BIG SODA IS USING THE SAME TACTICS USED BY BIG TOBACCO

PLEASE READ THE FACTS INSIDE AND VOTE YES ON MEASURE D…
**FACTS**

- Soda and other sugary drinks are the largest source of added sugar in the American diet.
  [Source: Still Bubbling Over, UCLA Center for Health Policy Research, Oct. 2013]

- Sugary drinks significantly increase the risk of diabetes, heart attacks, strokes, high blood pressure, cancer, and fatty liver disease.
  [Source: Sugary Drinks & Diabetes Fact Sheet, Kick the Can, Sept. 2014]

- 2 out of 3 California teens drink one or more sugary drinks every day.
  [Source: Still Bubbling Over, UCLA Center for Health Policy Research, Oct. 2013]

- More than 1 out of every 3 children will get diabetes in their lifetime. For African-American and Latino kids, the prediction’s more dire: 1 out of 2 will get diabetes during their lifetime.
  [Source: Gregg et al., Lancet Diabetes & Endocrinology, Aug. 2014]

**FACTS**

- Revenue from Measure D will go to the City of Berkeley’s general fund for programs and services. The City’s general fund supports public health programs, like nutrition education for kids, and healthy food access programs for families.
  [Source: Berkeley City Council, Ordinance Language, Section 7.72.090]

- Measure D requires a panel of child nutrition, healthcare, and education experts. They’ll make recommendations to the City about funding public health and education programs.
  [Source: Berkeley City Council, Ordinance Language, Section 7.72.090]

- There will be annual public reports from the panel of experts about what has received funding and how it has impacted public health.
  [Source: Berkeley City Council, Ordinance Language, Section 7.72.090]

**FACTS**

- The campaign against Measure D is funded entirely by Big Soda. $800,000 from the American Beverage Association California PAC is only the beginning; it is the most money ever spent on a political campaign in Berkeley’s history.
  [Source: Opposition FAQ disclosure statement]

- Big Soda has hired out-of-town canvassers and telemarketers. There is strong, unified support for Measure D from respected local businesses and individuals across Berkeley. Look at the other side of this mailer for our list of endorsers.

- The Berkeley City Council voted unanimously to support Measure D. In fact, every elected official who represents Berkeley supports Measure D.
  [Source: Berkeley City Council, Ordinance Language, Section 7.72.010]

- If Big Soda cared about the well-being of people with limited incomes, they would stop targeting them with aggressive marketing campaigns.
  [Source: Berkeley City Council, Ordinance Language, Section 7.72.010]

- The Berkeley NAACP, Latinos Unidos, and local religious and community leaders have taken a stand in full support of Measure D.