



## Californians for Less Soda Fighting for Healthier Kids and Communities

*Californians for Less Soda* is a new coalition of public health and health equity advocates and health professionals. We all share the goal that any legislative or ballot initiative proposals needs to assure that consumption of these unhealthy sugary drinks declines and revenue is invested in creating a healthier future for our children and promoting more equitable health outcomes.

**Overall Coalition Goals:** To ensure that any California state legislation signed into law and any soda tax ballot initiative passed leads to a reduction in health disparities and sugary drink consumption.

### Specific Campaign Goals:

1. \$0.02 per ounce statewide excise tax on sugar sweetened beverages in California
2. 50% of tax revenue generated by the soda tax is dedicated to assuring a healthier future for our kids and families and more equitable health outcomes with a focus on communities of color and lower-income neighborhoods.
3. Local decision-making on use of local funds from the soda tax
4. Restore local control for soda taxes
5. Truth in advertising