How can we make the healthy choice the easy choice for Philadelphians?
Workplaces – healthy vending

- City of Philadelphia
  - 220 vending machines undergoing changes—healthier mix, smaller sizes, calorie labeling, and healthy marketing—affecting 25,000 employees
Workplaces – healthy vending

Employers that have developed or implemented healthy beverage vending standards, June 2011

- HUP: 31,000
- City of Philadelphia: 25,000
- Einstein: 7,200
- PA Hospital: 2,700
- Horizon House: 1,115
- KPMG: 857
- Fox Rothschild: 497
- SRSY: 445
- Congreso: 300

Total Employees Impacted: 69,114
Do you know what your kids are drinking?

- Raising awareness about the negative health effects of sugary drinks and encouraging people to cut back
- Over 40 million impressions

A large soda has as much sugar as how many candy bars?

To find out, text “FACT4” to 30364.

Message and data rates may apply. Text STOP to end. Text HELP for help.
Media campaign: recall

Prompted Recall: Exposure to Campaign Messages? (Adjusted)

<table>
<thead>
<tr>
<th>Wave of Study</th>
<th>Percent of Philadelphia Caregivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>0%</td>
</tr>
<tr>
<td>Wave 2</td>
<td>43%</td>
</tr>
<tr>
<td>Wave 3</td>
<td>37%</td>
</tr>
<tr>
<td>Wave 4</td>
<td>51%</td>
</tr>
<tr>
<td>Wave 5</td>
<td>47%</td>
</tr>
<tr>
<td>Wave 6</td>
<td>56%</td>
</tr>
<tr>
<td>Wave 7</td>
<td>79%</td>
</tr>
<tr>
<td>Wave 8</td>
<td>75%</td>
</tr>
<tr>
<td>Wave 9</td>
<td>78%</td>
</tr>
</tbody>
</table>

Jordan et al, Annenberg Public Policy Center
Media campaign: impact

Sugar in Drinks
Scale is 1 - 7

- High
- Low

Amount of sugar

Baseline | Wave 2 | Wave 3 | Wave 4 | Wave 5 | Wave 6 | Wave 7 | Wave 8 | Wave 9

- Pepsi
- Hugs
- Hi-C
- Sunny D
- Gatorade
- LF Choco
- Diet Pepsi

Jordan et al, Annenberg Public Policy Center
<table>
<thead>
<tr>
<th></th>
<th>March 4, 2010</th>
<th>June 2, 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of tax</strong></td>
<td>Gross receipts</td>
<td>Excise</td>
</tr>
<tr>
<td><strong>Magnitude of tax</strong></td>
<td>2 cents per ounce</td>
<td>2 cents per ounce</td>
</tr>
<tr>
<td><strong>Responsible party for tax</strong></td>
<td>Philadelphia retailers based on their annual volume of SSB sales</td>
<td>“Dealers” (distributors) who sell SSBs to Philadelphia retailers</td>
</tr>
<tr>
<td><strong>Planned use of tax money</strong></td>
<td>Core city services with $20 million for obesity prevention efforts</td>
<td>Full-day kindergarten, other School District needs, and child-serving programs</td>
</tr>
</tbody>
</table>
Industry response

Internal

- Portion sizes
- Removal from schools and other pledges
- Product reformulation
- Front of package labeling
- Sponsoring physical activity initiatives

External

- Industry-supported astro turf coalitions and interest groups
- Philanthropic investments
- Lobbying

The City’s proposed beverage tax more than doubles the price of many of our favorite beverages.
Chronology 2010

- Feb 24  Obesity Hearing before City Council
- March 2  SSB tax introduced at 2 cents per ounce
- March 4  Meeting with Mayor and soda industry
- March 24  Anti-SSB tax rally
- April 27  Public opinion poll released
- May 18  Beverage mogul offered City Council $10 million
- May 20  SSB tax deferred
Chronology 2011

- June 2: Mayor presents City Council with two options to raise money for the School District: a 10% property-tax increase and a 2-cents-per-ounce soda tax.
- June 14: Teamsters rally in trucks circling City Hall and honking at lunch hour.
- June 16: Hearings on SSB tax in City Council chambers.
- June 18: Council decides at midnight to increase property tax by 10% rather than tax SSBs; beverage industry present throughout the day and night; intensive lobbying activities.
Lessons learned

- Public health timing must match political timing
- Tax structure must affect price and not burden small businesses administratively
- Must focus on health effects of SSBs: diabetes
- Use tax revenue for health-promoting, child-supporting services
- Community support will come, but must be built
- Beverage industry is well-resourced, persistent, and clever
- Keep trying!
Questions?