Policy Strategies to Reduce the Consumption of Sugar-Sweetened Beverages

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Reducing Sugary Drink Consumption

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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

Sports Drinks

Fruit Drinks

Sweet Iced Tea & Coffee

Soda
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).

HEALTHY FOOD AMERICA
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

NHANES: NCHS data brief, no 270. January 2017
BRFSS 2013
Core sugary drink strategies

Acceptability/Appeal

Availability

Affordability
Acceptability & Appeal
Public awareness campaigns

HEALTHY FOOD AMERICA
Warning labels

STATE OF CALIFORNIA SAFETY WARNING:
Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay.

WARNING
Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay. This is a message from the City and County of San Francisco.
Nutrition facts panel

Old Label:

New Label:
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

Pacific Islands (incl. Samoa, Tonga, Fiji, French Polynesia, Nauru, Solomon, New Caledonia, Kiribati, PNG, Fed States, & more)

Norway*
France*
Hungary
Finland*

Mauritius*
St Helena*
Barbados*
South Africa

Berkeley, California, USA

Chile*
Dominica*
United Kingdom*
Portugal*

Philippines

Under discussion
• Canada
• Columbia
• CNMI
• India
• Indonesia
• Italy
• Panama
• Peru
• Philippines

Adapted from Backholer 2016
Local Sugary Drink Taxes across the United States

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

TOTAL SSBs

Berkeley: -21%
Oakland/San Francisco: 4%
P = 0.046

Regular soda

Berkeley: -26%
Oakland/San Francisco: 10%
P = 0.05

Fruit drinks

Berkeley: -13%
Oakland/San Francisco: -12%

Water

Berkeley: -12%
Oakland/San Francisco: 19%
P < 0.01

Taxes decrease sugary drink sales
Impact of a 1 cent per ounce tax (15%) in Berkeley

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

Sugary Drink
1.5¢/oz TAX

Revenue: $91 million for Healthier Kids

Diabetes rates:
- 8% Drop

Obesity:
- 14,340 Fewer Cases by 2025

Healthcare Savings:
- $76.8 million by 2025

BIG CITIES ACROSS THE NATION

TAXING SODA: Benefits to cities and U.S.
If 15 more cities join the six that adopted taxes in 2016

Sugary Drink
1¢/oz TAX

Revenue: $942 million per year

Diabetes rates:
- 6% Ave. drop

Obesity:
- 173,220 Fewer Cases by 2025

Healthcare Savings:
- $1.2 billion by 2025

*Reduction in new cases of diabetes over a one year period
Source: CHICES computer simulation, Harvard School of Public Health
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
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

Sales of sugary drinks in 2014

Soda availability peaked in 2000


HEALTHY FOOD AMERICA
But sugary drink consumption has plateaued

The average calories consumed from sugar-sweetened beverages on a given day by adults 20+ (grey) and kids 2-19 (blue):

- 223 (2000)
- 196 (2008)
- 162 (2010)
- 155 (2012)
- 145 (2014)
- 143 (2016)

Each date represents data for the two-year period ending that year. The exception is 2014, which represents data for four years.

Source: Centers for Disease Control and Prevention
SODA TAX WARS
Tax endorsements
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