



CALIFORNIA SSB TAX HIA



DEFINING SUGAR-SWEETENED BEVERAGES

The California SSB Tax would apply to any beverage that has caloric sweeteners and contains more than 25 calories per 12 ounces, including, but not limited to:

- All beverages commonly referred to as cola, soda water, Ginger Ale, lemon-lime,
- Other flavored beverages including any fruit or vegetable beverage containing less than 50 percent natural fruit juice or natural vegetable juice or combined natural fruit juice and natural vegetable juice
- All other drinks and beverages commonly referred to as “soda,” “soft drinks,” “sports drinks,” “energy drinks,” “juice drinks,” “ice teas,” and “vitamin fortified waters.”

Flavored milks are exempt

HIA GUIDING RESEARCH QUESTIONS

Baseline Conditions

Sub-group 1- Resource Environment & Marketing

- What are the various social, environmental, and economic factors that influence the disproportionate consumption of SSBs in LA's low-income and communities of color?

Impact Analysis

Sub-group 2- Health Impacts of Tax and Expenditures

- What, if any, are the potential intended and/or unintended health consequences of a tax? How does a tax on SSBs address factors that can change consumption & health outcomes for low-income and communities of color?

Policy Rec's

Sub-group 3- Policy modifications and/or alternatives

- What are alternative policies and/or modifications to a tax that can best improve SSB consumption patterns in low-income and communities of color? To what magnitude will they impact health?

STUDY LOGIC MODEL

