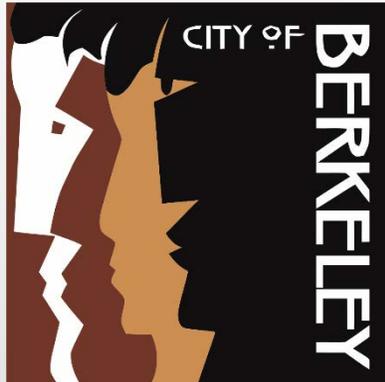


SODA TAX: WHERE DOES THE MONEY GO?

CITY OF BERKELEY'S EXPERIENCE



DECHEN TSERING, MPH

PROGRAM MANAGER - HEALTHY BERKELEY PROGRAM

HEALTH, HOUSING & COMMUNITY SERVICES DEPARTMENT

SPUR

OCTOBER 17, 2019

BERKELEY'S TAX ON SUGAR-SWEETENED BEVERAGES



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



Dr. Poki Namkung



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



Joyce Moore

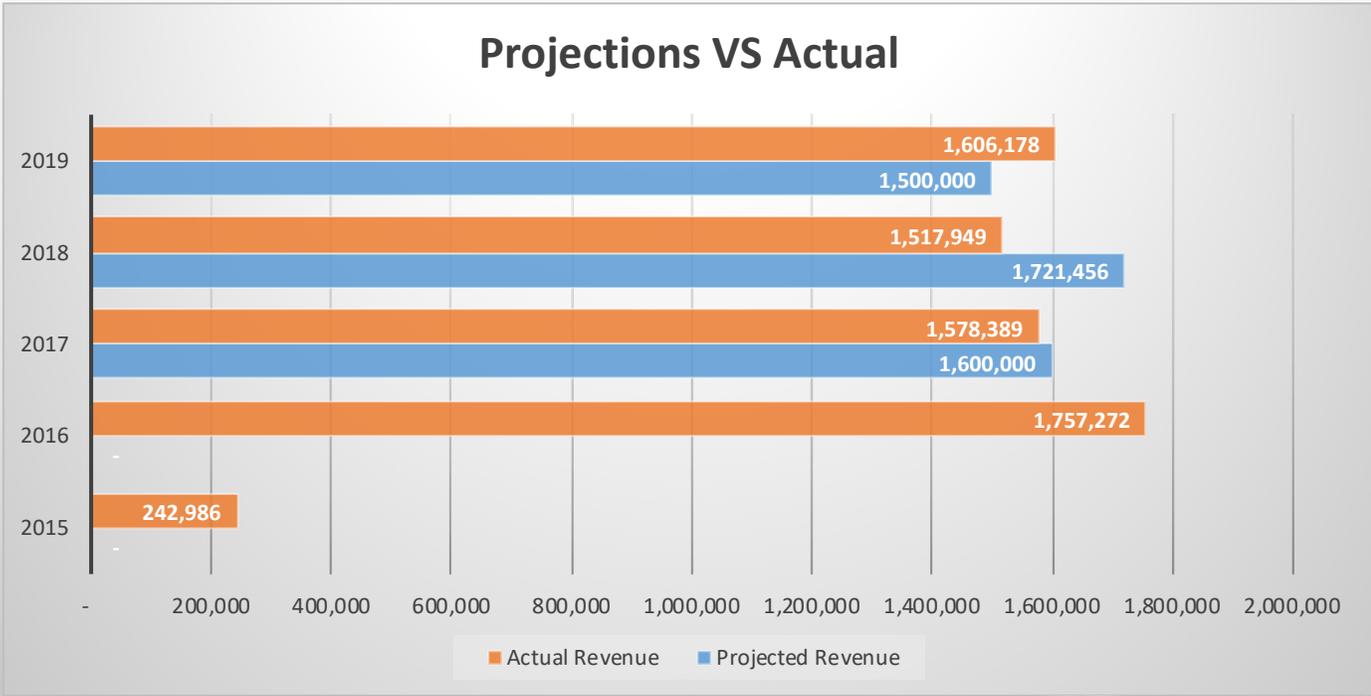
IMPLEMENTATION: IT TAKES A VILLAGE

- **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					
Description	2015	2016	2017	2018	2019
Projected Revenue	-	-	1,600,000	1,721,456	1,500,000
Actual Revenue	242,986	1,757,272	1,578,389	1,517,949	1,606,178





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 AIMS 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



Agencies Funded	Grant Allocations				Total Allocation Per Agency	% of Total Allocations
	FY16	FY17	FY18 & FY19	FY20 & FY21		
Berkeley Unified School District*	\$ 250,000.00	\$ 637,500.00	\$ 1,275,000.00	\$ 1,900,000.00	\$ 4,062,500.00	41.67%
Healthy Black Families		\$ 245,874.00	\$ 510,000.00	\$ 590,000.00	\$ 1,345,874.00	13.80%
YMCA of the Central Bay Area		\$ 151,360.00	\$ 280,074.00	\$ 310,000.00	\$ 741,434.00	7.60%
Ecology Center		\$ 115,266.00	\$ 271,918.00	\$ 285,000.00	\$ 672,184.00	6.89%
Lifelong Medical Care	\$ 125,000.00		\$ 183,008.00	\$ 270,000.00	\$ 578,008.00	5.93%
Berkeley Youth Alternative		\$ 125,000.00	\$ -	\$ 97,000.00	\$ 222,000.00	2.28%
Multicultural Institute		\$ -	\$ 30,000.00	\$ 30,000.00	\$ 60,000.00	0.62%
Bay Area Community Resources				\$ 135,880.00	\$ 135,880.00	1.39%
Community Health Education Institute				\$ 69,328.00	\$ 69,328.00	0.71%
Fresh Approach				\$ 32,792.00	\$ 32,792.00	0.34%
Spiral Gardens				\$ 80,000.00	\$ 80,000.00	0.82%
Public Health Division	\$ 125,000.00	\$ 225,000.00	\$ 450,000.00	\$ 950,000.00	\$ 1,750,000.00	17.95%
Total Allocations Awarded	\$ 500,000.00	\$ 1,500,000.00	\$ 3,000,000.00	\$ 4,750,000.00	\$ 9,750,000.00	100%

**GRANT ALLOCATION
FY16 – FY21**

PROGRAMS FUNDED FY20 & FY21

Agencies Funded	Target Population	Priority Program
Berkeley Unified School District*	K-12	Gardening & Cooking Programs in 17 BUSD schools and BTECH
Healthy Black Families	Berkeley African American Community	Thirsty for Change! will reach at least 400 youth and adults and train water ambassadors.
YMCA of the Central Bay Area	Low income adults, children 0-5 and their families, 95% Communities of Color	Diabetes Prevention Program through healthy behaviour techniques and Healthy Me! Programs serving 800 children and families to address diabetes, obesity and tooth decay.
Ecology Center	Youth 14-22, low income, 80% from communities of color	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.
Lifelong Medical Care	Mini-Grants	Monitored 16 mini-grantees in FY17. Dental caries prevention program reaching approx. 2000 low-income residents in Berkeley
Multicultural Institute	Monolingual Spanish speaking Latino day laborers and families	Life Skills/ Day Laborer Program. Street outreach to provide health awareness and resources to 540 day laborers and families.
Berkeley Youth Alternative	African American Youth (6-24)	Urban Agriculture and Team Nutrition program will train youth educators to promote healthier choices through a Healthy App and conduct interactive workshops to atleast 1000 youth.
Bay Area Community Resources	Transitional-aged Youth in Berkeley	Healthy Options at Point of Sale project to decrease SSBs placement and marketing. Train youth in policy advocacy.
Community Health Education Institute	Youth ages 12-21 in Berkeley High School and Berkeley City College	Artists Against Soda project to create a Health Awareness Club, host anti-SSB art contest, and engage youth to draft SSB policies in Berkeley.
Fresh Approach	Lifelong Medical Care AmeriCorps members, other volunteers, and staff members	Veggie Rx program will implement a train-the-trainer program on nutrition and healthy beverages and assist LMC with evaluation and behavior assessment tools.
Spiral Gardens	Community residents	Spiral Garden's Community Food Security project will provide free educational workshops, install a water hydration station, and expand community farm facilities.
Public Health Division	Residents/Staff	Personnel, operations, media campaigns, evaluations

EXAMPLES OF FUNDED PROGRAMS*

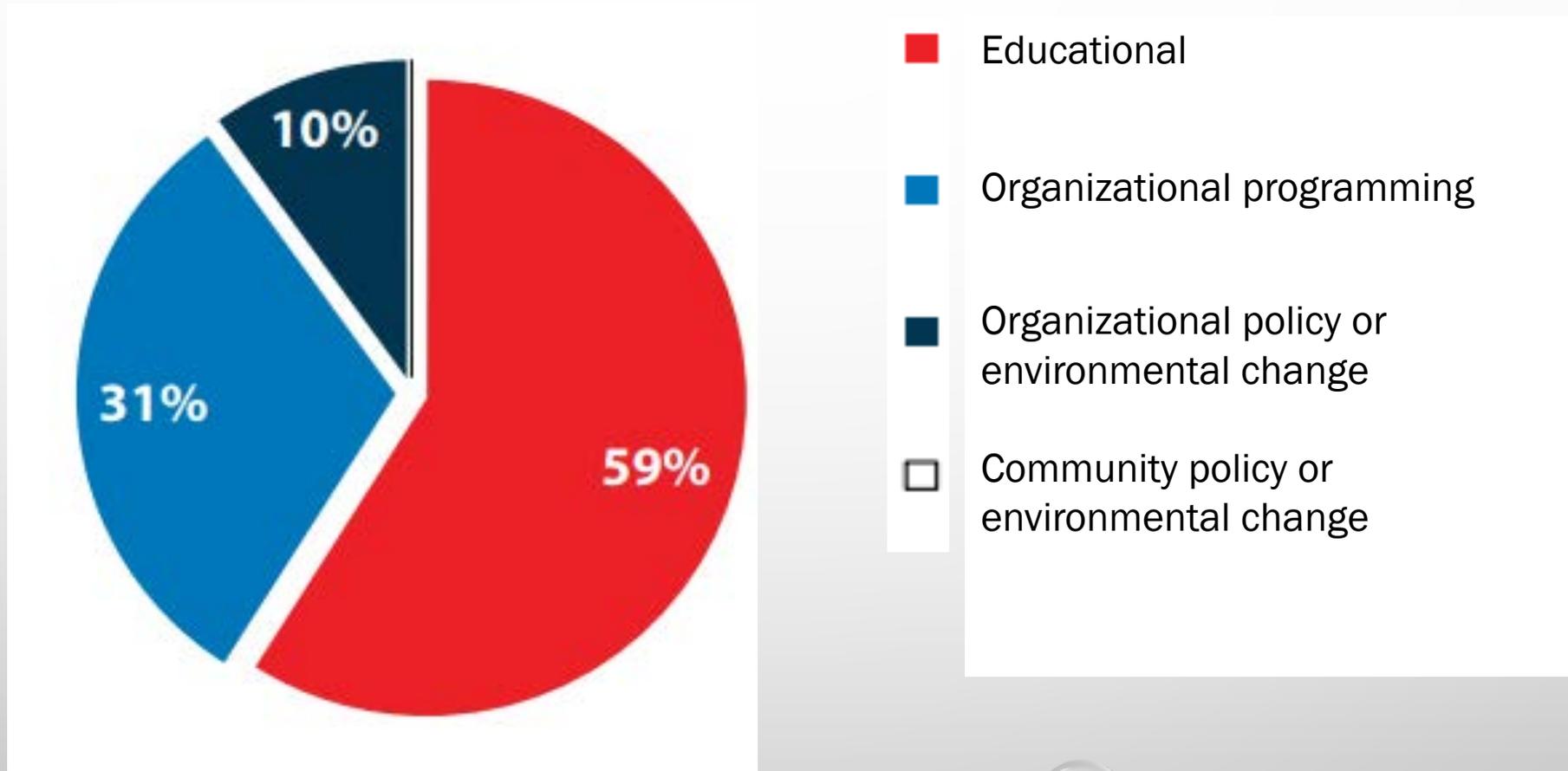
- [BERKELEY UNIFIED SCHOOL DISTRICT – GARDENING AND COOKING PROGRAM VIDEO](#)
- [HEALTHY BLACK FAMILIES – THIRSTY FOR CHANGE PROGRAM VIDEO](#)

* 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



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?



HOW WELL DID WE DO IT?



IS ANYONE BETTER OFF?



*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

HEALTHY BERKELEY – EDUCATIONAL MATERIALS

Choose Water

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 15.2 oz	12 tsp/serving
Arizona Green Tea 20 oz	4 tsp/serving
Boba/Bubble Tea 16 oz	14 tsp/serving
Capri Sun Pouch 6 oz	3 tsp/serving
Coke 20 oz	16 tsp/serving
Gatorade 20 oz	9 tsp/serving
Monster Energy 16 oz	7 tsp/serving
Pepsi 20 oz	17 tsp/serving
Starbucks Frappuccino 13.7 oz	12 tsp/serving
Sunny D with Calcium 16 oz	7 tsp/serving
Vitamin Water 20 oz	8 tsp/serving
Water	0 tsp

Drinking even one sugar-sweetened beverage a day can increase one's risk of diabetes by more than 25%. One in three children are predicted to have diabetes in their lifetime.

Healthy Berkeley
Public Health Working for You
CITY OF BERKELEY
HealthyBerkeley.com

Two simple steps to understand a nutrition label:

1

2 Nearly 7 tsp. of sugar per serving!

Nutrition Facts	
Servings Per Container	2.5
Serving Size	8 fl. oz. (240 ml)
Amount Per Serving	
Calories	100
% Daily Value*	
Total Fat	0g 0%
Sodium	35mg 2%
Total Carbohydrate	27g 9%
Total Sugars 27g	
Includes 0g Added Sugars	
Protein	0g

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a diet of 2,000 calories a day. It is used for general nutrition advice.

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.

HEALTHY BERKELEY - MEDIA CAMPAIGN

Let's drink water!
Sugary drinks can lead to diabetes.



Let's fight for a Healthy Berkeley!



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



Let's fight for a Healthy Berkeley!



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



Let's fight for a Healthy Berkeley!





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.

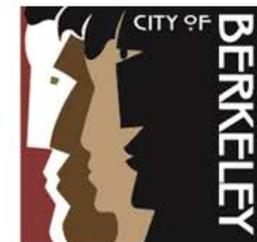
**PUBLIC HEALTH INSTITUTE AND UNIVERSITY OF NORTH CAROLINA, APRIL 2017

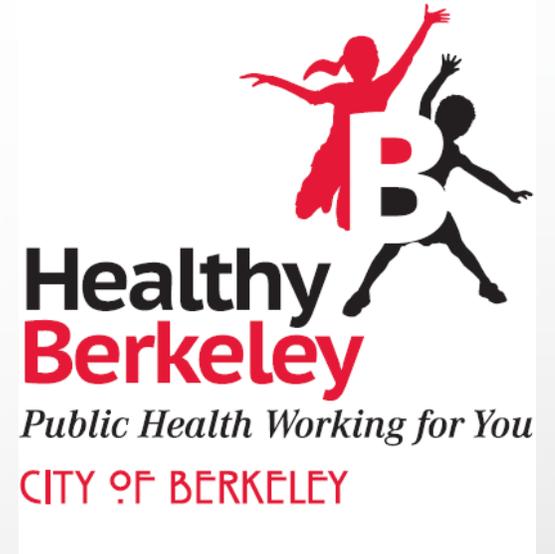
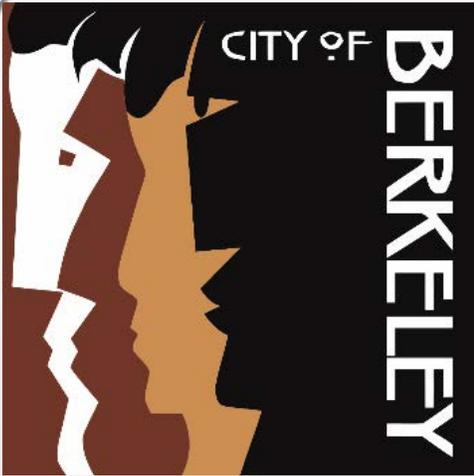


HEALTHY BERKELEY.COM

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 decays 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 (SSBPPE) 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?

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(510) 981-5394

THANK YOU FOR YOUR ATTENTION!