



**1 in 3 KIDS
Will Get
DIABETES**

**UNLESS WE DO
SOMETHING
ABOUT IT**

We face a serious health crisis.

More than one-third of *all* children, and nearly half of African-American and Latino children, are predicted to develop diabetes in their lifetimes. With diabetes rates on the rise, this is the first generation that is predicted to die younger than their parents - *by nearly 10 years*.

We all pay: Diabetes is predicted to cost California **\$15 billion** every year! Diabetes will cripple our families, work force, and our health care system.

Sugary drinks are a big culprit.

The **#1** source of added sugar in the American diet, sugary drinks, is linked to increased risk of diabetes, heart disease, and tooth decay. Just one soda per day increases a child's chance of obesity by 55%, yet recent data from Alameda County shows that kids continue to consume sugary drinks in huge amounts.

Beverage companies continue to target children and teens.

Parents don't stand a chance when Big Soda spends over **\$1 million per day** marketing sugary drinks to kids.

We can do something! A tax on distributors of sugary drinks in Albany.

The tax is 1¢ per ounce on sugary drinks, soda, sports drinks, and energy drinks. Albany is predicted to raise \$220,000 per year – funds that can be used on health, nutrition, and recreation programs for our kids.

Stand with Albany's Families: Vote YES on O1 -- Nov 8, 2016

Join us! Endorse. Donate. Volunteer. Like us.

albanyvsbig soda.com facebook.com/albanyvsbig soda

Frequently Asked Questions:

Who pays the tax? It is a tax the distributors who bring these drinks into Albany. It is an excise tax, like tobacco taxes, and is **paid by the beverage companies**, not consumers or retailers. Also, there is an exemption for small businesses.

Where does the money go? The tax is predicted to raise \$220,000 in Albany, funds that will be **spent to improve health in our City**. A community process with input from educators and health professionals will guide the City in using the funds to support community health and nutrition programs.

Will it work? YES! Soda taxes are a proven strategy to reduce consumption and raise funds to support health programs in our communities. Results from a new study in Berkeley show a **21 percent drop in consumption of sugary drinks in Berkeley's low-income neighborhoods since the soda tax went into effect** -- compared to similar neighborhoods in Oakland and SF -- and a 63% increase in water consumption.

Who is against the tax? **Big Soda is putting profits before health** by *spending millions of dollars to defeat these initiatives*. Big Soda bought \$10 million in TV and radio ads, and millions more into ground campaigns to defeat proposed Bay Area sugary drink taxes this fall.

Will the tax raise prices on groceries? This is a **tax on the beverage companies** -- not on the consumer or the retailers. In an on-going study, in-depth interviews with 19 Berkeley stores show that none have reported raising prices of non-beverage items.

Why Albany? Albany is joining a **regional movement** that is leading the nation in fighting diabetes. **Albany kids are at risk, too** -- 25% of Albany 5th, 7th and 9th graders in public schools are either overweight or obese. (Alameda Co. Health Data Profile, 2014)

Who supports this measure? Mayor Maass, Council Members: Pilch, Nason and McQuaid, School Board Members: Blanchard, Low and Stapleton-Gray, Nancy Skinner, Albany dentists, doctors & businesses, American Heart Association, American Academy of Pediatrics, Sierra Club, League of Women Voters, CA Democratic Party, Public Health Institute, Latino Coalition for a Healthy CA, Public Health Advocates. Website has full list.

Little Albany can Beat Big Soda -- if you join us! AlbanyvsBigSoda.com

