SODA TAXES AS COMMUNITY-CENTERED INVESTMENTS

Centering Community in Public Health

2020 Webinar Series
August 5, 2020
Land Acknowledgement

Image Credit: Kanyon Konsulting
Logistics for our webinar

• This webinar will be recorded and posted online.
• Continuing Education Contact Hours through NCHEC ($15): email jenna@thepraxisproject.org
• Welcome to use chat and Q&A throughout webinar
• Set chat to “all panelists and attendees”
Welcome & Introductions

Let’s test the chat tool (to panelists and attendees):

• Name
• Pronouns
• Sector (community, nonprofit, government, etc.)
• Where you’re based/land acknowledgment
Gratitudes

Thank you to the community partners who contributed their wisdom, knowledge, and experience to this discussion:

Praxis technical assistance partners, staff, Board of Directors, and network of basebuilding organizations.

Thank you to Tilde Language Justice Coop for Spanish translation & Cory Dostie for closed captions.
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.
Centering Health, Justice, & Racial Equity in Local Soda Taxes
Headlines

Black Americans Face Alarming Rates of Coronavirus Infection in Some States

Virus Is Twice as Deadly for Black and Latino People Than Whites in N.Y.C.

As Covid-19 Cases Surge, Latino Communities Feel the Brunt
(The Wall Street Journal)

For Native Americans, COVID-19 is ‘the worst of both worlds at the same time’
(The Harvard Gazette)

Asian Americans Facing High COVID-19 Case Fatality
(Health Affairs)
“Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health 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
The purpose of this brief is to inform the broader practice of public health in the necessary and authentic engagement of basebuilding organizers—those who represent community’s interests—to advance policies, systems, practices and environmental change designed to improve health justice and racial equity.
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.
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.

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/ep2-healthy-black-families-cbph-mini-series

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
Speakers

Giuliana Blasi
She/her
Ecology Center

Dr. Vicky Alexander
She/her
Healthy Black Families

Mirna Cervantes
She/her
Multicultural Institute
Speakers

Leilani Ison
She/her
YMCA of the East Bay

Meredith Eley
She/her
YMCA of the East Bay
Speaker Presentations
FOR THIRST, WATER FIRST

a program of Ecology Center’s Youth Environmental Academy

Giuliana Blasi
Youth Development Program Manager
Inspiring and building a sustainable, healthy, and just future for the East Bay, California, and beyond.
FOR THIRST WATER FIRST! GOALS

★ Increase awareness about the health risks of sugar-sweetened beverages and promote water consumption among Berkeley youth.

★ Support teens and young adults to manage daily economic and social pressures that lead to diet-related illness and give them tools to make healthy food choices.

★ Improve the food and beverage culture at Berkeley High School by building literacy in food justice, promoting water consumption, and increasing access to healthy food among students and their families.
YOUTH ENVIRONMENTAL ACADEMY

Cooking & Nutrition Classes & Events
Drink Water!

Our brains depend on proper hydration to function optimally. Brain cells require a delicate balance between water and various elements to operate, and when you lose too much water, that balance is disrupted. Your brain cells lose efficiency.
Urban Agroecology - EcoHouse
Youth Project - Library Displays
A YOUTH GUIDE TO
OFF-CAMPUS
LUNCH

HOW TO EAT HEALTHY
ON A BUDGET
AT BERKELEY HIGH

CREATED BY
YOUTH
ENVIRONMENTAL
ACADEMY 2017

WEBSITE
www.ecologycenter.org/yea

INSTAGRAM
@ecology.center

Youth Project - Off Campus Lunch Guide
**OFF-CAMPUS LUNCH CHOICES**

A) Arinells: 6 min walk and 5-10 min wait - $-$-$-$
Pizza! They use organic produce and salt-free sauce and dough. Stay away from sugar sweetened beverages. (H2O, VEG, V, K)

B) Bento Burger: 7 min walk, long wait - call in! - $-$-$-$ You can get both classic burgers and Mediterranean food. Their lamb sandwich is Halal (H2O, VEG, V, K)

C) Chaat Cafe: 8 min walk and 5-10 min wait - $-$-$-$ Indian food! Trans fat and msg free. Uses organic and/or local ingredients (H2O, VEG, V)

D) Fresco: 3 min walk and 5-10 min wait - $-$-$-$ Make sure to add veggie sides ($0.75) (H2O, VEG)

E) Gioco Gecko: 3 min walk and 10-15 min wait - $-$-$-$ Thai food! The country pad thai is a balanced meal of noodles, veggies and protein. (H2O, VEG)

F) Ike's: 5 min walk and 5-10 min wait - $-$-$-$ Large variety of sandwiches. Busy at lunch times, good amount of halal options available! (H2O, VEG, V)

G) K's Internet Cafe: 3 min walk and 5-10 min wait - $-$-$-$ If you make it before the line, you can order yourself a veggie sandwich and/or a fresh salad. Best for small snacks before and after school. They offer healthy snack options such as banana and blueberry muffins. (H2O, VEG, V)

H) Little Pears: 6 min walk and 5-10 min wait - $-$-$-$ Try the pad thai, split with a friend! (H2O, VEG, V)

I) Lox and Stock Bagel: 2 min walk and 5 min wait - $-$-$-$ Sandwich, bagel and salad bar. Push yourself to eat some vegetables! (H2O, VEG, V)

$$ = $3$$ = $5$$ = $$$$ = $10

H2O= Free water available VEG= Vegetarian options V= Vegan options
H= Halal options, K= Kosher options

J) Nuha's: 3 min walk and 10 min wait - $-$-$-
Sandwiches and salads are a healthy option. (H2O, VEG)

K) Organic Greens: 9 min walk and 5-10 min wait - $-$-$-$ Low-key cafe for salads & sandwiches. (H2O, VEG, V)

L) Pedro Brazil Cafe: 4 min walk and 15 min wait - $$The sandwiches are a good choice for lunch. (H2O, VEG)

M) Peets: 6 min walk and 5-8 min wait - $-$-$-
Nice to grab a quick bite. (H2O, VEG, V, K)

N) Sagen: 8 min walk and 5-10 min wait - $-$-$-
Vietnamese! Try their sandwiches, spring rolls and hot plates! (H2O, VEG, V)

O) Sandwich Zone: 7 min walk and 10 min wait - $-$-$-$ Sandwiches! Order whole grains and push yourself to make a balanced meal. Stay away from sugar sweetened beverages and overly processed foods! (H2O, VEG)

P) Silver: 6 min walk and 10-15 min wait - $-$-$-
Pizza! Check the pizza of the day online and don't be afraid to try unusual flavors. They use fresh organic produce on every pizza and provide a balanced meal. (H2O, VEG)

Q) Suya: 5 min walk and 5-10 min wait - $-$-$-$ Large variety of sandwiches. Busy at lunch times, good amount of halal options available! (H2O, VEG, V)

R) Taman Tez: 4 min walk and 5 min wait - $-$-$-$ They are very popular for their Omusubi especially the shrimp and salmon ones! It's a great place to go if you are craving Japanese food and are on a budget. They also sell mochi. (H2O, VEG, V)

S) Trader Joe's: 8 min walk and 5-10 min wait - $-$-$-$ Pre-made salads, sandwiches, and fresh organic produce. (H2O, VEG, V, K, H)

T) Oasis Grill: 8 min walk and 5-10 min wait - $-$-$-$ Mediterranean comfort eats prepared in an open kitchen. Student discount! (H2O, VEG, V)
Healthy Berkeley Media Campaign
Berkeley Food Institute: Just Food Podcast

Leveling the Playing Field: The Berkeley Soda Tax
Rethink Your Drink - Free Speech Community Radio KPFA
Community of Practice - Youth & Food Justice Programs
JOIN US ONLINE!

A CHECK-IN BY AND FOR FOLKS WORKING IN YOUTH FOOD JUSTICE PROGRAMS

MAY 1, 2020 – 3PM-3:45PM
RSVP if you can:
giuliana@ecologycenter.org
Or join day of:
https://zoom.us/j/97980990969

LET’S CONNECT AND HEAR FROM ONE ANOTHER ABOUT HOW TO SUPPORT OUR COLLECTIVE WORK DURING THIS TIME.

Brought to us by:
RIC Bay Area, Ecology Center, Alameda Point Collaborative
FRESH FOOD & WATER ACCESS POINTS

Berkeley Farm Stand
Farm Fresh Choice
Farmers’ Market Tabling
Food Drives
Farmers' Markets Are Essential

Extra Staffing Support - Berkeley Farmers’ Markets During COVID 19
COMMUNITY EVENTS & OUTREACH

Cooking Demos
School Visits
ENGAGEMENT AT BERKELEY HIGH SCHOOL

Assemblies in Partnership with The Bigger Picture & BHS Leadership Program
<table>
<thead>
<tr>
<th>Taste</th>
<th>Cost</th>
<th>Nutrition</th>
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</thead>
<tbody>
<tr>
<td>Allergies or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>dietary restriction</td>
<td></td>
<td></td>
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<tr>
<td>Convenience:</td>
<td></td>
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<tr>
<td>Appearance:</td>
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What are your 3 most important priorities when making a food choice?
Classroom Visits & Workshops

Big Soda, stop targeting us. Your products hurt our community.

Every year, Big Soda spends billions of advertising dollars marketing to children and youth.

FACT: People who consume sugary drinks regularly—1 to 2 cans a day or more—have a 26% greater risk of developing type 2 diabetes than people who rarely consume such drinks.

Soda Companies Disproportionately Target Youth of Color
- African-American teens see 4x as many Sprite ads and 3x as many Coca-Cola ads as their white counterparts in 2013.
- Almost 17% of soda ads were targeted to Spanish-language TV, compared with 8.6% for packaged foods generally.
- Low-income African-American and Latino neighborhoods are particular targets for outdoor soda ads compared with less-income white and higher-income neighborhoods.
"Our food choices are influenced by personal factors, such as our taste preferences, our emotional states, and how hungry we are. They are also shaped by our environment, the people in our social circles, such as our friends and family; our physical surroundings, including the stores in our communities, the foods they sell, and how much they cost; and other, more indirect influences, such as our exposure to advertising and the government policies that shape the food system. These and other environmental influences are part of what has been called the food environment."
Focus Group with BUSD Cooking & Gardening and Career and Technical Education Program
#hydrohype💧
17 posts

Follow

Top posts

Social Media Campaigns
"Drinking water is a basic human right that we often forget is not accessible to many across the world" says Taylor, a Berkeley High student.

Hydro Hype

POSTED JUNE 18, 2018

26 likes

Add a comment...
WATER BOTTLE DISTRIBUTION

BHS 9th Grade Orientation
Life Skills/Day Laborer Program Health Activities
Reducing SSB Consumption in Latinx Families

Mirna Cervantes, Associate Director
Who we are & Who we serve

“We accompany immigrants in their transition from poverty and isolation to workforce participation and prosperity”

- Regional nonprofit serving the Latinx community, particularly immigrant families
- Serving over 3,000 individuals in any given year
- Over 30 years of community based experience
- Main focus areas: Economic Development, Vocational Skill Building, Learning Opportunities and Health and Immigration Support

![Country of Origin Pie Chart]

![Age Pie Chart]
Funding & Program Scope

- Completed 3rd year of funding
  - $15,000 grants
- Community education and outreach services aimed at day laborers and other Latinx families

Increase Community Awareness
- On-the-street and in the classroom workshops
- Community events
- Social Media Campaigns

Reduce the Consumption of SSBs
- Encourage individuals to drink more water
- Offer healthier alternatives
- Healthy Food Distribution

Bridges individuals to Services
- Referrals
- Screenings
- Prevention resources
- On-site Events
### Impact over Three Years

#### Quantitative Goals by Numbers Served**

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td># of individuals served (unduplicated) in City of Berkeley</td>
<td>562</td>
<td>556</td>
<td>537</td>
</tr>
<tr>
<td># of workshops hosted on the street or in the classroom setting</td>
<td>21</td>
<td>24</td>
<td>10*</td>
</tr>
<tr>
<td># of workshop participants (duplicated)</td>
<td>558</td>
<td>565</td>
<td>347*</td>
</tr>
<tr>
<td># of referrals made to service partners and providers</td>
<td>71</td>
<td>97</td>
<td>44*</td>
</tr>
<tr>
<td># of screenings offered in collaboration with service partners and providers</td>
<td>149</td>
<td>171</td>
<td>101</td>
</tr>
</tbody>
</table>

*COVID-19 effects

**Not all goals are represented here
## Impact over Three Years

<table>
<thead>
<tr>
<th>Qualitative Goals by percentage</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of participants that feel they increased their knowledge around this topic</td>
<td>88%</td>
<td>80%</td>
<td>87%</td>
</tr>
<tr>
<td>% that positively report, as a direct result of participation in this program, they feel more motivated to change their behavior and reduce the amount and/or frequency to drink sugary drinks</td>
<td>89%</td>
<td>85%</td>
<td>80%</td>
</tr>
<tr>
<td>% that positively report, they would recommend this [class/ workshop/ event] to a family member or friend</td>
<td>90%</td>
<td>96%</td>
<td>87.5%</td>
</tr>
<tr>
<td>% that report positively, as a direct result of participation in this program, they have better access to healthy food</td>
<td>-</td>
<td>-</td>
<td>99%</td>
</tr>
<tr>
<td>% that report positively, to connecting to services and not having access to them elsewhere</td>
<td>97%</td>
<td>90%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*COVID-19 effects

**Not all goals are represented here
YMCA OF THE EAST BAY
EARLY CHILDHOOD IMPACT
HEALTHY ME! PROGRAM
MISSION
TO EMPOWER YOUTH, ADVANCE HEALTH, & STRENGTHEN COMMUNITIES.

VALUES
Caring; Honesty; Respect; Responsibility; Diversity and Inclusion; Excellence; and Resilience.

STRATEGIC PRIORITIES
Early Childhood Impact; Youth Development; and Healthy Communities
YMCA ECI
HEAD START/EARLY HEAD START PROGRAM

• 1,387 children ages 0 to 5 enrolled during 2019-2020 program year
• Program areas span from Hayward to Sacramento
• Participants of the Child and Adult Care Food Program
• Comprehensive Services
• Larger program goals centered on Obesity and Oral Health

“While childcare is our foundation, we offer so much more! Children and families in our program receive health and dental services, nutritious meals and resources, family services, and specialized education services for children with special needs.”
The project addresses behavioral changes reflecting a preference for water or other non-sugary drinks by increasing the knowledge and awareness around non-sugar sweetened drinks, as well as healthy eating and active living, through printed materials and community engagement in YMCA Early Childhood programs and with collaborative partners.

YMCA ECI HEALTHY ME! PROGRAM (HMP)

- Nutrition Education Classroom Activities:
  - Healthy Me/Saludable Soy
  - Music and Movement, Harvest of the Month

- Parent/Family Engagement:
  - Parent Nutrition Committee Meetings
  - Quarterly Nutrition Newsletters

- Increasing access to water and healthy foods:
  - BFN Monthly Grocery Distributions
  - Installation of Hydration Stations
Thank you!

For more information on YMCA of the East Bay, please visit:
https://ymcaeastbay.org

Contacts:
Leilani Ison, YMCA ECI Nutrition Specialist
lison@ymcaeastbay.org

Meredith Eley, YMCA ECI Nutrition Coordinator
meley@ymcaeastbay.org

ADDITIONAL LINKS:

YMCA OF THE EAST BAY ECI FACEBOOK PAGE:
https://www.facebook.com/ECIYMCA

YMCA Distance Learning Nutrition Videos:
Lemon and Mint Spa Water Video
https://youtu.be/z-OtFkssPUM

Snack Match Activity
https://youtu.be/ryyMdK56bYQ

Quick and Easy Homemade Pizza
https://youtu.be/1txdIC_6pTQ

Healthy Me Kids/Saludable Soy Website
http://healthymekids.com/
Discussion

1.) Please type in your question using the Q&A tool.

2.) If we call your name, please click the “raise hand” button. We will unmute you to ask your question aloud.

What questions do you have for the speakers?
What’s Coming Up for Praxis:

• **Next Community Wisdom Brief Series**
  Recognizing Healing-Centered Community Practices as a Complement to Trauma-Informed Interventions and Services

• **Next Webinar:** August 26, 2020: Healing-Centered Community Practices

https://www.thepraxisproject.org/signup-for-updates
Thank You!

* Please don’t forget to complete the evaluation!

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