HEALTHY KING COUNTY COALITION- HEALTHY EATING COMMUNITY ENGAGEMENT WORK

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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.
• **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

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%

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

Healthy King County Coalition
Mobilizing communities to achieve health equity
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.*

<table>
<thead>
<tr>
<th>TAX INCLUDES</th>
<th>TAX EXCLUDES</th>
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<tbody>
<tr>
<td>o  Soda/Pop/Cola (Coke, Pepsi, Dr. Pepper, Snapple, etc.)</td>
<td>o  Dairy and Milk heavy drinks</td>
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<tr>
<td>o  Sports Drinks (Gatorade, Powerade)</td>
<td>o  Natural Milk (Soy, Almond, Rice etc.)</td>
</tr>
<tr>
<td>o  Energy Drinks (Red Bull), Flavored Water (Sparkling ICE)</td>
<td>o  Medical Syrups</td>
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<tr>
<td>o  Sweetened Iced Tea &amp; Coffee or any coffee drinks that contain mainly syrup flavors (Starbucks iced tea)</td>
<td>o  Infant Formula</td>
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<tr>
<td></td>
<td>o  100% Natural Pressed Fruit &amp;Veggie Juice</td>
</tr>
<tr>
<td></td>
<td>o  Diet Soda</td>
</tr>
<tr>
<td></td>
<td>o  Direct retail sale from manufacturer to consumer, without 3rd party, thus encouraging small local beverage manufacturing.</td>
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</table>
People of Color are more likely to suffer from TYPE 2 DIABETES IN USA.

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>American Indians &amp; Alaska Natives</td>
<td>15.9 %</td>
</tr>
<tr>
<td>Non Hispanic Blacks</td>
<td>13.2 %</td>
</tr>
<tr>
<td>Hispanics</td>
<td>12.8 %</td>
</tr>
<tr>
<td>Asians</td>
<td>9.0 %</td>
</tr>
<tr>
<td>Non Hispanic White Americans</td>
<td>7.6%</td>
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</tbody>
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‘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.
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?

122,000 HOUSEHOLDS

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.
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
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www.gotgreenseattle.org
WSU Extension SNAP-Ed Program

Jen Hey, RD
King County SNAP-Ed Program Manager
SNAP-Ed Farm to Community InitiativeLead
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 and 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

**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:
   - Fruit
   - Herbs
   - Vegetables
   - Vegetable Starts
   - Mushrooms
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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