


HEALTHY KING COUNTY COALITION- HEALTHY EATING COMMUNITY ENGAGEMENT WORK

Val Thomas-Matson, Healthy King County Coalition Program Manager
Tanika Thompson, Got Green Food Access Team Organizer
Jen Hey, WA State University Extension SNAP-Ed Program Manager



During this presentation, participants will learn about...

- 1. The Healthy King County Coalition and their mission to mobilize communities to achieve health equity.**
 - 2. Policies (SSB Tax) to support healthy eating and how these can be used to bridge the Food Security Gap.**
 - 3. Resources to share with clients on tips for shopping for and preparing healthy, affordable, culturally familiar foods.**
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Healthy King County Coalition
Mobilizing communities to achieve health equity

- HEALTHY CHOICES ARE NOT EQUAL IN ALL NEIGHBORHOODS
- ORGANIZATIONS AND INDIVIDUALS UNITE FOR ALL PEOPLE TO BE HEALTHY
- POLICY, SYSTEMS AND ENVIRONMENTAL CHANGE



KING COUNTY HEALTH, HOUSING AND ECONOMIC OPPORTUNITY MEASURES

LEGEND

Freeways

RANKING

Census Tracts ranked by an index of health, housing and economic opportunity measures.



POPULATION MEASURES

Dark red areas populations most impacted
Dark blue areas populations least impacted

Life expectancy

74 years 87 years

Health, broadly defined:

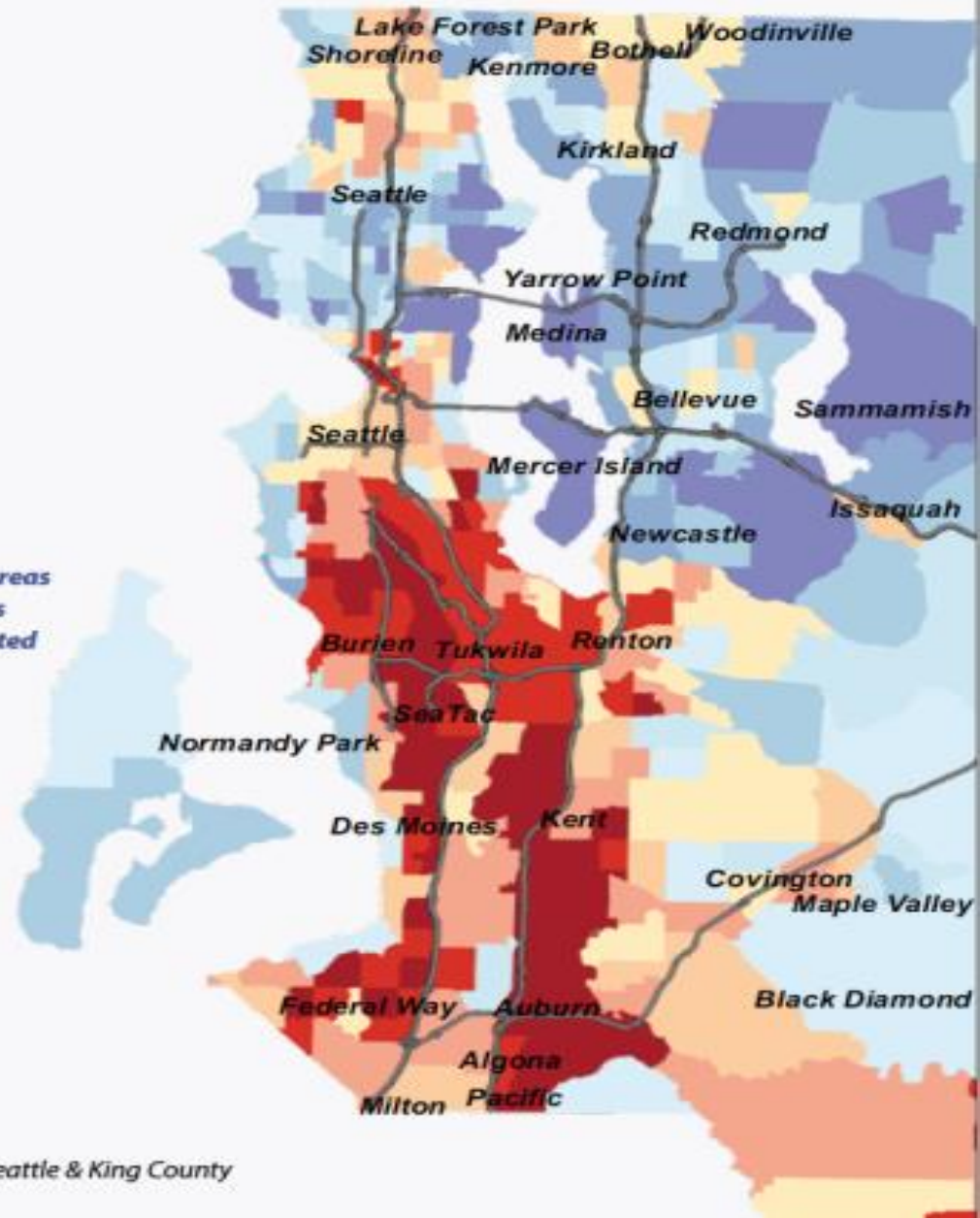
Adverse childhood experiences	20%	9%
Frequent mental distress	14%	4%
Smoking	20%	5%
Obesity	33%	14%
Diabetes	13%	5%
Preventable hospitalizations	1.0%	0.4%

Housing:

Poor housing condition	8%	0%
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Economic opportunity:

Low-income, below 200% poverty	54%	6%
Unemployment	13%	3%



Data Source: U.S. Census Bureau / Produced by: Public Health - Seattle & King County

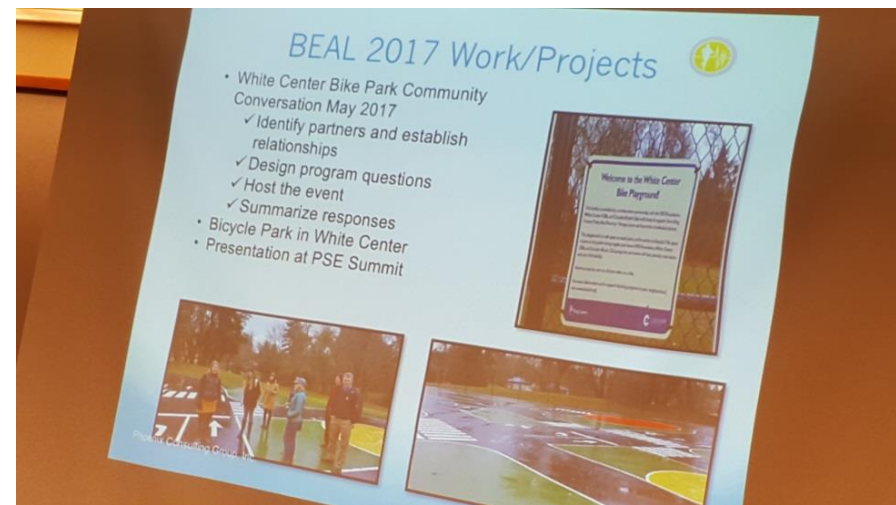
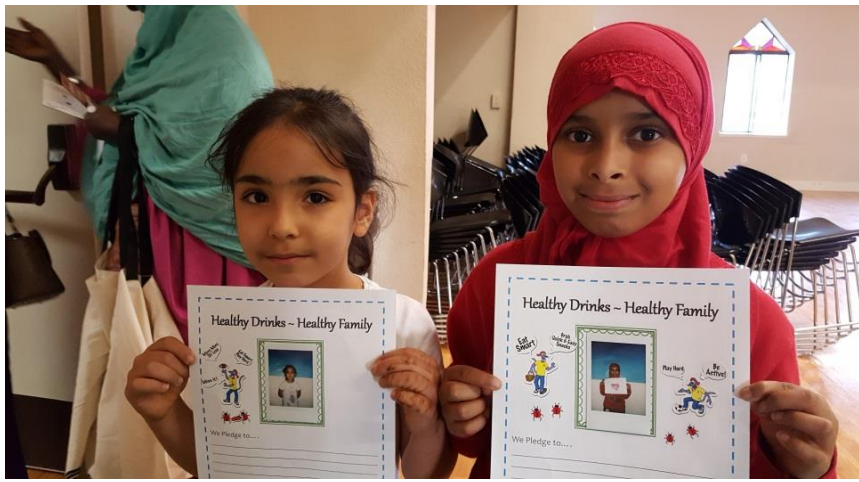
QUARTERLY MEETINGS AND WORK GROUPS

- Equity
- Built Environment
- Healthy Eating
- Tobacco, Marijuana and other drugs





SUMMITS & TRAININGS



EDUCATIONAL COMMUNITY CONVERSATIONS

MEMBERS

American Heart Association

Asian/Pacific Islander Community Action Team

Cascade Bicycle Club

Center for MultiCultural Health

City of Renton - Fresh Bucks/SNAP

City of Seattle Aging and Disability Services

The Cross Cultural Health Care Program

El Centro de la Raza

Gay City

Global to Local

Got Green

Hopelink

Housing Development Consortium

International Community Health Services

International Rescue Committee

Kaiser Permanente

Lake Washington Institute of Technology

Mercy Housing

Neighborhood House

Public Health - Seattle & King County

Puget Sound Educational Service District

SeaMar Community Health Clinic

Seattle Children's

Seattle Indian Health Board

Tacoma/Pierce County Health Department

University of Washington

White Center Community Development
Association

WSU Extension SNAP Ed

WSU King County Extension

YMCA of Greater Seattle



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Connect with HKCC



*** Facebook *Twitter *LinkedIn* YouTube**
WWW.HEALTHYKINGCOUNTY.ORG



Seattle Sugary Beverage Tax

What is it?

Who pays and who benefits?

...and more answers to common questions

What is the Sugary Beverage Tax?

An additional **distribution tax** on sugar sweetened beverages sold in **Seattle**.

1.75 cents / ounce



How will the tax benefit our community?

- The City wants the cost of soda to go up so we will drink less of it.
- If we drink less, we can reduce the disproportionate burden of diabetes, obesity and other health risks in our communities.
- In addition, the money raised from the tax will come back to our communities through promoting & increasing access to healthy foods.

\$15 MILLION

Estimated revenue from the tax is to be spent on:

- ✓ Closing the Food Security Gap
- ✓ Fresh Bucks, Fresh Go
- ✓ Seattle Food Action Plan
- ✓ Early Education, Seattle
Preschool Program
- ✓ 13th Year Promise Scholarship
Program
- ✓ Public health nutrition programs
& awareness on diabetes &
obesity
- ✓ Job Training for workers affected
by the tax

Who will pay for the tax?

*Tax paid on **20 oz bottle** of soda = \$ 0.35*

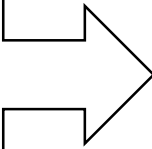
The tax will be paid by *the distributors* to the *City* BUT eventually the money comes out of 3 pockets:

- **Distributors** may pay some of the tax but not all.
- **Stores and Restaurants** may pay some of the tax as well.
- **Consumers** will pay the rest of the tax.

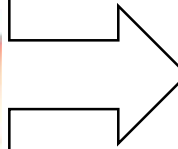
..... Journey of Your Soda



**MANUFACTURER &
DISTRIBUTOR**



**STORES &
RESTAURANTS**



CONSUMERS

What is Taxed? What is Exempt?

The Tax will apply to all beverages with added sugar in them. *Examples below.*

TAX INCLUDES

- Soda/Pop/Cola (Coke, Pepsi, Dr. Pepper, Snapple, etc.)
- Sports Drinks (Gatorade, Powerade)
- Energy Drinks (Red Bull), Flavored Water (Sparkling ICE)
- Sweetened Iced Tea & Coffee or any coffee drinks that contain mainly syrup flavors (Starbucks iced tea)

TAX EXCLUDES

- Dairy and Milk heavy drinks
- Natural Milk (Soy, Almond, Rice etc.)
- Medical Syrups
- Infant Formula
- 100% Natural Pressed Fruit & Veggie Juice
- Diet Soda
- Direct retail sale from manufacturer to consumer, without 3rd party, thus encouraging small local beverage manufacturing.

DID YOU KNOW ?

People of Color are more likely to suffer from TYPE 2 DIABETES IN USA.

American Indians & Alaska Natives	15.9 %
Non Hispanic Blacks	13.2 %
Hispanics	12.8 %
Asians	9.0 %
<i>Non Hispanic White Americans</i>	7.6%

‘During their lifetime, half of all Hispanic men and women and non-Hispanic black women are predicted to develop the disease.’

~ Center for Disease Control

Community Oversight

An Advisory Board will ensure that the revenue is spent the way it is written in the ordinance.

**Seattle is the 1st city
to address the FOOD SECURITY GAP.**

Frequently Asked Questions

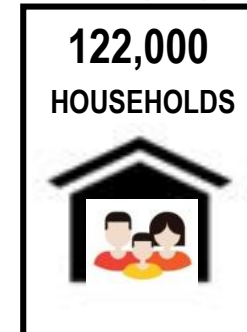
What is the Food Security Gap?

There are thousands of households in King County who cannot afford the cost of fresh and healthy foods, neither do they qualify for benefits like EBT, SNAP or Fresh Bucks programs because they make just about enough to fall outside the 200% of federal poverty level.

These households in the fringes of poverty level constitute the food security gap.

DID YOU KNOW ?

How many people
fall in the Food
Security Gap?



IN KING COUNTY

Which communities will be most impacted by the tax?

Low income households and communities of color will be most impacted by the tax.

These communities are more likely to purchase lower priced beverages such as soda and other sugary drinks.

Diet soda, which will not be taxed, is more commonly purchased by middle class and white people.

Why do Got Green and its allies support the tax?

When the City proposed a sugary beverage tax, Got Green didn't want this to be a missed opportunity.

While some argue the costs of the tax outweigh the benefits, Got Green and allies know that the revenue generated from the tax can be reinvested into the communities which will be most impacted by the tax.

This tax creates the opportunity to provide access to healthy, affordable foods for working families, including preserving the Fresh Bucks program and others from federal cuts.

What is Fresh Bucks?

The Fresh Bucks program gives low income families access to affordable, healthy foods.

EBT/SNAP users are able to shop at various Farmer's Markets in surrounding Seattle area and receive a dollar to dollar match which can be used to purchase fruits and vegetables.



FRESH BUCKS STEPS:

1. GO

TO YOUR FARMER'S MARKET
INFORMATION TENT



2. SWIPE

YOUR EBT CARD
FOR FRESH BUCKS



3. DOUBLE

YOUR DOLLARS - UP
TO \$10 PER PERSON



4. SHOP

FOR FRESH PRODUCE, INCLUDING:



Is the Tax a job killer?

There are options for beverage makers, manufacturers and small businesses to continue to be successful and retain jobs.

- Sales of bottled water and other non-taxed healthy drinks could increase, creating jobs.
- Opportunity for small beverage makers to compete with Big Soda increases if Big Soda sales decrease.
- Beverage makers could use less sugar in their drinks to reduce impacts of the tax.
- Big Soda has threatened to lay off workers to protect their profits. Only one city (Philadelphia) has any claim of job loss out of the 6 cities and 1 county which have enacted the tax.

Big Soda wants to hide the truth about sugar loaded drinks.

Don't fall for the trap. Know the facts.

- Big Soda spends big bucks to downplay risk of sugar and refute its role in increasing risk of obesity, diabetes, heart disease and other health impacts.
- Big Soda claims *'threat to choice'* and *'grocery tax'* to mislead people.
- Big Soda targets print/air media advertising and marketing to low income neighborhoods and young people knowing it hurts our communities.
- Big soda hires people of color firms for negative campaigns and lobbying and recruits people of color for advertisements and commercials.

Who is BIG SODA?



Between 2009 - 2016

BIG SODA \$PENT

approx. \$67 billion

TO DEFEAT

SUGARY BEVERAGE TAXES

in USA

Thank You!

*For more information contact
Tanika or Tammy @ 206.290.5136
www.gotgreenseattle.org*

WSU Extension SNAP-Ed Program



Jen Hey, RD
King County SNAP-Ed Program Manager
SNAP-Ed Farm to Community Initiative Lead

SNAP-Ed



- Goal is to improve the likelihood that SNAP eligible individuals will use benefits to make healthy choices related to nutrition and physical activity
- Provided in the places low-income individuals and families live, eat, work, learn, play, and shop
- Delivered through direct education programming as well as environmental supports and policy actions



SNAP Benefits



- Provided to eligible low-income families and individuals to increase food security
- Benefit amount is based on income and family size
- Eligibility is determined by DSHS
- May be combined with other benefits (WIC, Senior feeding programs, TANF)
- Benefit is loaded on to EBT card for easy access



SNAP eligible purchases include...

- Foods for households such as:

- Breads, cereal, and grains
- Fruits and vegetables
- Meat and poultry
- Beans and legumes
- Dairy and dairy alternatives



- Seeds and plants for food production



SNAP benefits do not include...

- Alcoholic beverages or tobacco products
- Non-food items such as:
 - Paper products
 - Soaps and other hygiene products
 - Cleaning supplies
 - Pet food
 - Vitamins or medicine
- Hot food items
- Items that will be eaten in the store



Helping Clients Connect



- WithinReach Washington 1-800-322-2588
- <http://www.withinreachwa.org/>
- Help to determine eligibility for food health care access
- Streamline application process
- Multiple services in one call
- Multiple languages



Maximizing Benefits



- Fresh Bucks programs at Farmers Markets
- WIC and Senior vouchers at Farmers Markets
- Food banks and food pantries
- Meals on wheels
- Complete Eats





Fresh Bucks Overview

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FOR FRESH PRODUCE, INCLUDING:



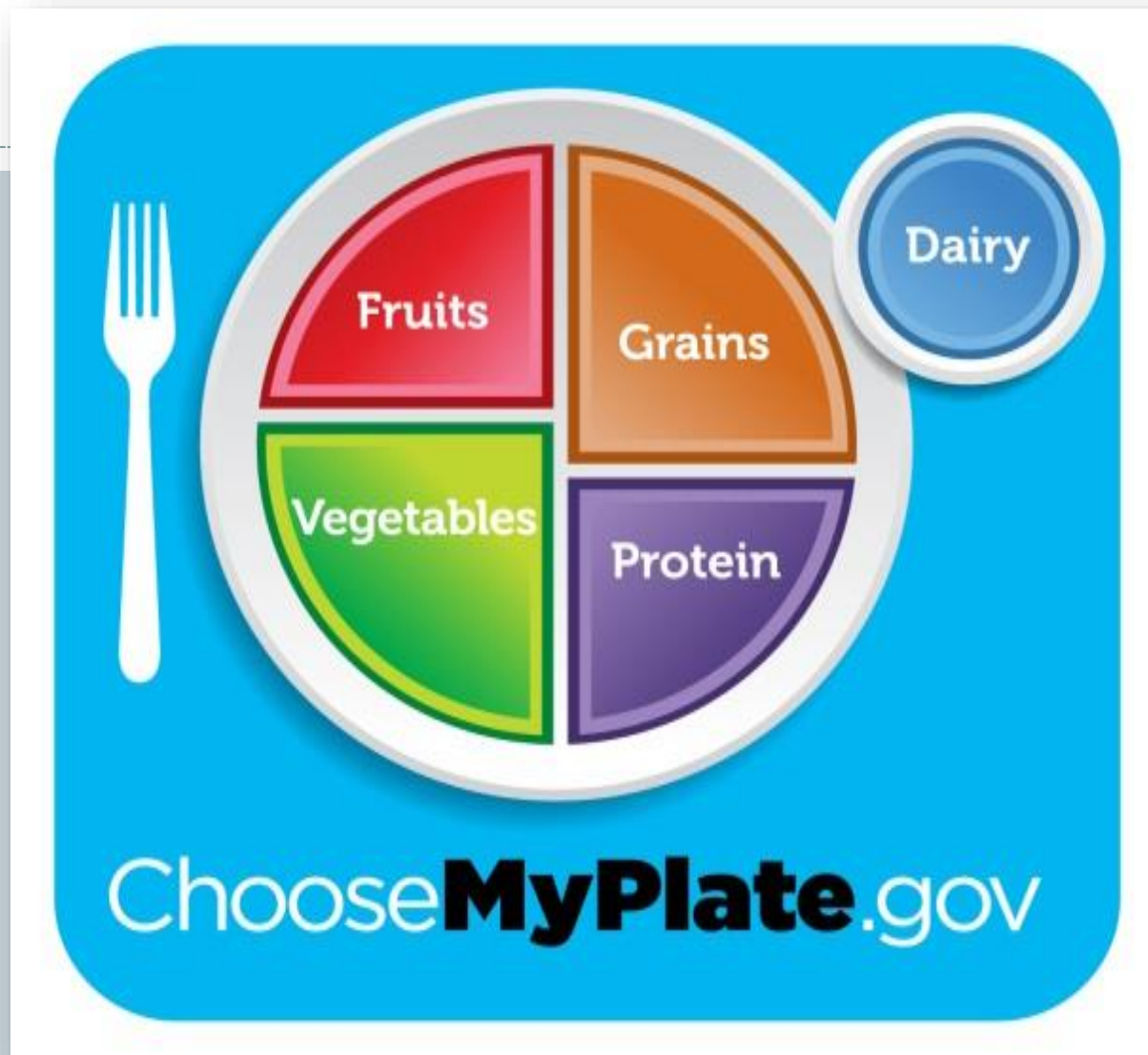
Complete Eats Fruit and Vegetable Coupons at Safeway Stores



How It Works

1. Go to any Safeway store in Washington.
2. Use your EBT card and Safeway Club Card to buy at least \$10 of fruits and vegetables. You can choose fresh, canned, or frozen fruits and vegetables, so long as the products have no added fats, sugars, or salt.
3. Get a coupon for \$5 off your next purchase. Coupons will automatically print at checkout. See your coupon for exact details.





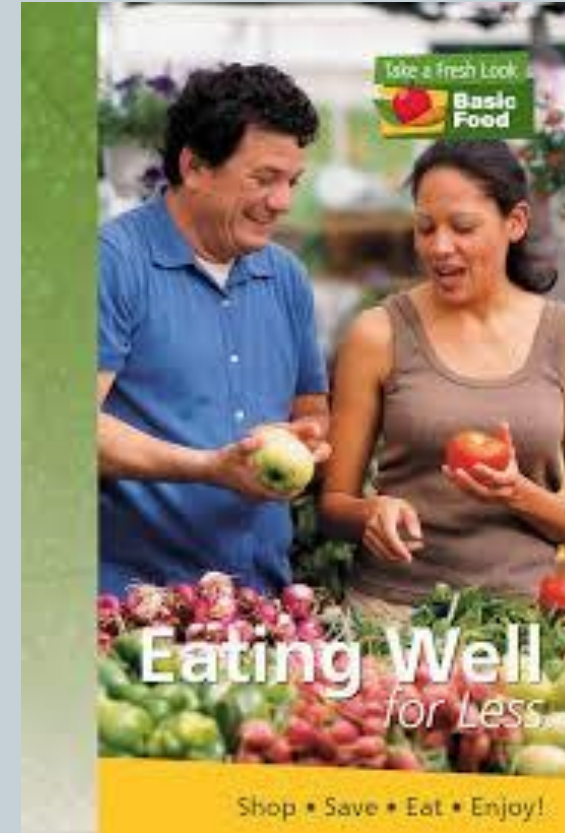
Fill half your plate with F&V!



Eating Well for Less



- Helps to stretch food dollars
- Meal planning
- Label reading
- Shopping tips
- Healthy cooking techniques
- Available in English and Spanish
- Contact WA DSHS to order copies



Thank you!



Please contact me for more information:

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