EXEMPTIONS

• Retailers less than $100K in gross receipts
• SSBs with less than 2 calories/oz.
• Distributors not subject to taxation under the laws of U.S. or CA
The Panel of Experts
Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission

L-R: Dr. Nancy Fenstermacher, Bobbie Rose, Dr. Xavier Morales (Chair), Jennifer Browne (Vice-Chair), Dr. Pat Crawford, Holly Scheider, Adena Ishii.
IMPLEMENTATION: IT TAKES A VILLAGE

- CITY COUNCIL – FINAL DECISION ON FUNDING ALLOCATIONS
- SSBPPE COMMISSION – ADVISORY BODY (RECOMMENDATIONS TO COUNCIL)
- PUBLIC HEALTH DIVISION – MANAGES CONTRACTS
- FINANCE DEPARTMENT – OVERSEES THE TAX COLLECTION AND PROJECTION BASED ON REVENUE TREND, INDUSTRY OUTLOOK, AND DEMOGRAPHICS SUCH AS THE UC STUDENTS WHO HAS A SIGNIFICANT IMPACT ON SODA CONSUMPTION
- BUSD*, COMMUNITY PARTNERS & RETAILERS – CHANGE-AGENTS
- BERKELEY RESIDENTS – INVOLVED & ENGAGED

*BERKELEY UNIFIED SCHOOL DISTRICT
## TAX REVENUES COLLECTED

### Soda Tax Revenue

#### Projections VS Actual

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projected Revenue</td>
<td>-</td>
<td>-</td>
<td>1,600,000</td>
<td>1,721,456</td>
<td>1,500,000</td>
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<tr>
<td>Actual Revenue</td>
<td>242,986</td>
<td>1,757,272</td>
<td>1,578,389</td>
<td>1,517,949</td>
<td>1,606,178</td>
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</tbody>
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![Projections VS Actual Graph](chart.png)
SODA TAX- GENERAL FUND REVENUE

- CITY OF BERKELEY PASSED THE SODA TAX AS A GENERAL FUND REVENUE AND NOT AS A SPECIAL TAX.

- EACH YEAR THE SUGAR SWEETENED PRODUCT PANEL OF EXPERTS SUBMITS TO COUNCIL A RECOMMENDATION TO APPROVE FUNDING FOR PROGRAMS WHICH AIDS TO REDUCE CONSUMPTION OF AND ADDRESS THE EFFECTS OF SUGAR SWEETENED BEVERAGE PRODUCTS.

- ALL SODA TAX REVENUE IS GENERAL FUND AS SUCH ANY SURPLUS OR SHORTAGE IS HANDLED THROUGH THE ANNUAL BUDGET PROCESS OF THE CITY.
FUNDING PROCESS

• REQUESTS FOR PROPOSALS
• SCORING CRITERIA
• PARALLEL REVIEW PANELS
• PANELS DISCUSSIONS
• COMMISSION RECOMMENDATIONS
• COUNCIL REVIEWS & DECIDES
<table>
<thead>
<tr>
<th>Agencies Funded</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18 &amp; FY19</th>
<th>FY20 &amp; FY21</th>
<th>Total Allocation Per Agency</th>
<th>% of Total Allocations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berkeley Unified School District*</td>
<td>$250,000.00</td>
<td>$637,500.00</td>
<td>$1,275,000.00</td>
<td>$1,900,000.00</td>
<td>$4,062,500.00</td>
<td>41.67%</td>
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<tr>
<td>Healthy Black Families</td>
<td>$245,874.00</td>
<td>$510,000.00</td>
<td>$590,000.00</td>
<td>$741,434.00</td>
<td>$1,345,874.00</td>
<td>13.80%</td>
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<tr>
<td>YMCA of the Central Bay Area</td>
<td>$151,360.00</td>
<td>$280,074.00</td>
<td>$310,000.00</td>
<td>$741,434.00</td>
<td>$741,434.00</td>
<td>7.60%</td>
</tr>
<tr>
<td>Ecology Center</td>
<td>$115,266.00</td>
<td>$271,918.00</td>
<td>$285,000.00</td>
<td>$672,184.00</td>
<td>$672,184.00</td>
<td>6.89%</td>
</tr>
<tr>
<td>Lifelong Medical Care</td>
<td>$125,000.00</td>
<td>$183,008.00</td>
<td>$270,000.00</td>
<td>$578,008.00</td>
<td>$578,008.00</td>
<td>5.93%</td>
</tr>
<tr>
<td>Berkeley Youth Alternative</td>
<td>$125,000.00</td>
<td>$-</td>
<td>$97,000.00</td>
<td>$222,000.00</td>
<td>$222,000.00</td>
<td>2.28%</td>
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<tr>
<td>Multicultural Institute</td>
<td>$-</td>
<td>$30,000.00</td>
<td>$30,000.00</td>
<td>$60,000.00</td>
<td>$60,000.00</td>
<td>0.62%</td>
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<tr>
<td>Bay Area Community Resources</td>
<td>$-</td>
<td>$135,880.00</td>
<td>$135,880.00</td>
<td>$135,880.00</td>
<td>$135,880.00</td>
<td>1.39%</td>
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<tr>
<td>Community Health Education Institute</td>
<td>$-</td>
<td>$69,328.00</td>
<td>$69,328.00</td>
<td>$69,328.00</td>
<td>$69,328.00</td>
<td>0.71%</td>
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<tr>
<td>Fresh Approach</td>
<td>$-</td>
<td>$32,792.00</td>
<td>$32,792.00</td>
<td>$32,792.00</td>
<td>$32,792.00</td>
<td>0.34%</td>
</tr>
<tr>
<td>Spiral Gardens</td>
<td>$-</td>
<td>$80,000.00</td>
<td>$80,000.00</td>
<td>$80,000.00</td>
<td>$80,000.00</td>
<td>0.82%</td>
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<tr>
<td>Public Health Division</td>
<td>$125,000.00</td>
<td>$225,000.00</td>
<td>$450,000.00</td>
<td>$950,000.00</td>
<td>$1,750,000.00</td>
<td>17.95%</td>
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<tr>
<td><strong>Total Allocations Awarded</strong></td>
<td>$500,000.00</td>
<td>$1,500,000.00</td>
<td>$3,000,000.00</td>
<td>$4,750,000.00</td>
<td>$9,750,000.00</td>
<td>100%</td>
</tr>
<tr>
<td>Agencies Funded</td>
<td>Target Population</td>
<td>Priority Program</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>-------------------------------------</td>
<td>------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berkeley Unified School District*</td>
<td>K-12</td>
<td>Gardening &amp; Cooking Programs in 17 BUSD schools and BTECH</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthy Black Families</td>
<td>Berkeley African American Community</td>
<td>Thirsty for Change! will reach at least 400 youth and adults and train water ambassadors.</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>YMCA of the Central Bay Area</td>
<td>Low income adults, children 0-5 and their families, 95% Communities of Color</td>
<td>Diabetes Prevention Program through healthy behaviour techniques and Healthy Me! Programs serving 800 children and families to address diabetes, obesity and tooth decay.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ecology Center</td>
<td>Youth 14-22, low income, 80% from communities of color</td>
<td>For Thirst-Water First! Education youth on the health risks of SSBs, empower and invest in youth interns; provide training in youth-led policy advocacy.</td>
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<td></td>
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</tr>
<tr>
<td>Lifelong Medical Care</td>
<td>Mini-Grants</td>
<td>Monitored 16 mini-grantees in FY17. Dental caries prevention program reaching approx. 2000 low-income residents in Berkeley</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multicultural Institute</td>
<td>Monolingual Spanish speaking Latino day laborers and families</td>
<td>Life Skills/ Day Laborer Program. Street outreach to provide health awareness and resources to 540 day laborers and families.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berkeley Youth Alternative</td>
<td>African American Youth (6-24)</td>
<td>Urban Agriculture and Team Nutrition program will train youth educators to promote healthier choices through a Healthy App and conduct interactive workshops to at least 1000 youth.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bay Area Community Resources</td>
<td>Transitional-aged Youth in Berkeley</td>
<td>Healthy Options at Point of Sale project to decrease SSBs placement and marketing. Train youth in policy advocacy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Health Education Institute</td>
<td>Youth ages 12-21 in Berkeley High School and Berkeley City College</td>
<td>Artists Against Soda project to create a Health Awareness Club, host anti-SSB art contest, and engage youth to draft SSB policies in Berkeley.</td>
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<td></td>
</tr>
<tr>
<td>Fresh Approach</td>
<td>Lifelong Medical Care AmeriCorps members, other volunteers, and staff members</td>
<td>Veggie Rx program will implement a train-the-trainer program on nutrition and healthy beverages and assist LMC with evaluation and behavior assessment tools.</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Spiral Gardens</td>
<td>Community residents</td>
<td>Spiral Garden’s Community Food Security project will provide free educational workshops, install a water hydration station, and expand community farm facilities.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Health Division</td>
<td>Residents/Staff</td>
<td>Personnel, operations, media campaigns, evaluations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
EXAMPLES OF FUNDED PROGRAMS*

- BERKELEY UNIFIED SCHOOL DISTRICT – GARDENING AND COOKING PROGRAM VIDEO
- HEALTHY BLACK FAMILIES – THIRSTY FOR CHANGE PROGRAM VIDEO

* Released by the Praxis Project as part of a series to highlight the incredible work made possible by Berkeley’s allocation of SSB tax revenues collected into the City of Berkeley’s General Fund. The funding allocations are recommended by the SSBPPE Commission and approved by the City Council.
EXTERNAL EVALUATION OF FY17 GRANTEES

• JOHN SNOW INC.

• CONDUCTED 25 INTERVIEWS

• REVIEWED OVER 100 DOCUMENTS INCLUDING GRANT PROPOSALS, PROGRAM REPORTS, WEBSITES, AND PRESS COVERAGE

• CONDUCTED AN ONLINE SURVEY OF 7 MINI-GRANTEES
FINDINGS: GRANTEE ACTIVITIES

- Educational: 31%
- Organizational programming: 10%
- Organizational policy or environmental change: 59%
- Community policy or environmental change: 0%
FY17 ACCOMPLISHMENTS

• EDUCATING 7,000 BUSD STUDENTS AND PARENTS WITH NEWLY DEVELOPED CURRICULUM FOCUSED ON SSBS AND NUTRITION
• DISTRIBUTING MORE THAN 1,500 WATER BOTTLES
• ORGANIZING DANCE AND MUSIC EDUCATION FOR MORE THAN 700 CHILDREN
• PROVIDING 99 PEOPLE WITH A FREE DIABETES PREVENTION PROGRAM
• TRAINING MORE THAN 60 YOUTH AND PARENTS IN LEADERSHIP SKILLS
• WORKING IN 17 SCHOOLS ACROSS THE CITY
• COMPLETED 8 SCHOOL-WIDE ASSEMBLIES AT BERKELEY HIGH SCHOOLS
• BRINGING COOKING CLASSES TO 8 DIFFERENT LOCATIONS IN THE CITY
• COORDINATED 6 FAMILY NIGHTS
• CREATED 1 BERKELEY-WIDE SSB AWARENESS CAMPAIGN
• GRANTEES REACHED AN ESTIMATED 20,000+ PEOPLE ACROSS 88 LOCATIONS.
FY18 ACCOMPLISHMENTS*

**HOW MUCH DID WE DO?**

- **$1.275M** Funding
- **6,493** Educational Classes/Events
- **122,925** Class/Event Contacts
- **5,876** Hours of Training of Trainer
- **299** Referrals
- **518** Dental Visits
- **4** Policy Changes
- **12,663** Social Media Reach

**HOW WELL DID WE DO IT?**

- More than 8 out of 10 survey respondents were satisfied with the services received.
- Almost 2 out of 5 participants were engaged in services in selected programs.

**IS ANYONE BETTER OFF?**

- **77%** Referred for services connected to the service.
- **80%** Survey respondents report a change in attitude, interest, or intention to engage in healthier behaviors.
- **69%** Individuals in selected programs saw improvement in weight.

*Based on Results-Based Accountability Approach.*
“DRINKING [SODA] IMPACTED ME VERY HEAVILY. KNOWING WHAT I KNOW NOW, IT MAKES ME WANT TO CHANGE. I KNOW I CAN’T CHANGE WHAT HAPPENED IN THE PAST, BUT I CAN CHANGE HOW I START NOW TO THE FUTURE. BEFORE I CAME HERE, I USED TO DRINK MORE SODA. BUT NOW I DRINK MORE WATER.”

— YOUTH INTERN

“One of the other things that worked really well was being able to place visual postings and materials at all of our sites...One of our janitors had even been paying attention, and not only paid attention to it, but read it, and actually lost weight because the materials made him more aware.”

— Healthy Berkeley Grantee
Choose Water

No Sugary Drinks!

Healthy Berkeley – Educational Materials

Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay.

NO To added sugar!

YES To water – the healthiest beverage!

Teaspoons of Sugar Per Drink (1 teaspoon = 4 grams)

- Apple Juice: 13.7 oz = 6 teaspoons
- Arakawa Green Tea: 10 oz = 3 teaspoons
- Blueberry Bubble Tea: 16 oz = 4 teaspoons
- Cashew Milk Pudding: 1 oz = 1 teaspoon
- Cola: 12 oz = 16 teaspoons
- Gatorade 20 oz = 9 teaspoons
- Muscle Energy Drink: 16 oz = 8 teaspoons
- Pepsi: 16 oz = 5 teaspoons
- Snapple: 16 oz = 1 teaspoon

Water: 0 teaspoons

Two simple steps to understand a nutrition label:

1. 1 teaspoon = 4 grams of sugar

Step 1: Sugar in Teaspoons: Total grams of sugar ÷ 4 = number of teaspoons.

Step 2: Number of teaspoons x number of servings = total teaspoons of sugar.
Let’s drink water!
Sugary drinks can lead to diabetes.

Let’s drink water!
Sugary drinks can lead to obesity.

Let’s drink water!
Sugary drinks can lead to tooth decay.
CHALLENGES

CONTRACTS IMPLEMENTATION

• WIDE RANGE OF ACTIVITIES - DIRECT EDUCATION TO POLICY, SYSTEMS, ENVIRONMENTAL CHANGES

• EVALUATION – MEASURE GOALS ACROSS VARIED PROGRAMS
  • “HOW MUCH?” VS. “HOW WELL?” & “HOW BETTER OFF?”

• BALANCING EXPECTATIONS: SSB TAX GOES INTO THE GENERAL FUND – NOT A $-FOR-$ ALLOCATION

• CITY PROCESS CAN BE CHALLENGING FOR SOME COMMUNITY AGENCIES

• STRENGTHENING REGULAR COORDINATION ACROSS SSB TAX JURISDICTIONS

• STRENGTHENING REGIONAL PLANNING AND COMMUNICATION ON PROGRESS

• SUCCESS OF MEASURE D MEANS A DECREASE IN AVAILABLE RESOURCES
SIGNS OF SUCCESS

CONSUMPTION OF SSBS*

DECREASED IN BERKELEY (21%)
  - INCREASED IN COMPARISON CITIES (4%)

WATER CONSUMPTION*

INCREASED IN BERKELEY (63%)
  - INCREASED IN COMPARISON CITIES (19%)

**UNIVERSITY OF CA, BERKELEY – AUGUST 2016

SALES OF SSBS**

- VOLUME DECREASED IN BERKELEY (9.6%) IN THE YEAR AFTER IMPLEMENTATION.
- INCREASE IN HEALTHIER BEVERAGE SALES.
- NO NEGATIVE IMPACT ON OVERALL BEVERAGE SALES.
- NO INCREASE IN OVERALL GROCERY BILLS.

**PUBLIC HEALTH INSTITUTE AND UNIVERSITY OF NORTH CAROLINA, APRIL 2017
The City of Berkeley’s Public Health Division is proud to launch the Healthy Berkeley Program website (formerly known as the Sugar-Sweetened Beverage Program). The purpose of this website is to provide the public with additional information about the City’s distribution of funding allocations to support community- and school-based strategies for reducing the consumption of sugar-sweetened beverages and raising awareness about the harmful health impacts of sugar-sweetened beverages in children, youth, and adults in Berkeley. The City’s strategies for reducing the consumption of sugar-sweetened beverages and its impact on type 2 diabetes, obesity, and tooth decay in Berkeley include the following initiatives:

1. Taxing the distribution of sugar-sweetened beverages in Berkeley
2. Establish a Sugar-Sweetened Beverage Product Panel of Experts (SSBPE) Commission
3. Fund community- and school-based initiatives to reduce the consumption of sugar-sweetened beverages in Berkeley
4. Organize direct public education including mass media campaign
5. Collaborate with other jurisdictions and community partners.
QUESTIONS?

dtsering@cityofberkeley.info
(510) 981-5394

THANK YOU FOR YOUR ATTENTION!