

City of Berkeley Sugar Sweetened Beverage Tax



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After Berkeley soda tax, sugary drinks less popular

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A new UC Berkeley study shows a 21% drop in the drinking of soda and other sugary beverages in Berkeley's low-income neighborhoods after the city levied a penny-per-ounce tax on sugar-sweetened beverages. Photo: Gael McKeon

By Yasmin Anwar / Berkeley News

In a sign that taxes can work in the fight against obesity, a new study from the UC Berkeley shows a 21% drop in the drinking of soda and other sugary beverages in Berkeley's low-income neighborhoods after the city levied a penny-per-ounce tax on sugar-sweetened beverages.

Basic Elements of the Tax



- Sugar Sweetened Beverages and Syrups
- 1 Cent Per Ounce
- Paid by Beverage Distributors



Could Your City Use **\$1M-\$10M** in Your General Fund?

This could fund:

- Universal Preschool
- Health and Nutrition Programs
- Diabetes Prevention Programs
- Quality Childcare



1 IN 3 KIDS
WILL GET DIABETES
IN THEIR LIFETIMES
UNLESS WE DO
SOMETHING ABOUT IT

Berkeley
vs.
Big Soda

You can make a difference.
Vote YES to Berkeley's soda tax this November.
Learn more at BerkeleyvsBigSoda.com.

Community Convergence for Soda Tax (Broad Coalition)



- Schools/Educators
- Parents
- City and Community Leaders
 - Every Local Elected Official and Candidate for Local Office
- Public Health Advocates and Health Professionals

Conundrum: 50% or 2/3rds?



- Poll Finding: 64-65% voter approval
- Specific or General Tax?

50% = Greater Chance of Victory

Start Early...



No, Earlier...

No, Even Earlier

Leadership Team, Campaign Manager, Consultant



- Volunteers and Fundraising Steadily Grew
- Door-to-door, Phone, Tabling, Testimony
- Mail and Media

Wide Campaign Support



- California Dental Association
- American Heart Association
- Laura and John Arnold Foundation (Action for Healthy Food)
- Michael Bloomberg
- Over 300 Individual Supporters

76% Voter Approval!

Tax Collection



- With Assistance of Contract Service Provider, Muni Services
- Initial Focus on Major Distributors
 - Phased in smaller distributors, “mom and pop” establishments
- First Month of Reporting Started March 2015
 - **First Year Collected: \$1.5 Million**

SSB Panel of Experts



- New City Commission Appointed by City Council
- Membership Categories in Tax Ordinance
- Advise Council on Allocation of General Fund to Support Community Health



Does Your City Want to Take Action on Sugary Drinks?

Resources



- Latino Coalition for Healthy California: <http://www.lchc.org/>
- UCSF: <http://www.sugarscience.org/>
- Rudd Center for Food Policy and Obesity: <http://www.uconnruddcenter.org/>
- ChangeLab Solutions: <http://changelabsolutions.org/>
- Linda Maio, Vice Mayor, Berkeley City Council: hmaio@ci.berkeley.ca.us
- Laurie Capitelli, Berkeley City Council: lcapitelli@ci.berkeley.ca.us
- Jeff Ritterman, San Francisco Physicians for Social Responsibility Board: www.sfbaypsr.org
- Harold Goldstein, California Center for Public Health Advocacy: www.publichealthadvocacy.org