

SODA COMPANIES STEP UP THEIR MARKETING TO BLACK AND LATINO KIDS

AMONG THE MOST STARTLING FINDINGS: Black children and teens saw more than twice as many ads for sugary drinks and energy drinks on TV compared with white children and teens in 2013. That gap has increased since 2010 because in those three years, advertising to white youth declined faster than advertising to black youth...

"These companies all say they have practices for responsible marketing to children in black and Latino communities, but it's not very responsible to be marketing products that are so detrimental to them..."



VOTE YES ON HH
THE OAKLAND SODA TAX

www.OaklandVsBigSoda.com

"Our children are being targeted by soda companies.
Passing the soda tax will help protect our communities from the serious health problems soda causes."

MAXINE HICKMAN, GREAT GRANDMOTHER

IT'S TIME TO FIGHT BACK!

“For too long, Big Soda has targeted our youth while hiding the dire health consequences that soda has on African American communities. Let's stand together to fight back against Big Soda's campaign of lies and take positive action for our children's future.”

DR. JONATHAN BUTLER, MD
Health Committee Chair, SF NAACP



Recent data showed black children and teens saw more than twice as many TV ads for sugary drinks and energy drinks compared with white children and teens.

Today, half of African American kids will develop diabetes in their lifetime.

Soda taxes like Measure HH are proven to cut down soda consumption by kids, address the diabetes crisis and improve our community's health.

HEALTH ADVOCATES AND EXPERTS AGREE. WHEN HH WINS, WE WIN.



Paid for by Yes on Measure HH, Coalition for Healthy Oakland Children. Major Funding by Michael R. Bloomberg and Action Now Initiative.

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ENDORSED BY



VOTE
YES ON HH
OAKLAND SODA TAX