

AB 1357 (Bloom)

Sugar Sweetened Beverage Health Impact Fee Fact Sheet

Updated: May 6, 2015

PURPOSE

To create the Children and Family Health Promotion Trust Fund to fund childhood obesity and diabetes prevention activities and oral health programs.

SUMMARY

AB 1357 would establish a \$0.02 per fluid ounce health impact fee on sugar sweetened beverages at the distributor level. The revenues of this fee would be collected in the Children and Family Health Promotion Trust Fund, which would distribute the funding to the Department of Public Health, Department of Education, the Department of Food and Agriculture, and the Department of Health Care Services for the Expanded Access to Primary Care, Rural Health Services Development, Seasonal Agricultural Migratory Workers, and Indian Health programs. These departments will use a competitive grant process to provide funding to counties, cities, nonprofit organizations, community-based organizations, and licensed clinics to invest in childhood obesity and diabetes prevention activities, safe drinking water and oral health programs.

EXISTING LAW

Currently, there are no state funds reserved for diabetes prevention. The California Department of Public Health (DPH) is responsible for administering the State's diabetes prevention programs. DPH's diabetes prevention efforts are funded through grants from the federal Centers for Disease Control and Prevention. Although the number of Californians with diabetes has increased significantly over the past decade, DPH received 22% less federal funding for diabetes prevention in fiscal year 2013-14. At a funding level of 3 cents per capita, California has the lowest per capita funding for diabetes prevention in the nation.

BACKGROUND

Soda and other sugar sweetened beverages are the number one source of added sugar in the American diet, and are linked to increased risk of diabetes and

other diseases, like heart and liver disease, obesity, and tooth decay. Studies have shown that the number of people diagnosed with diabetes in California has jumped 50 percent between 2001 and 2012. Unless the trend is reversed, one in three of our children born after 2000 – and half of Latino and African American children – will go on to develop Type 2 Diabetes in their lifetimes. Moreover, the California obesity rate has skyrocketed from nine percent in 1984 to over 25 percent today and is projected to increase to 47 percent by 2030. Diabetes alone adds an extra 1.6 billion dollars every year to state hospitalization costs – money which would be better invested in preventive health and education

Scientific studies have concluded that a major cause of the dramatic increase in diabetes and the equally significant increase in California's obesity rate is that most consumers consume nearly 300 more calories per day than 30 years ago and 43% of that caloric increase comes from the consumption of sugar-sweetened beverages.

AB 1357 confronts these negative health impacts head on by creating a revenue source to fund programs that educate communities on the dangers of over consumption of sugar-sweetened beverages and provide tools and resources for healthy alternatives. The fund will be used to award grants to counties, cities, nonprofit organizations, community-based organizations, and licensed clinics that seek to invest in childhood obesity and diabetes prevention activities and oral health programs.

SUPPORT

American Heart Association (co-sponsor)
Latino Coalition for a Healthy California (co-sponsor)
California Dental Association (co-sponsor)
Health Officers Association of California
100 Black Men of Orange County
100 Black Men of Sacramento
Asian Pacific Partners for Empowerment, Advocacy and Leadership
Center for Science in the Public Interest
California Black Nurses Association
California Primary Care Association
California Rural Indian Health Board
AltaMed Health Services

Office of Assemblymember Richard Bloom

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Public Health Institute
Roots of Change
California United Farm Workers
ACCESS Women's Health Justice
ACT for Women and Girls
Alliance
Asian Americans Advancing Justice - Los Angeles
Black Women for Wellness
CA Black Women Health Project
California Center for Public Health Advocacy (CCPHA)
California Food Policy Advocates
California Immigrant Policy Center
California Latinas for Reproductive Justice
California Pan Ethnic Health Network (CPEHN)
California Partnership
California Rural Legal Assistance Foundation
Cal-Islanders Humanitarian Association
Center for Science in the Public Interest (CSPI)
Central Valley Partnership for Citizenship
Centro Binacional para el Desarrollo Indígena Oaxaqueño
Chinese Progressive Association
Coalition for Humane Immigrant Rights of Los Angeles
Community Health Councils
Earth Mama Healing
El Camion Children and Family Services
El Quinto Sol de America
Fresno Center for New Americans
Fresno Interdenominational Refugee Ministries
Greenfield
Guam Communications Network
Having Our Say! Communities of Color's Stake on Healthcare
Healthy in Pomona
Korean Community Center of the East Bay
Korean Resource Center
LA Promise
Latino Health Alliance (LHA)
Latino Roundtable Pomona
Libreria del Pueblo
Madera Coalition
Mid-City CAN
Nile Sisters Development Initiative
Pacific Islander Cancer Survivors Network
Pacioma Beautiful
PDI Surgery Center, Northern California
Prevention Institute
Proyecto Pastoral
Reform:
Roots Community Health Center/Roots Community Health
Services, Immigrant Rights, and Education Network
South Asian Network

SSG/Pals for Health
Street Level Health Project
The Council of Mexican Federations
Urban League
USC Diabetes and Obesity Research Institute
Vision y Compromiso
Young Invincibles
The Farmers Guild
SEE-LA
Wild Farm Alliance
CA Association of Environmental Health Administrators
Ecology Center
National Hmong American Farmers and Farmer Veteran Coalition
North County Health Services

OPPOSE

CalAsian Chamber of Commerce
California Attractions and Parks Association
California Grocers Association
California League of Food Processors
California Restaurant Association
California Retailers Association
California Right to Life Committee, Inc.
California Teamsters Public Affairs Council
California-Nevada Beverage Association
Californians for Food and Beverage Choice
IFA Franchising
Juice Products Association
Los Angeles County Business Federation
National Association of Theatre Owners of California/Nevada
National Federation of Independent Business
The Association of Food, Beverage, and Consumer Products Companies
California Chamber of Commerce

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