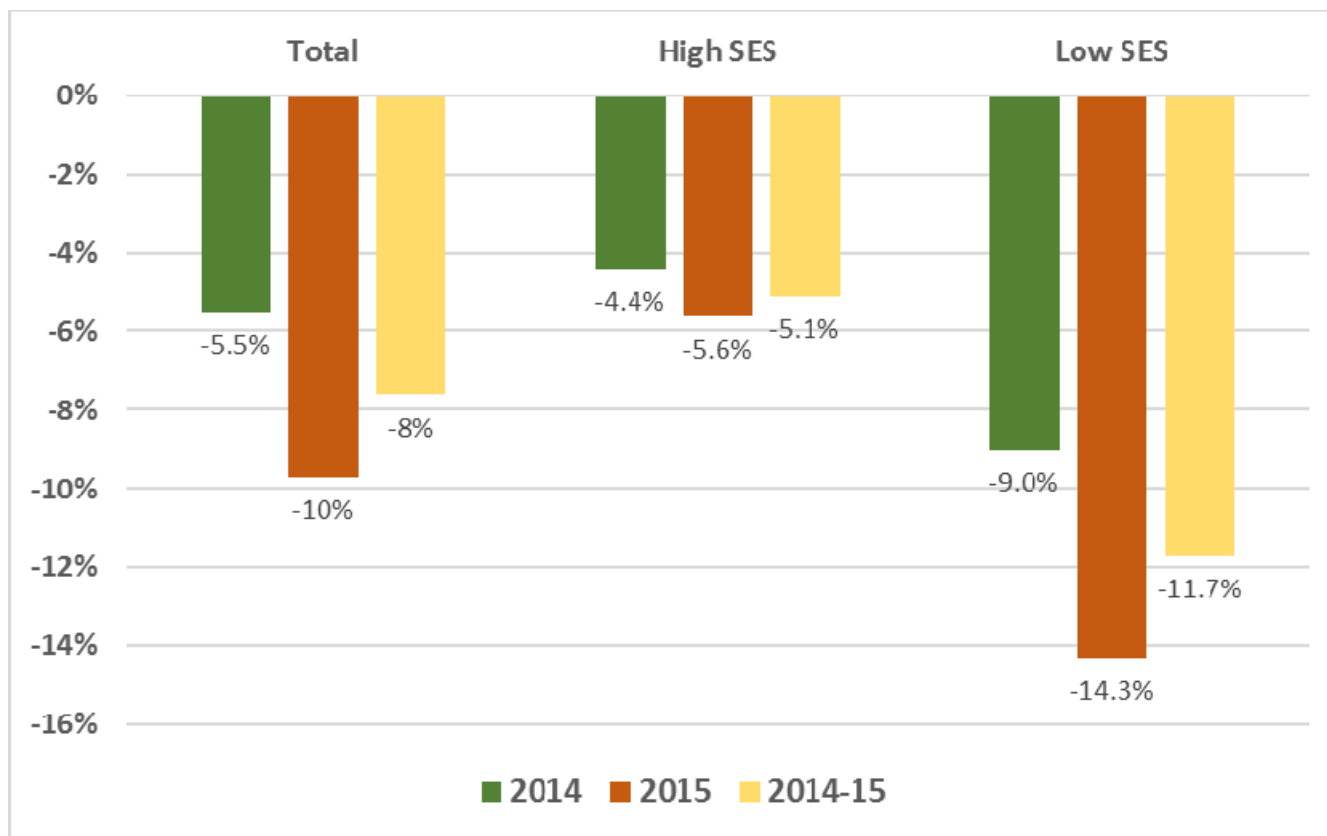
Impact of a 1 cent per ounce tax (15%) in Berkeley



Silver, et al. PLoS Med. 2017 Apr 18;14(4):e1002283

Taxes decrease sugary drink sales

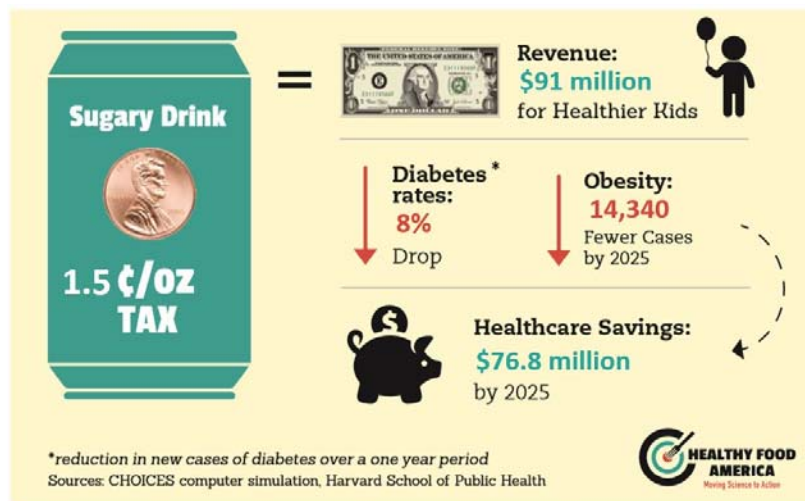
Impact of a 10% tax in Mexico



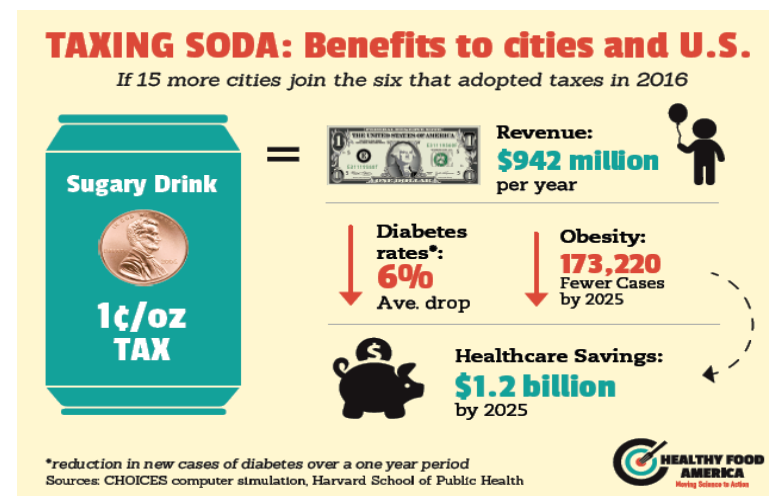
Colchero. Health Affairs 2017

Modeling the health impact of a tax

PHILADELPHIA: 1.5 CENTS/OZ. ON SUGARY & DIET DRINKS

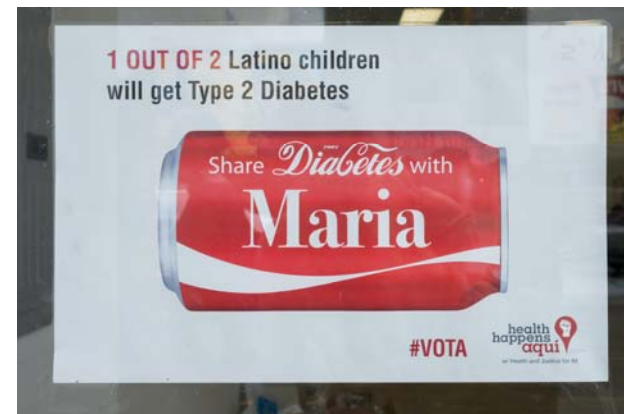


BIG CITIES ACROSS THE NATION



Additional benefits

- Raise public awareness of dangers of sugary drinks
- Develop new partnerships
- Build a strong and equitable health coalition – that can engage in future community action



Lessons learned

- Ballot measure and legislative paths – both viable
- Significant financial support essential and has evened the playing field
- Ground-softening to raise awareness of SSBs
- Political and grassroots organizing – from pre-campaign through implementation
- Strong communications operation and starting first to control the debate
- Community-based messengers and influential champions.
- Health sector is a key ally





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Policy Profile: Philadelphia, PA Sweetened Drink Tax

In June 2016, Philadelphia, PA became the second, and largest, US city to pass an excise tax on sweetened drinks.*

Tax Amount, Type, Revenue
A 15 cents per-ounce tax on distributors of drinks with added caloric and non-caloric sweeteners. Excludes infant formula products with more than 50% milk, fruit, or vegetables and drinks for medical use.

Revenue Use Anti-poverty measures, including:
• 6,000 new slots for Philly's pre-kindergarten programs
• 25 new community schools with health, behavioral, and social services to improve student academic success
• Revitalizing neighborhood parks, recreation centers, and libraries throughout the city

Expected Health Benefits
• Prevent hundreds of cases of diabetes within a few years
• Avoid thousands of cases of obesity per year
• Save millions in health care costs over 10 years
• Decrease sugary drink consumption

Proponents and Campaign Spending
• Mayor Jim Kenney proposed the measure and the Philadelphia City Council passed it by a 13-4 vote.
• A coalition called Philadelphiaans for a Fair Future, composed of a broad and diverse group of civic, labor, early education, and faith organizations, community development corporations, and small business owners, spent \$25 million on ads to promote the tax.

Opponents and Campaign Spending
• The main opponents was the American Beverage Association (ABA) which funded a coalition of small businesses and organizations called "No Philly Grocery Tax."
• The ABA spent \$305 million to defeat the tax and offered the city \$7 million to help fund one year of universal pre-K in exchange for dropping the tax proposal.

Assess
• 15 cents/oz
What Is Taxed
• Soda, fruit flavored drinks, energy and sports drinks, and diet drinks
Expected Revenue
• \$95 million/year
Revenue Use
• Pre-K, schools, parks, recreation centers, libraries

PHILLY AT A GLANCE
• 5th largest US city, population 1.5 million
• Black 42%
• Latino or Hispanic 12%
• Asian 6%
• White 37%
• 20% below poverty level
• 21% of 5-18 year-old children are obese
• 13% of adults have diagnosed type 2 diabetes
• 24% of 9-12th graders drink one or more sugary drinks per day

Produced by Healthy Food America, which works to reduce the prevalence of diet-related chronic diseases by promoting policy and changing industry practices.
Visit www.healthyfoodamerica.org or email info@healthyfoodamerica.org for more information.

HEALTHY FOOD AMERICA
1987 0007 | Philadelphia, PA | Revised June 2016

A Roadmap for Successful Sugary Drink Tax Campaigns

Action for Healthy Food
April 2016

ChangeLab Solutions
Law & policy innovation for the common good

HEALTHY FOOD AMERICA
Moving Science to Action

BEST PRACTICES IN DESIGNING LOCAL TAXES ON SUGARY DRINKS

ChangeLab Solutions and Healthy Food America
March 2016

Year: 2017 ▾

State: --Select-- ▾ --or-- City: San Jose, CA ▾

Tax Per Ounce: 1.50 cent(s) (0.50 to 3.00 cents)

Pass Through: 100% (50-100)

Calculate

Sugary Drink Type	Gallons Sold	Annual Tax Revenues
Carbonated Soft Drinks	7,718,885	\$14,820,260
Fruit Drinks	2,757,587	\$5,294,568
Sports Drinks	2,778,425	\$5,334,577
Ready-to-Drink Tea	2,653,509	\$5,094,738
Energy Drinks	2,841,500	\$5,455,679
Enhanced Water	350,333	\$672,639
Ready-to-Drink Coffee	616,795	\$1,184,247
Sugary Drink TOTAL	19,717,034	\$37,856,708

Contact us!

- Get answers to your questions
- Technical assistance and support
- Tools and resources
- Media and communications help

www.healthyfoodamerica.org

206-451-8196

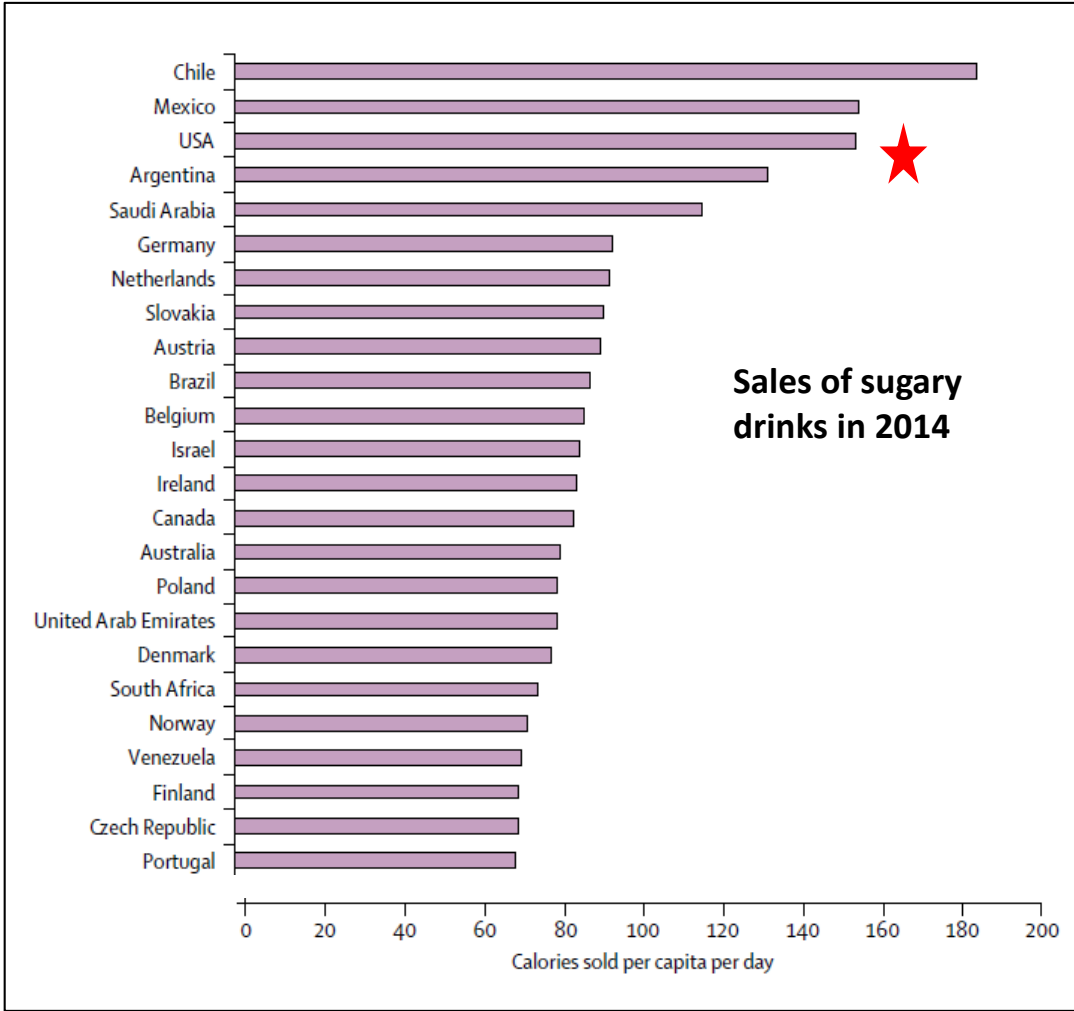
Thank you!



Additional Slides

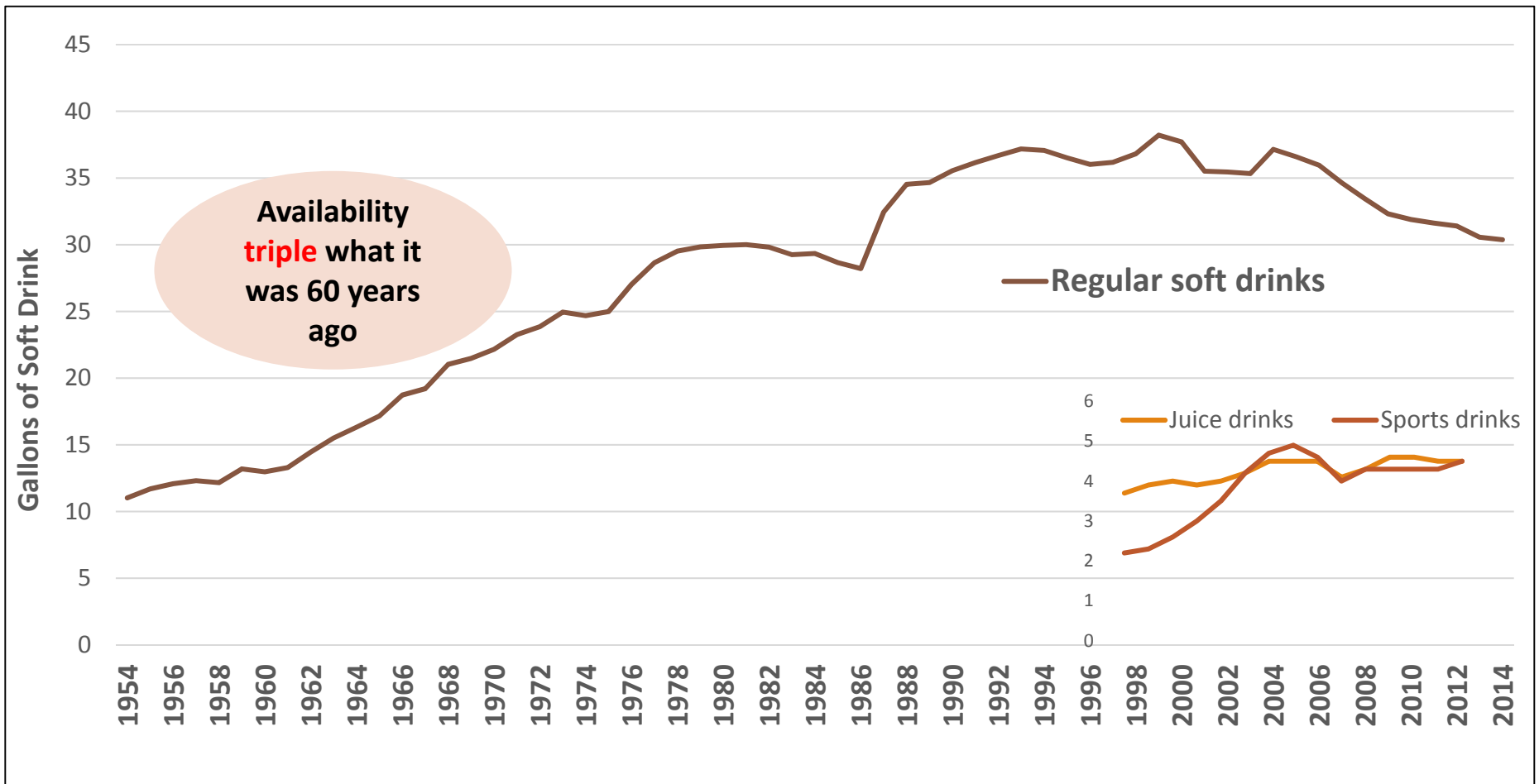


The US is a global leader in sugary drink consumption



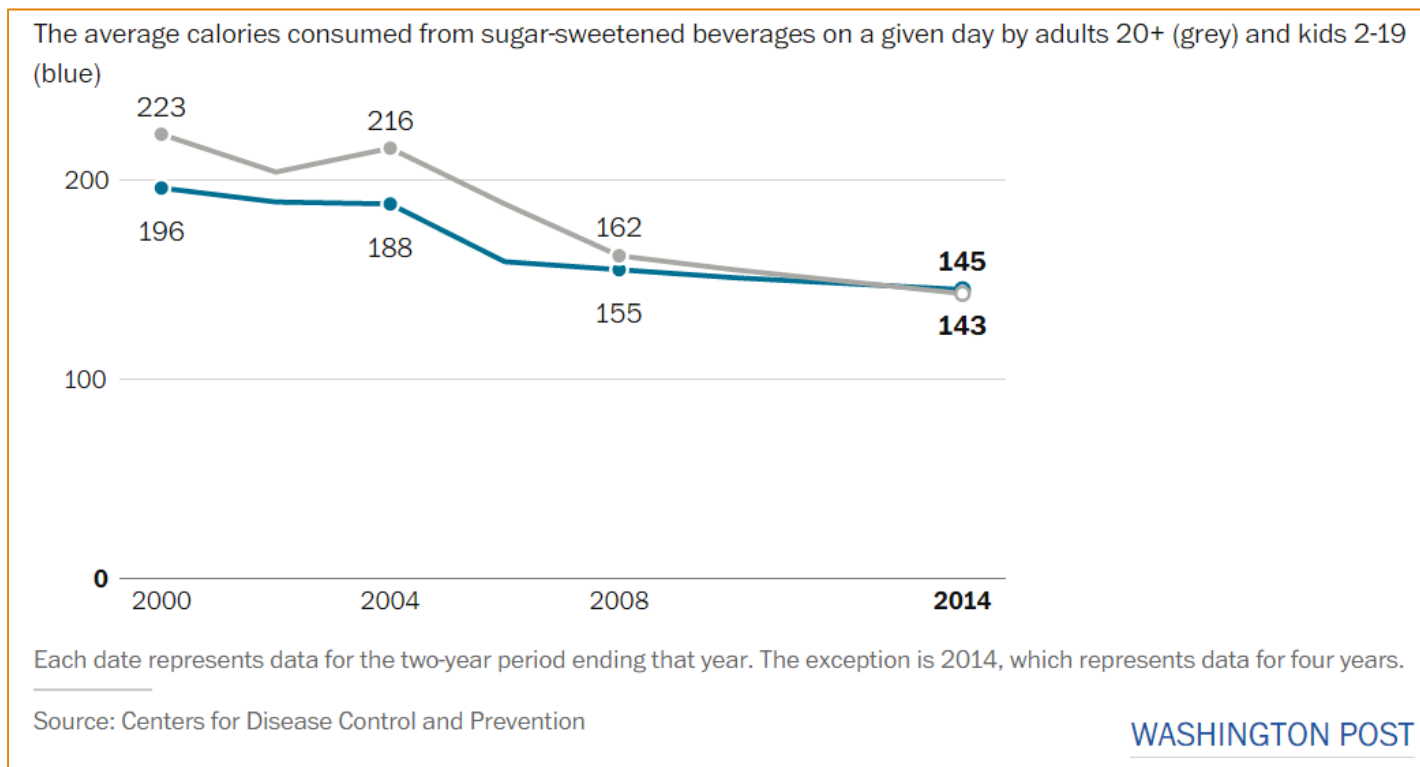
Popkin BM, Hawkes C. Sweetening of the global diet, particularly beverages: patterns, trends, and policy responses. *Lancet Diabetes Endocrinol.* 2016;4(2):174-86.

Soda availability peaked in 2000



Sources: (1954-2003): [Beverages](#) Table. United States Department of Agriculture, Economic Research Service Food Availability (Per Capita) Data System [Website](#). Updated February 1, 2015. Accessed September 9, 2015. (2004-2014): Beverage Digest annual estimates; Caloric CSDs based on estimate that 70% of CSDs are caloric and 30% are non-caloric/diet.

But sugary drink consumption has plateaued





SODA TAX WARS



Tax endorsements



**World Health
Organization**



**American
Heart
Association**



AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.

**ASSOCIATION
MÉDICALE
CANADIENNE**



**CANADIAN
MEDICAL
ASSOCIATION**



AMERICAN MEDICAL
ASSOCIATION

Big Soda aggressively fighting adopted taxes

- Law suit in Philly
- Earned media
- TV, radio, full page ads – more than \$1.5M in Philly
- Digital media
- Lobbied council to repeal Cook County, trying in Philly
- Misinformation about tax by storeowners and distributors

JOIN THE FIGHT TO STOP THE COOK COUNTY BEVERAGE TAX

On July 1, 2017, Cook County will begin charging a new, penny-per-ounce beverage tax on more than 1,000 different products.

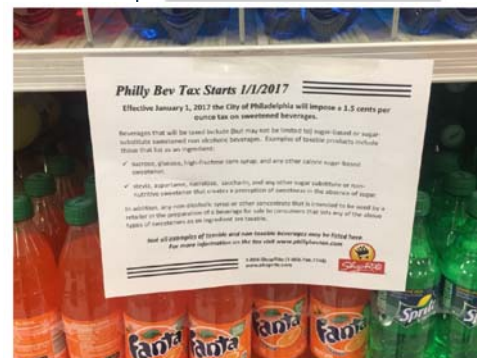
Until Cook County shrinks your wallet
38 : 11 : 53 : 32
 DAYS HOURS MINUTES SECONDS

THE BEVERAGE TAX WILL ADD UP

	ORIGINAL PRICE	NEW PRICE WITH BEVERAGE TAX	NEW PRICE WITH BEVERAGE TAX AND TAX	% INCREASE
	\$0.99	\$0.67	\$1.66	67%
	\$2.99	\$1.28	\$4.27	43%
	\$7.99	\$2.88	\$10.87	36%
	\$4.99	\$1.44	\$6.43	29%

Take action now!
 YES, I WANT TO BE LISTED AS A SUPPORTER OF THE COOK COUNTY BEVERAGE TAX

First Name:
 Last Name:
 Email:
 Address:
 City:
 State:
 Zip Code:



A sign hangs in a ShopRite in Philadelphia. ANNA ORSO/BILLY PENN

ShopRite admits Philly stores overcharged for the soda tax

It's not just sticker shock, the grocery chain's corporate leadership told Billy Penn.