

Mandatory pass-through language

Sometimes used in tobacco tax laws:

New York
 "It is intended that the ultimate incidence of and liability for the tax shall be upon the consumer, and that any agent or dealer who shall pay the tax to the tax commission shall collect the tax from the purchaser or consumer."

Tennessee
 "The tobacco tax is declared to be a levy on the consumer, and the consumer shall be liable for the tax.
 The distributors shall add the amount of tobacco taxes levied to the price of cigarettes or other tobacco products, and the distributor may state the amount of the taxes separately from the price of such cigarettes or other tobacco products on all price display signs, sales or delivery slips, bills and statements that advertise or indicate the price of such cigarettes or tobacco products."

Prohibit Discount Offers



amc THEATRES

Get your free fountain drink* from AMC Theatres®

Print and present this coupon at the concession stand on Friday, September 3 only.

Free Fountain Drink with Purchase of Any Size Popcorn.



Printed/Barcode/Code

009630912180

Printed/Barcode/Code

009630913820

Printed/Barcode/Code

009630915040

Valid: 9/3/10 Only

Print and present this coupon at the concession stand at time of purchase.
 Coupon not valid with any other offers. Offer valid for customer's choice of small, medium or large fountain drink only. No cash value. See for details. Not valid at AMC Theatres 12 and AMC Theatres 14. Offer good September 3rd, 2010 only. AMC Theatres will not accept offers printed from unauthorized copying, scanning or internet reproductions. Associates are not eligible for this offer.

Proportional pricing




Change How the Product is Sold



Free Refills On Same Visit Only



No Free Refills



Limit Serving Size

Require More Information

"Sunshine" laws



Pro-health advertising



Earmarking tax proceeds

To ensure public health benefit, earmark proceeds for:

- ✓ Programs to increase physical activity
- ✓ Increase access to healthy food and water
- ✓ Improve Built Environment
- ✓ School programs
- ✓ Health education
- ✓ Disease screening and treatment

Can direct funding to vulnerable communities

A regulatory fee instead of a tax?

Regulatory Fee

- Not a tax – a fee charged on businesses that sell harmful products
- Fee proceeds can only be used for regulatory programs to mitigate the harm caused by the product
 - Must establish a NEXUS
 - Proceeds cannot be redirected
- Sometimes legislative procedural advantages



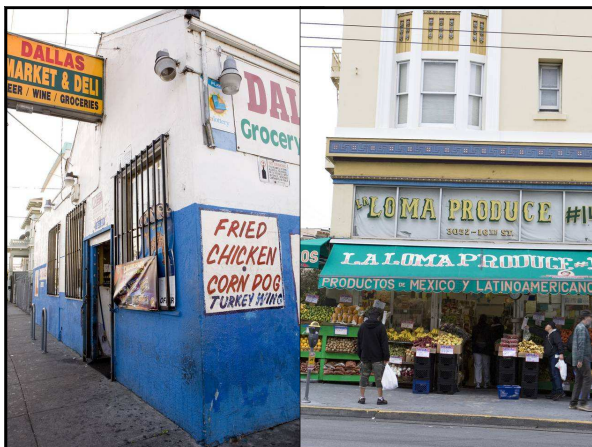
SSB taxes – the answer?

Sugar-sweetened beverage taxes can be a positive public health intervention...

... but they must be considered in the context of a broader array of policy approaches

Other policies to reduce consumption of SSBs

- SSBs out of schools, daycares, afterschool settings, hospitals
- Adopt procurement and vending policies that restrict purchase of SSBs
- Ensure availability of free, potable water
- Changes to SNAP?



Policy approaches to promote healthy choices

- Increase the availability and affordability of healthy foods
- Facilitate access to healthy foods
- Decrease the prevalence of unhealthy foods

MARKET FORCES + PUBLIC POLICY = PRICE



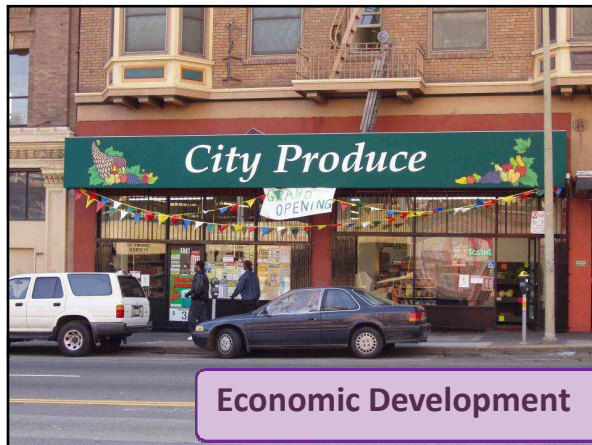
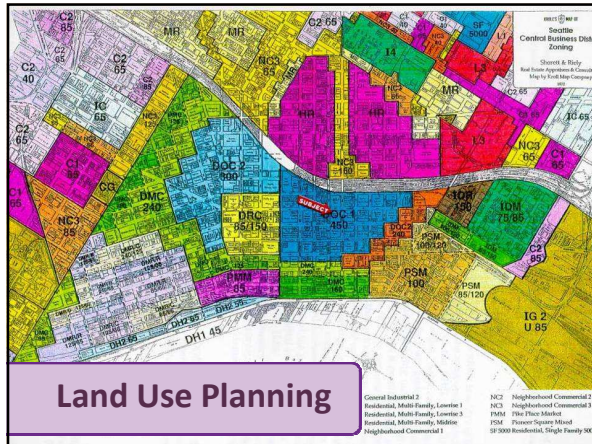
State and local taxes



Tax Incentives

- Many forms: credits, exemptions, deductions, tax holidays
- Common tool to incentivize behavior

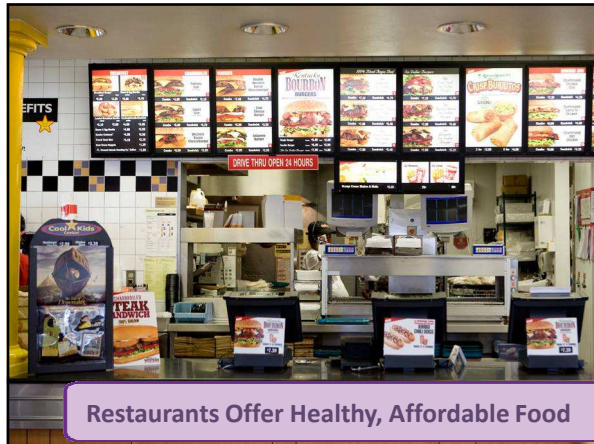




Venue-related strategies for nutrition pricing

RETAIL	DIRECT MARKETS
<ul style="list-style-type: none"> ✓ Grocery ✓ Corner stores ✓ Restaurants ✓ Mobile Vending ✓ Vending 	<ul style="list-style-type: none"> ✓ Farmers' markets/CSA ✓ Urban Agriculture





Restaurants Offer Healthy, Affordable Food



Healthy, Affordable Food from Mobile Vendors



Healthy, Affordable Food from Vending Machines

strategies for vending

- ✓ Control which products are sold or advertised
- ✓ Control how products are sold

745 REFRIGERATED
Fruit-o-matic
A FULLY AUTOMATIC FRESH FRUIT DISPENSER
FRUIT-O-MATIC
THE *Fruit-o-matic* Sells FRUIT NATURALLY



Healthy, Affordable Food in Farmers' Markets



Healthy, Affordable Food in Urban Agriculture



Fact Sheets

Creating a Healthy Food Zone Around Schools
A Fact Sheet for Advocates

This fact sheet was prepared by the National Alliance of Public Health Advocates (NAPHA) in partnership with the National Center for Chronic Disease Prevention and Control (NCCDC) at the Centers for Disease Control and Prevention (CDC). It was developed as part of the 'Healthy Food Zones' project, which aims to increase the availability of healthy food options near schools. The fact sheet provides information on the benefits of healthy food zones, the challenges of creating them, and strategies for advocating for their implementation. It also includes a list of resources and a glossary of terms.

Model Policies

Model Sugar-Sweetened Beverage Tax Legislation

Developed by the National Alliance of Public Health Advocates (NAPHA) in partnership with the National Center for Chronic Disease Prevention and Control (NCCDC) at the Centers for Disease Control and Prevention (CDC).

www.napna.org | www.napna.org

Changes in the WIC Food Packages
A Toolkit for Partnering with Neighborhood Stores

public health here a policy planning for healthy people

Getting to Grocery
Tools for Attracting Healthy Food Retail to Underserved Neighborhoods

public health here a policy planning for healthy people

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