



For Healthy  
Kids and  
Education

# Standing Up For Strong, Healthy Kids

In Oregon, children come first. Over the years, our state has shown strong commitment to stand up for our core value of healthy kids. Together, we have made real progress to ensure that all children have what they need to thrive: banning the sale of junk food in our schools, providing low-income kids free breakfast and lunch, creating a statewide Farm to School program that increases the amount of local and sustainable foods served.

**This year, Multnomah County voters will have the opportunity to vote Yes for Healthy Kids and Education and continue our critical work to support local kids as they grow.**

## ABOUT THE PROPOSED TAX ON SUGARY DRINKS

The proposed measure adds a distribution tax of 1.5 cents per ounce on sugary drinks, including soda, energy drinks and sweetened teas. Inspired by successful measures in other cities and countries, Yes for Healthy Kids and Education will decrease consumption of harmful sugary drinks while also nurturing healthy communities. The result will be a healthier Oregon for us all.

Berkeley, the first U.S. city to pass a tax on sugary drinks, has reduced consumption of sugary drinks by more than 20 percent in just two years. Research shows that Berkeley residents have moved away from sugary drinks, towards healthier beverages such as bottled or tap water.

**Similar policies have been enacted in communities across the country. This includes:**

- Albany, California
- Berkeley, California
- Oakland, California
- San Francisco, California
- Boulder, Colorado
- Cook County, Illinois
- Philadelphia, Pennsylvania
- The Navajo Nation

## FUNDING LOCAL PRE-SCHOOLS, PHYSICAL ACTIVITY AND NUTRITION INITIATIVES

The measure is estimated to raise more than \$28.4 million per year in Multnomah County. This critical revenue will fund a number of important children's health efforts, including expanded access to early learning and healthy food and movement programs.

Because many low-income children in Multnomah County do not have access to quality preschool, half of the revenue generated will go towards expanding access to quality early learning programs for thousands of children in our community. These kids are overwhelmingly children of color and low income. Kids who attend quality preschool programs are more likely to graduate from high school and go on to college. Expanding access to quality pre-schools for these kids is critically needed to address Oregon's achievement gap.

**In addition to expanding access to early learning, the funds raised will also help support programs that promote physical activity, healthy food choices and create healthy eating habits that can last a lifetime.**

**This includes programs like:**

- School gardens
- Educational curriculum focusing on healthy eating and nutrition science
- Improvements to playgrounds
- Physical education classes

## **THE HARMFUL EFFECTS OF TOO MUCH SUGAR**

Scientists worldwide have proven that consuming too much sugar is more harmful to our health than originally believed. Sugar consumption is linked to conditions from diabetes to high cholesterol to tooth decay.

Studies also show that consumption among kids is on the rise, with sugary drinks being the largest source of added sugars in the diet of our kids. Drinking just one additional serving of a sugary drink per day significantly increases the chance that a child will face health threats such as heart disease and diabetes

**Yes for Healthy Kids and Education addresses the epidemic of nutrition-related disease and improves children's lives using a variety simple strategies:**

1. Reducing sugar consumption
2. Teaching children how to eat better and exercise more
3. Expanding access to early education at the most critical period in their learning and development

## **A GROWING COALITION STANDS TOGETHER**

The Coalition of Healthy Kids and Education is a growing group of parents, doctors and nurses, elected officials, community leaders, and educators. Together with the American Heart Association, we are building a powerful coalition committed to the health and success of our kids.

## **HOW IT WORKS**



**Adds a tax of 1.5 cents per ounce on sugary drinks**



**Raises an estimated \$28.4 million per year in Multnomah County for local programs that promote kids' health and expand access to pre-school for low-income kids**



**Helps reduce the incidence of diabetes by supporting kids to grow up at a healthy weight**



**Products subject to the tax include soda, sports drinks, energy drinks, sweetened teas and other products that have added caloric sweeteners**



**Does not affect infant formula, milk products, natural fruit and vegetable juices**

## **JOIN US**

**Coalition for Healthy Kids and Education**  
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