Evaluating the Philadelphia Beverage Tax

Monica Delgado, with Mentor Christina Roberto, PhD
The Tax

- 1.5 cents per ounce of sugar- and artificially-sweetened beverages
- Applied to beverage distributors, not retailer or customer
  - Ex: Pepsi
- Philadelphia as second U.S. city to implement
  - First large city
  - Chicago, Seattle to follow
Background & Significance

- Beverage Tax proposed twice prior to passage
- Revenue intended to fund universal Pre-K, parks, rec centers, libraries
- Strong lobbying in favor and in opposition
Aims

- What is influence of the tax on:
  - Prices
  - Purchases
    - Health Equity
  - Revenue
  - Store owners
# Project Overview

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<th>Baseline (Sept-Dec 16)</th>
<th>3m (Feb-Mar 2017)</th>
<th>6m (May-Jun 2017)</th>
<th>12m (Sept-Dec 2017)</th>
<th>18m (May-Jun 2018)</th>
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Methods

- n=307
- Participant recruitment:
  - Targeted regular sugary drink consumers
  - Focused on both high and low income
  - Newspaper, Craigslist
- Two-week collection
- Receipt annotation
- Text/mail
- ClinCard payment
- Survey
  - Beverage frequency
  - Demographics
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My Role

- Contribute to beverage database
- Receipt collection database
- Manage receipt collection
  - Receipt scanning
  - Receipt annotation
  - Ensure saved receipts correspond to participants
- Participant interaction

On average, each receipt takes 2.83 minutes to enter. With 3194 records remaining to be entered, 11280 (77.9%) have already been entered. We will be finished in approximately 150.7 hours (18.8 days).
Anecdotal Findings & Takeaways

Longitudinal Study

- Understanding of an important policy issue
- Behavior change can be difficult
- Participant interaction posed challenges and rewards

PEACH Lab Experience

- Lack of knowledge about beverages included
- Combo meals
- Business impact and response
- Pre-K programs - 2,000 new slots (WPF)
Special Thanks to...

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Ana Peterhans
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Marsha Trego

Joanne Levy
Safa Browne
SUMR 2017 Cohort
Questions?
Sources