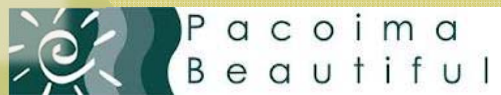




CONDUCTING AN HIA TO
ANALYZE THE EFFECTS OF AN
SSB TAX ON LA COUNTY'S LOW-
INCOME AND COMMUNITIES OF
COLOR



Breanna Morrison, MPL
National HIA Meeting
September 24, 2013

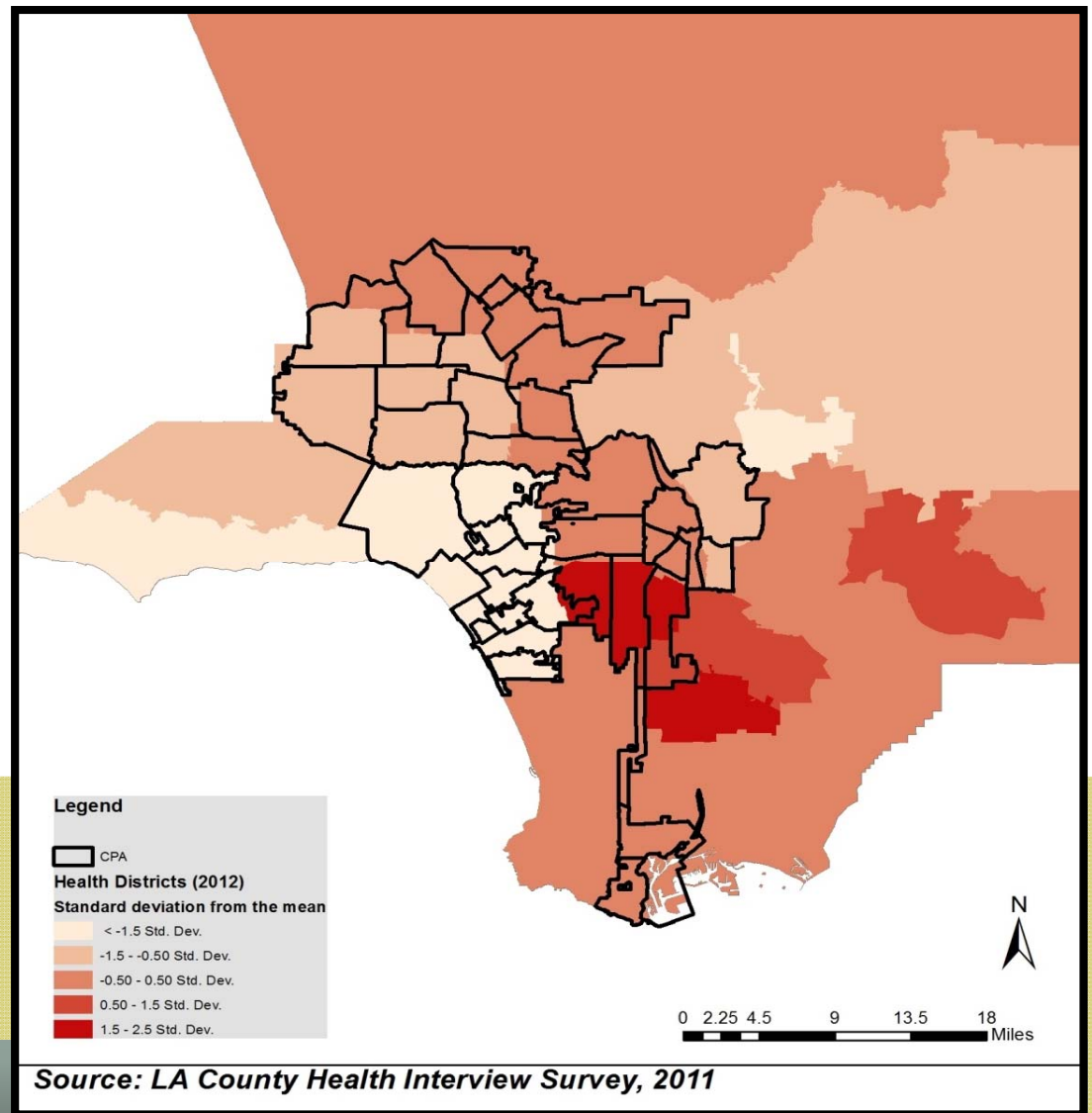


Contextual Overview

LA COUNTY HEALTHY COMMUNITY COLLABORATIVE

WHO ARE WE?

- Community Health Councils (South LA)
- Families in Good Health (Long Beach)
- Pacoima Beautiful (San Fernando Valley)
- Urban and Environmental Policy Institute (Central LA)



Study Synopsis

The Project: California SSB Tax (Monning)

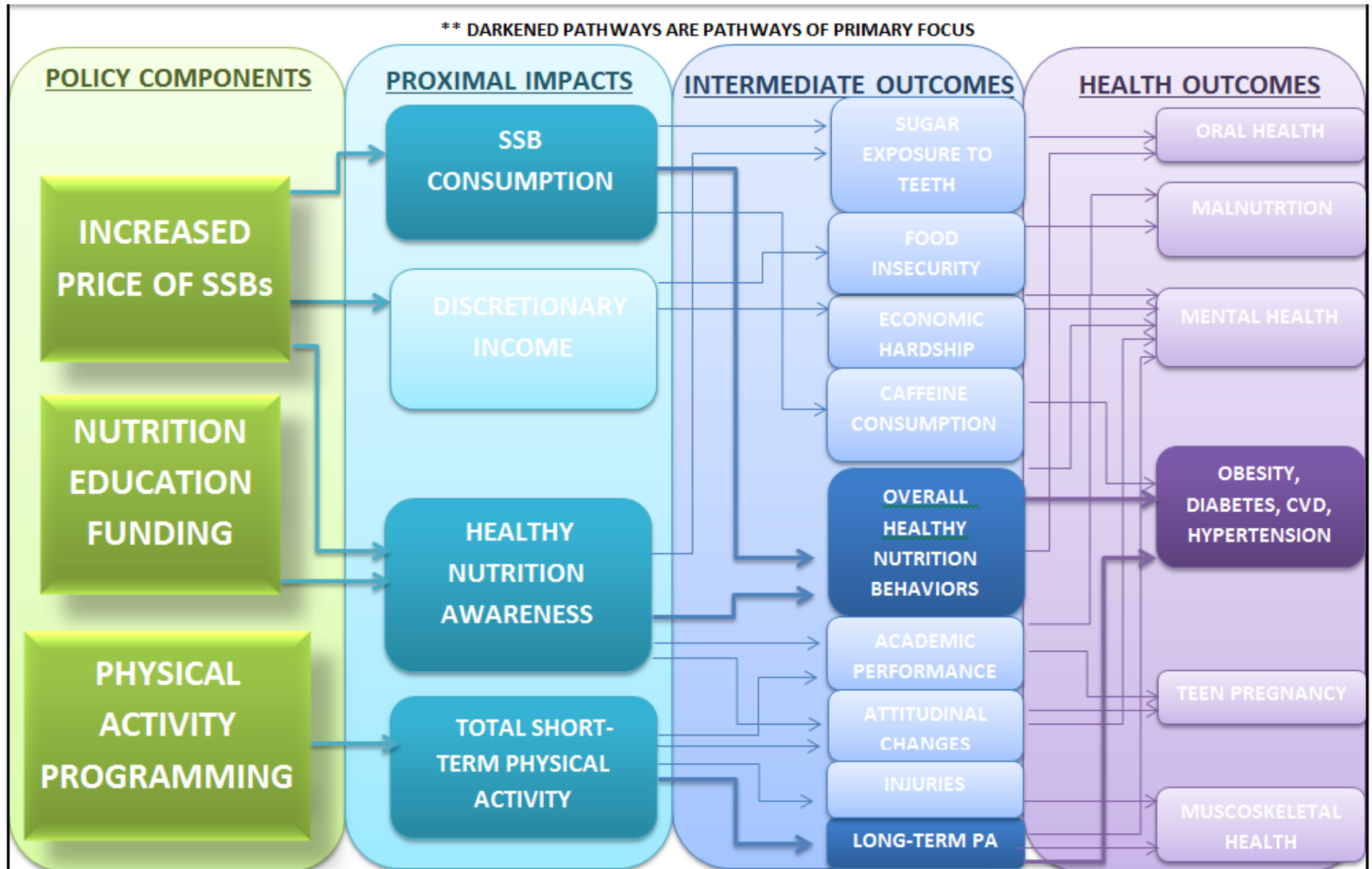
Overview:

CPHA is sponsoring Senate Bill 622, a Sweetened Beverage Tax, authored by Senator Monning. This bill would impose a penny-per-ounce tax on sugary drink distributors, with all revenues going to the Children's Health Promotion Fund to be spent on childhood obesity prevention activities.



Study Synopsis

SCOPING: LOGIC MODEL



Challenges & Opportunities

SCOPING: GAPS IN INFORMATION



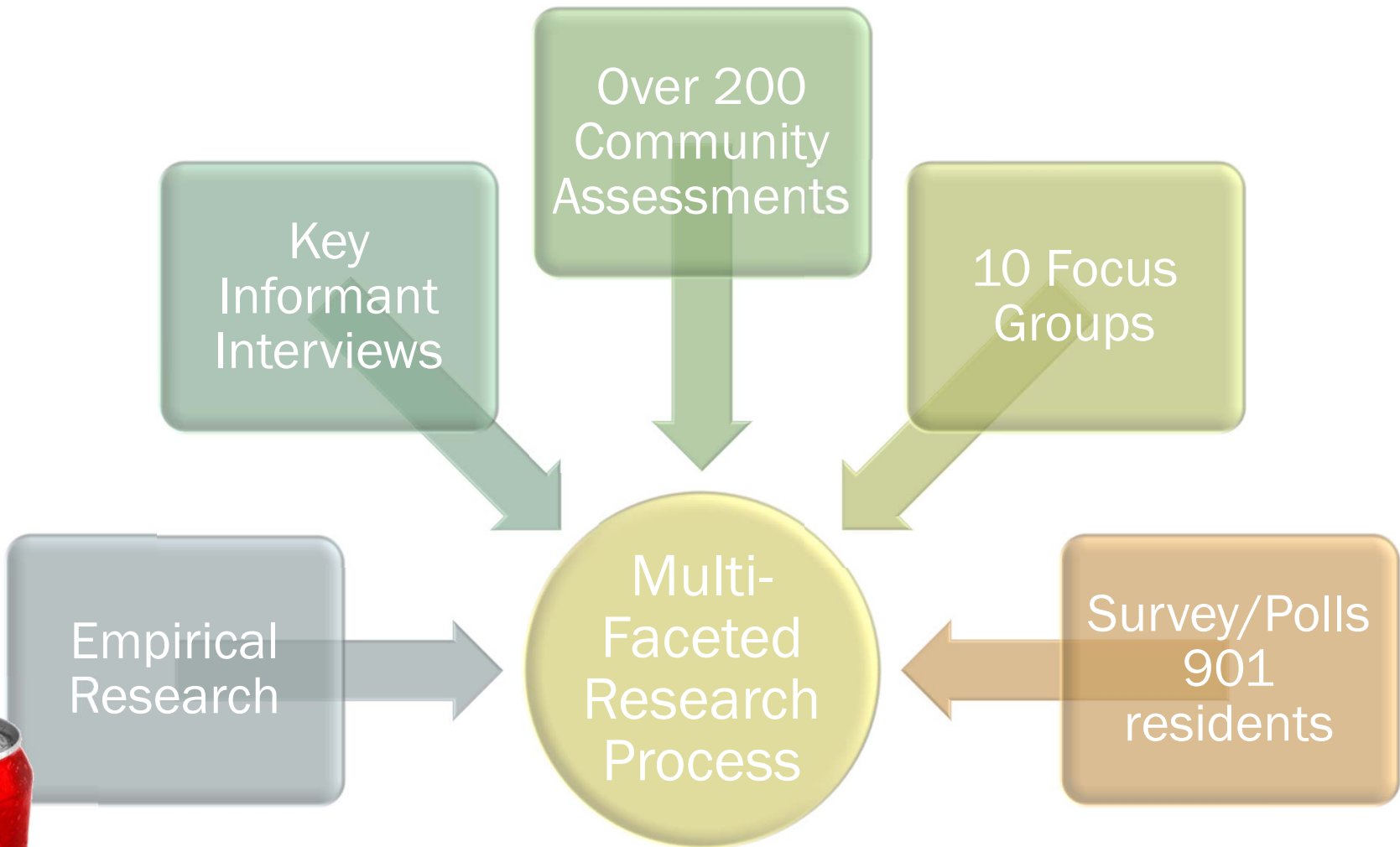
Model
Limitations

No impact
analyses of
revenue
expenditures

Disaggregated
Health
Behaviors
Data for API

Challenges & Opportunities

SCOPING: COMPREHENSIVE METHODOLOGY



Challenges & Opportunities

ASSESSMENT: *PRICE*, ACCESS & MARKETING

Key Informant & Polling Findings

- Industry likely to share increased price across all products or potentially absorb costs
- 19.2% purchase soda from underground economy = potential market for illegal distributors

Focus Group & Literature Findings

- Soda likely to still be cheaper
 - \$.056 (100% fruit juice) vs. \$047 (soda w/ tax)
 - “Sometimes soda is cheaper than water!”
 - “I will still buy soda no matter what”



Challenges & Opportunities

ASSESSMENT: PRICE, **ACCESS** & *MARKETING*

CHANGE IN PRICE IMPACTS

HEALTH OUTCOMES	MAGNITUDE OF HEALTH IMPACTS	LIKELIHOOD OF OUTCOME	STRENGTH OF EVIDENCE
DIRECT OUTCOMES RESULTING FROM POLICY			
Decreased Nutrition-Related Chronic Disease	Minimal Impacts	Possible	Medium
Improved Oral Health	Minimal Impacts	Possible	Medium
Improved Academic Performance	Minimal Impacts	Possible	Medium

Possible: An outcome that is logically plausible, but lacks substantial and/or concrete evidence to ensure its claim

Insufficient Evidence: There is no sufficient evidence to support the possibility of this outcome

(Medium): Five or more moderate quality empirical studies with mixed findings support this claim

(-): One or fewer weak empirical studies support this claim



Challenges & Opportunities

ASSESSMENT: PRICE, ACCESS & *MARKETING*

NUTRITION EDUCATION PROGRAM IMPACTS			
HEALTH OUTCOMES	MAGNITUDE OF HEALTH IMPACTS	LIKELIHOOD OF OUTCOME	STRENGTH OF EVIDENCE
DIRECT OUTCOMES RESULTING FROM POLICY			
Decreased Nutrition-Related Chronic Disease	Minimal Impacts	Possible	Medium
Improved Oral Health	Minimal Impacts	Possible	Medium
Increased Economic Hardship	Minimal to Moderate level impacts	Possible	Medium



Possible: An outcome that is logically plausible, but lacks substantial and/or concrete evidence to ensure its claim

Insufficient Evidence: There is no sufficient evidence to support the possibility of this outcome

(Medium): Five or more moderate quality empirical studies with mixed findings support this claim

(-): One or fewer weak empirical studies support this claim

Policy Recommendations



Incorporate communities of need in RFP process

Incentives to increase accessibility of alternatives (price, placement, stores)

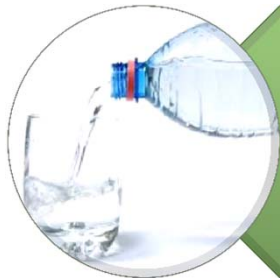
Improvements to existing community infrastructure and PA resources

Culturally relevant interventions & education campaigns including easy labeling of SSBs

Lessons Learned



Have a comprehensive view of “experts”: (*ie: community, soda industry, retailers*)



There’s value in qualitative findings- even in fiscal policy



Policy change isn’t the only endgame. Diffusion of knowledge

