

## Rebuttal to Argument Against Measure O1

Measure O1 is exactly what it sounds like: a 1¢ per ounce tax on sugary beverages and ONLY on sugary beverages. The tax is paid for by beverage companies, not the consumer or small businesses.

The CDC predicts that 2 out of 5 children will get Diabetes. Rates are even higher for African American, Latino, and low income children. Parents don't stand a chance when the beverage industry spends \$1 million a day marketing sodas, sports drinks and other sugary beverages to our kids. We can do something about it.

We all pay: Public Health Advocates estimated that Californian's will pay \$15 billion *per year* in new health costs for diabetes by 2021.

Berkeley passed a similar 1¢ per ounce sugary drink tax in 2014. It is working:

- 1) A UC Berkeley study, published August 2016, shows a 21 percent drop in consumption of sugary beverages in Berkeley's low-income neighborhoods
- 2) Berkeley raised \$1.4 million in the first year and allocated it all to school and community health programs.

This is a tax on distributors – similar to tobacco taxes, it allows our community to stand up to the industries that profit at the expense of our children's health.

A wide range of health organizations, including the California Medical Association and the American Heart Association endorse soda taxes. But the American Beverage Association is spending over 10 million dollars to defeat Bay Area soda taxes this fall. Who do you trust?

VOTE YES! on Measure O1. For our kids' health.

<http://www.albanyodatax.com>

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