



PERFECT vs GOOD: SODA TAXES AS COMMUNITYCENTERED INVESTMENTS

Consortium for Cancer Implementation Science

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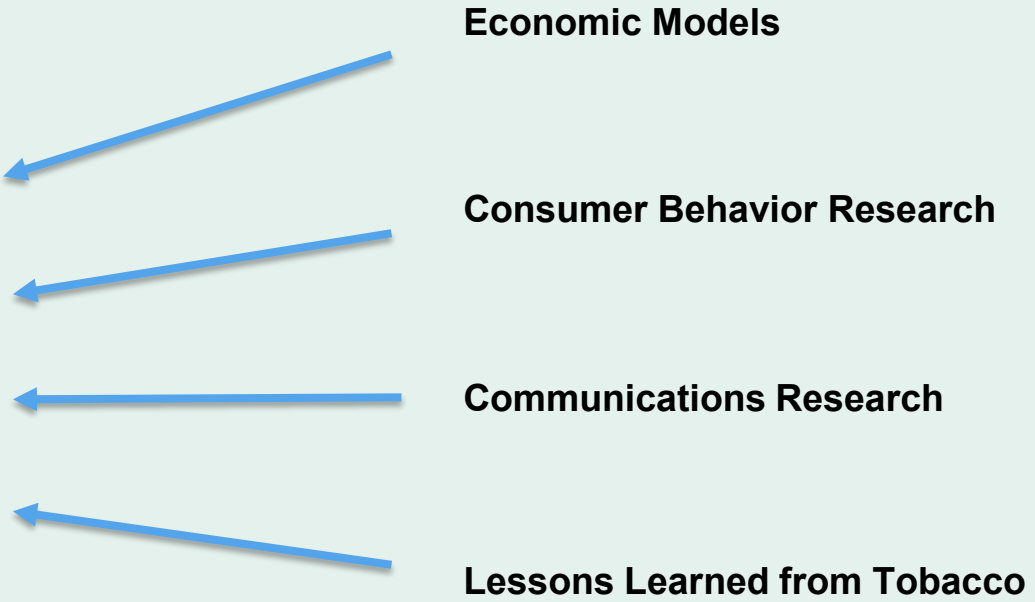
The Praxis Project is a national non-profit organization that works in partnership with national, regional, state, and local partners to achieve health equity and justice for all communities. **Our mission is to build healthy communities by transforming the power relationships and structures that affect our lives and communities.** Praxis supports policy advocacy and local organizing as part of a comprehensive strategy for change.



Policy Bottom Lines

Research that Shaped Policy Bottom Lines

Previous Strategy Public Health Perfect/Political No-Go Failed 30 times
<ul style="list-style-type: none">• 2 cents/ounce• Dedicated Tax—2/3rds• Retail Tax—Felt at the Register• Focused on rising prices to curb demand/consumption• Success defined by consumption decrease as prices goes up



Polled at 66%





Centering Health, Justice, & Racial Equity in Local Soda Taxes





Equity—Outcomes

“Everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments and health care.”

<https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html>



Equity—Process



ZIP CODE

95219

Life Expectancy

73

ZIP CODE

92657

Life Expectancy

88

health happens here
With Prevention



Community Safety

Valued Cultures
& Identities

Fair & Unbiased Justice
System

Connections with Neighbors

Health Care Access

Identity

Economic Justice

Housing Justice

Hope & Efficacy

Access to Parks &
Recreational Spaces

Race

Transportation Justice

Food Justice

Class

Disability

Civic Participation

Clean Water, Air, & Soil

Gender

Healthy Marketing
& Retail Environment

Community Infrastructure

Religion

Ethnicity

Reproductive Justice

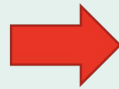
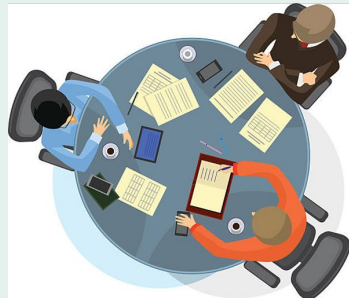
Sexuality





• Leadership

- Original intent: Fund Gardening and Cooking Classes at BUSD
- Community Concerns:
 - Add to gentrification pressures
 - Reinforce educational disparities that exist in Berkeley Unified School District
 - If we were going to hold up rates of disease in African American and Latino kids as the reasons why we needed this tax, then we needed to show that the revenues were going to go back into communities most impacted by diet-related disease.



New Strategy Towards Political Perfect/Pub. Health Good

- 1cent/ounce
- General Fund Tax (50%+1)
- Panel of Experts
- Distributor Pays Tax
- Focused on generating revenue to address complex roots of diseases caused by overconsumption of sugar water
- Success defined by behavior changes resulting from investments



Health Justice in Soda Taxes

1. Invest in areas experiencing highest rates of preventable chronic diseases related to the overconsumption of sugared water;
2. Invest in community-defined priorities;
3. Community is part of the solution; and
4. Capacity and infrastructure is built that transcends the grant period.



Role of Communities of Color

- **Messengers & Spokespersons**

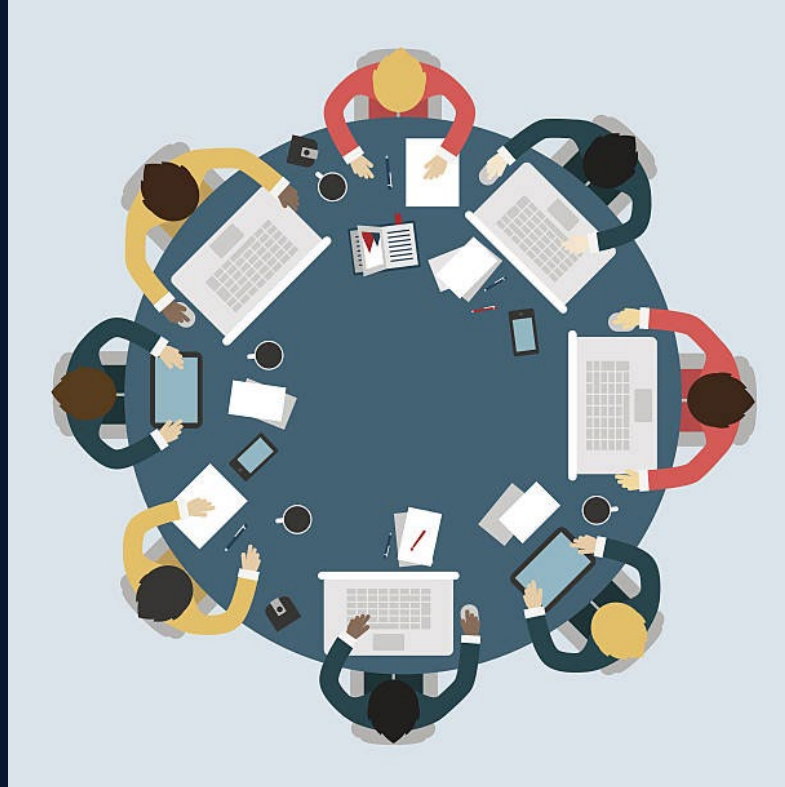
- When the beverage industry's Latino and African American operatives started calling the tax “regressive” and “nanny-state”, the faces of the response needed to be African American and Latino.

- **Organizing in Hard to Reach Communities**

- In Berkeley, the Ecology Center engaged five young people of color to repeatedly canvass in District 2, the city's most diverse district. We needed credible spokespersons that residents of color could relate to.



Intentional Outreach



Getting trained on how to canvas



Hitting the streets



We overcame faux and hired No on Measure D efforts



No on D Campaign Saturation





Advertising landmines





FORMATION

Update to **Smoking**
Oct 26, 2014 2:08
Elevator out of service at
1 Tunnel Standard. **Warning**

Round Trip
BART
Parked Parking
Only

↑ All Trains

Admission Parking Validation

NO-D

NO-D

NEWS

"Certain drinks containing sugar
are **exempted**..."
Official Text of Measure D

**Watch out for
loopholes.**



NoBerkeleyBeverageTax.com

*Paid for by No on D, No Berkeley Beverage Tax, major funding provided by
the American Beverage Association California PAC.*







Our Mission

To educate, engage, and advocate for the holistic growth and development of diverse Black individuals and families.

Our Vision

A society that is fair, equitable and just, particularly in relation to Black individuals and families. Health equity is achieved when we no longer see health disparities based on race.

<https://www.thepraxisproject.org/videos/ep2-healthy-black-families-cbph-mini-series>



MI's programs increase access to opportunities for immigrant families to reach economic stability. Program strategies enhance economic, educational, and skill opportunities, cultivate leadership development, provide direct services and stimulate positive transformation of individuals, families, and communities. These programs ultimately, assist individuals in contributing and participating in the civic life and well-being of their community as a whole. Impact goes beyond the direct beneficiaries reaching their extended families and community

<https://www.thepraxisproject.org/videos/ep3-multicultural-institute-cbph-mini-series>





The Ecology Center focuses on improving the health and the environmental impacts of urban residents. We address critical issues through a model of education, demonstration, replication, and advocacy. We envision a world where human activity nurtures the ecosystems that we all depend on — a world of sustainable cities; empowered, resilient communities; zero waste and zero toxics; equal access to healthy food; sustainable resource use; and a safe and stable climate

<https://www.thepraxisproject.org/videos/ep4-ecology-center-cbph-mini-series>






We offer high quality early learning programs for children from birth to 5 years old, designed to benefit low-income families. Children and families in our programs receive health and dental services, nutritious meals and resources, family services, and specialized education services for children with special needs. We partner with health providers to ensure children are healthy.

<https://www.thepraxisproject.org/videos/ep5-ymca-east-bay-cbph-mini-series>



Thank You!

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