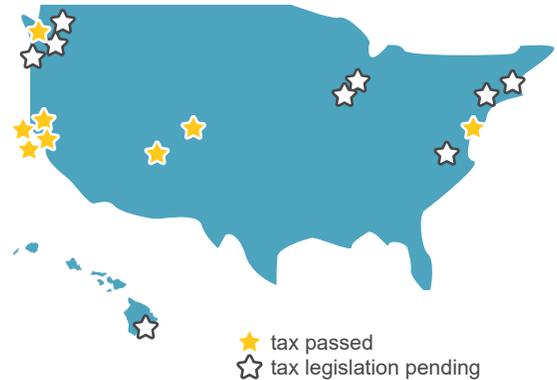


Sugary Drink Taxes Ride a TIDAL WAVE OF MOVEMENT

Sugary drink taxes are a growing trend

- » Sugary drink taxes have passed in 8 locations around the U.S., including 4 California cities.¹
- » Worldwide, countries from Mexico to the United Kingdom to France to Chile passed sugary drink taxes.
- » In addition to California, 6 other U.S. states are considering sugary drink taxes this year.²
- » Many U.S. cities that have implemented a tax have seen a positive impact including job gains.



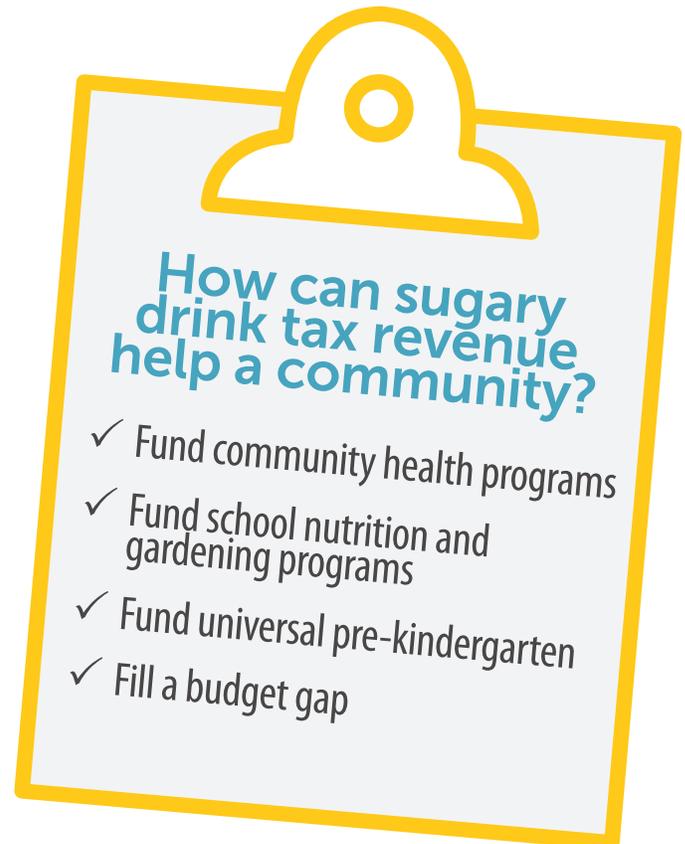
Sugary drink taxes could spur job *growth*, not loss



- » The beverage industry claims sugary drink taxes will hurt jobs. The OPPOSITE is true. Eighteen months after passage of the City of Berkeley's tax, food sector sales tax revenue rose by 15 percent, and 469 new food sector jobs were created—an increase of 7.2 percent.³
- » A simulated study found that a state level sugary drink tax in California would result in job increases.⁴
- » Since the Philadelphia sugary drink tax passed, over 250 jobs were created in pre-kindergarten programs, where the tax revenue was directed.⁵ PolitiFact rated the beverage industry's job loss claims as false.⁶
- » Any job losses in the beverage industry are compensated for by job gains in other industries related to the tax revenue. The beverage industry claims fail to take into account job gains in other industries.

Sugary drink taxes provide revenue to fund critical community programs and efforts

- » Tax revenue can be directed specifically to meet the needs of California communities.
- » Most tax measures have directed revenue into a city's general fund, with provisions for the creation of an advisory committee to recommend how the funds can best be used for that community.
- » A penny per ounce tax could raise significant revenue for a city of any size.⁷
 - » Population: 45,000 (El Centro) = \$1.3 million
 - » 100,000 (Ventura) = \$3.2 million
 - » 300,000 (Stockton) = \$9 million
 - » 500,000 (Sacramento) = \$14 million
 - » 1 million (San Jose) = \$30 million
- » Results from Berkeley show that the funds are being used exactly as recommended by the independent committee for nutritional and education programs for children.



Coalition for a Healthy California: American Diabetes Association • American Heart Association/American Stroke Association • Asian Pacific Partners for Empowerment, Advocacy and Leadership • California Black Health Network • California Dental Association • California Primary Care Association/Health+Advocates • California Rural Indian Health Board • California School-Based Health Alliance • Latino Coalition for a Healthy California • Praxis Project • Public Health Advocates • Public Health Institute • Roots of Change • Social Justice Learning Institute

For references and attributions visit: <http://coalitionforahealthycalifornia.org/references>

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