SUPPORT THE SODA TAX

YES on E!
• SF Prop E- November 2014 soda tax

• Leading up to Prop E, local public health awareness campaigns on SSB’s

• .02 per oz on drinks with added sugars, with more than 25 calories/ 12 oz.

• Funds school nutrition, health and active recreation. Estimated $54 million in revenue.

• Placed on the ballot through a vote by the Board of Supervisors in July

• A “special tax” requiring 2/3.
• Polling data showed within MOE of 2/3 with both positive and negative messaging.

• Voters liked the health programs

• Health/ harm messages persuasive

• No opposition arguments tested as very persuasive.
• Began campaign in February
• Industry immediately responded
  • Mail
  • Astroturfing- businesses list; “rallies”; paid walkers
  • Tracking advocates
  • Many messages- not one dominant initially-
    • Won’t work
    • Regressive/ affordability
    • Why not tax donuts/ not the problem
    • Questioned research
    • Bad for small business owners

Later in campaign (August) same messages- TV, radio, billboards, social media, direct mail. “regressive” dominant. $10 million +.
Yes on E campaign

• Grassroots outreach - endorsements, merchants

• Earned media - local, national, international

• Social media

• Lacked funds for direct mail, TV, or paid staff. Spent ~$300,000
Choose Health SF - San Francisco Soda Tax
Posted by Maureen Erwin ⋆ September 27 ⋆ Edited

#Astroturf #Frontgroups #Truthsquad

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Watch Choose Health SF - San Francisco Soda Tax bust Coca Cola and Pepsi's pretend grassroots campaign.

Astroturfing, or creating fake front groups, is a standard operating procedure by corporations trying to fool communities into thinking there is widespread opposition to something the corporations don't like. Exposés like this one help people to question the messengers. Thank you Jackie Jesco, David Wright and ABC News / Nightline for shining a light.

This Protest Rally Is Brought to You by Big Soda

Grassroots protest rallies are a dime a dozen in San Francisco, but what makes one campaign, The Coalition for an Affordable City, stand out from the rest is its rallies have corporate sponsorship.
• Raised awareness

• Exposed industry

• Set stage for new legislation passed last week, signed by the Mayor
San Francisco Approves Warning Label for Sugary Drink Ads

Measure is aimed at curtailing locals' consumption of high-calorie drinks

San Francisco lawmakers unanimously voted on Tuesday to put warning labels on all advertisements for sugary beverages in the City by the Bay. This first-in-the-nation law is set to go into effect this summer, which means billboards or taxi-cab ads for Coke or Gatorade will soon bear this message:

"WARNING: Drinking beverages with added sugar(s) contributes to obesity, diabetes, and tooth decay."

This is a message from the City and County of San