



Community led norms change to promote health, equity, and racial justice

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Executive Director
The Praxis Project
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The Praxis Project is a national non-profit organization that works in partnership with national, regional, state, and local partners to achieve health equity and justice for all communities. **Our mission is to build healthy communities by transforming the power relationships and structures that affect our lives and communities.** Praxis supports policy advocacy and local organizing as part of a comprehensive strategy for change.



Land Acknowledgement





ZIP CODE
95219
Life Expectancy

73

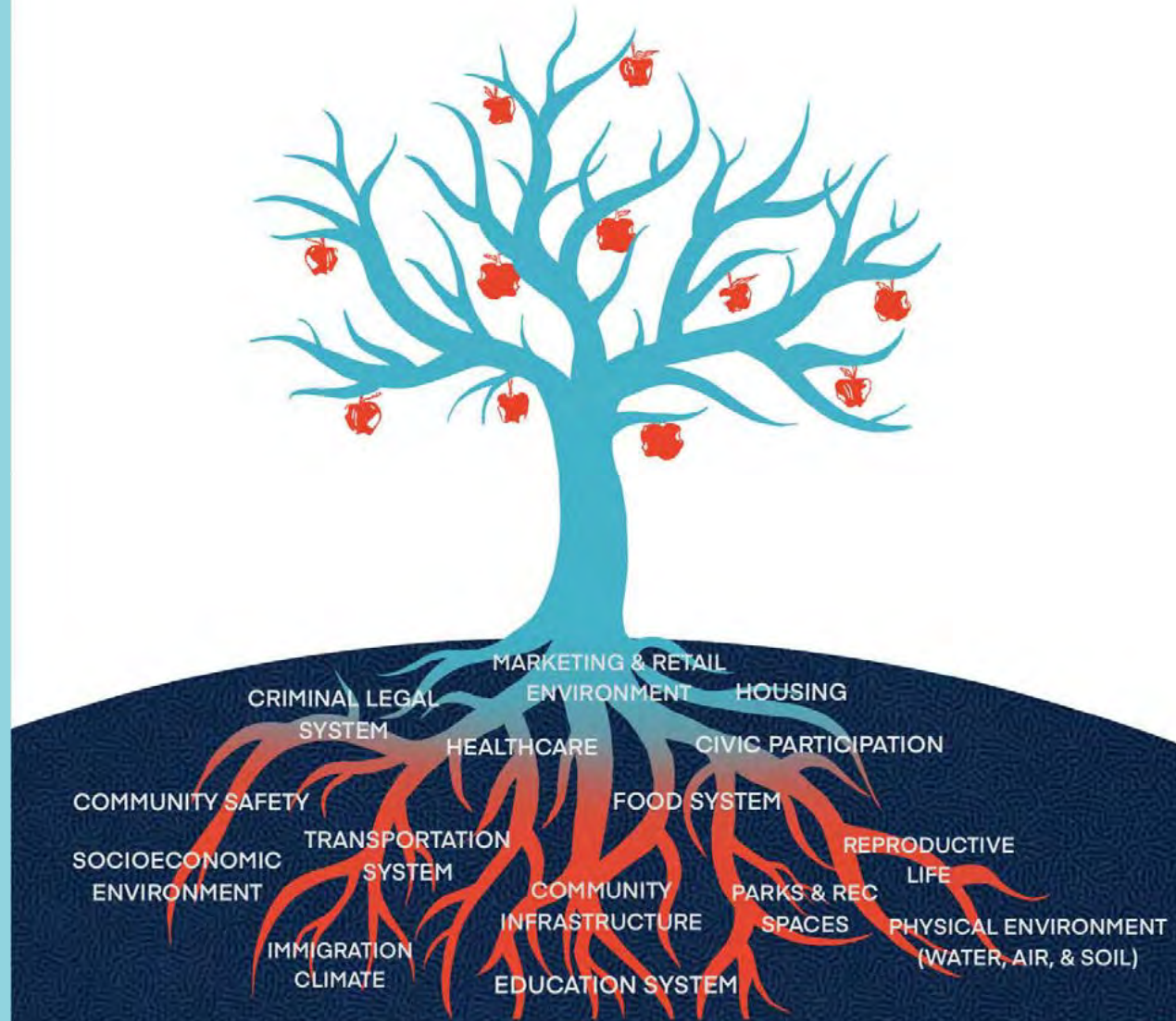
ZIP CODE
92657
Life Expectancy

88

health
happens
here
With Prevention



Social Determinants of Health



Social Determinants of Health



Private Profits Public Costs



US revenue in the Soft Drinks segment amounts to US\$333B in 2022.

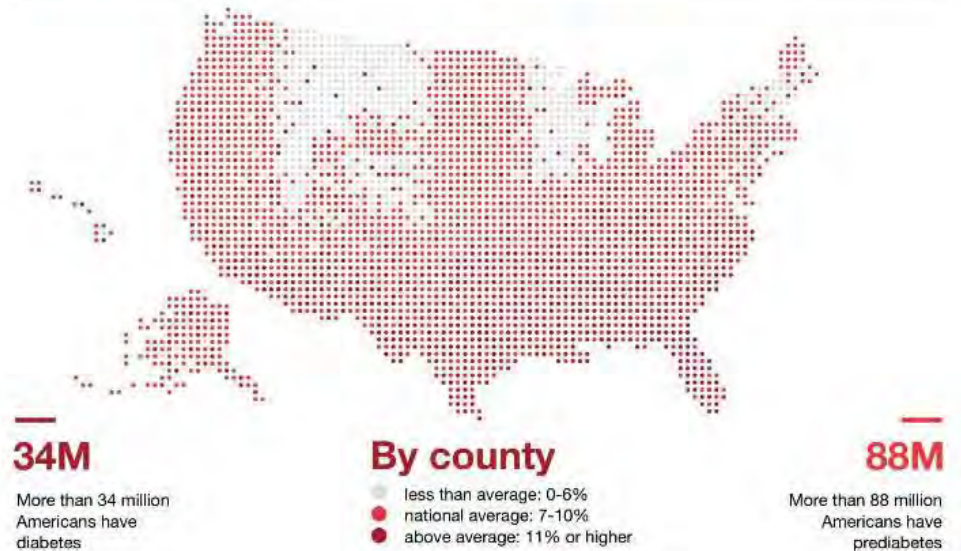
Per Capita--\$98.42/person (2021)

<https://tandobeverage.com/why-is-the-soft-drink-industry-so-profitable/>

The Staggering Costs of Diabetes

2.3x greater health care costs for Americans with diabetes

\$327B annual cost of diagnosed diabetes in America



<https://www.diabetes.org/about-us/statistics/cost-diabetes> figures are for 2017



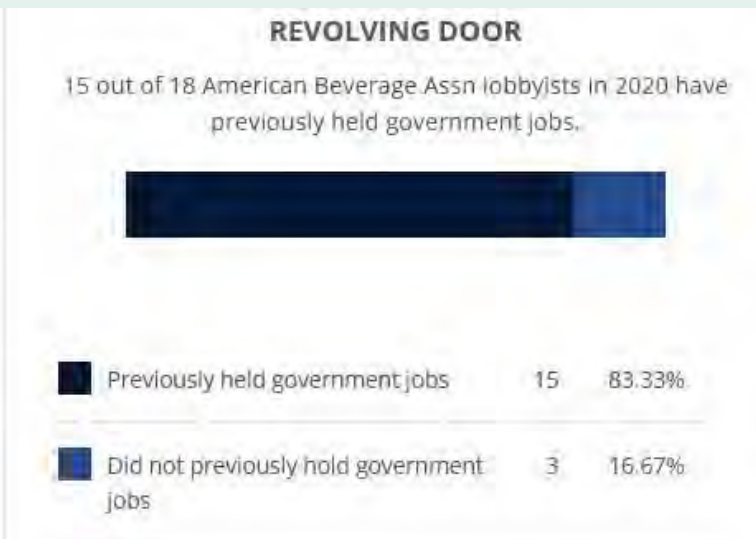
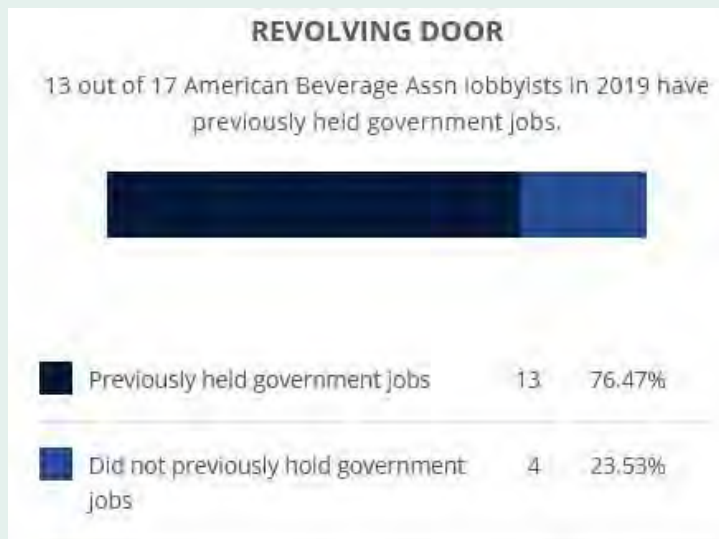
Industry Strategies

- Political Influence
- Debunk Science
 - Global Energy Balance Network
 - Paying Fitness and Nutrition Experts
 - Paid Scientists to downplay link between Sugar and heart disease and point to saturated fat as culprit.
- Shape Narrative
 - Coca Cola: About \$4B spent per year on advertising



Political Influence

- Coca Cola 2018: \$6,770,000
- American Bev Assoc 2018: \$1,719,350



Preemption of Local SSB Taxes

- California (Attempts: PA, WA, AZ, MI)

THE SACRAMENTO BEE



Capitol Alert

California bans local soda taxes through 2030 to avert industry-backed initiative

BY ALEXEI KOSEFF

UPDATED JUNE 29, 2018 12:27 AM



Soda has been a frequent target of efforts to reduce consumption by taxing or putting health warnings on the drinks. RICH PEDRONCELLI AP



It's about Marketing

June 23, 2020 | Kristin Messina, UConn Rudd Center

Rudd Center: Beverage Companies Spent More than \$1 Billion in Advertising for Sugary Drinks and Energy Drinks in 2018

Beverage companies continue to disproportionately target Black and Hispanic youth with TV ads for soda, sports drinks and other sugary drinks, according to UConn's Rudd Center.

<https://today.uconn.edu/2020/06/rudd-center-beverage-companies-spent-1-billion-advertising-sugary-drinks-energy-drinks-2018/>



It's about Marketing to Kids especially Kids of Color:

**STATE of
CHILDHOOD OBESITY**
Helping All Children Grow Up Healthy

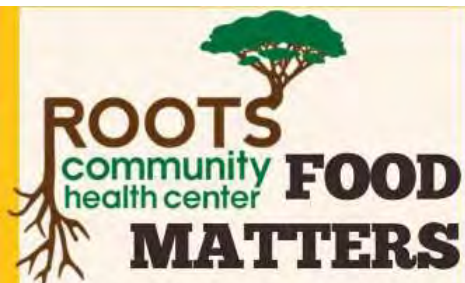
New report finds companies spent \$1 billion on advertising in 2018

Sugary Drink Marketing Targets Youth at Greatest Risk for Obesity

- In 2018, companies spent \$84 million to advertise regular soda, sports drinks and energy drinks on Spanish-language TV, an increase of 8% since 2013 and 80% since 2010.
- Sports drink brands disproportionately advertised on Spanish-language TV, dedicating 21% of their TV advertising budgets to Spanish-language TV, compared to 10% on average for all sugary drinks.
- Compared to white children and teens, black children saw 2.1 times as many sugary drink ads and black teens saw 2.3 times as many. Black youth exposure was particularly high for sports drinks, regular soda and energy drinks.

<https://stateofchildhoodobesity.org/stories/sugary-drink-marketing-targets-youth-at-greatest-risk-for-obesity/>





PLANTING THE SEEDS OF FOOD EQUITY



Healthy Black Families



Healthy Black Families,
Inc.'s Thirsty 4 Change
Program Presents

Black Mental Health Matters
Community Forum
March 30 @ 3pm Via
Zoom and Facebook Live
Register Here:



HEALTHY BLACK FAMILIES,
INC. INVITES YOU TO OUR

**SHOP SMART, EAT
HEALTHY LIVE COOKING
CLASSES**

Classes via Zoom and Facebook Live

**MARCH 9, 16, 23, 2021
@ 2:30PM PST**

[HTTPS://TINYURL.COM/SHOPSMARTEATHEALTHY](https://tinyurl.com/shopsmarateathealthy)

Healthy Black Families, Inc. invites you to join us for family fun with host Raheemah Nitoto and Chef HuNia Bradley live. Presenting fresh and easy 30 minute meals, delicious recipes and great tips as we explore healthy eating and wellness topics with special guests.

<https://www.healthyblackfamiliesinc.org/>

<https://www.thepraxisproject.org/videos/ep2-healthy-black-families-cbph-mini-series>

It's about Political and Economic Power: The Gate: California State Capitol

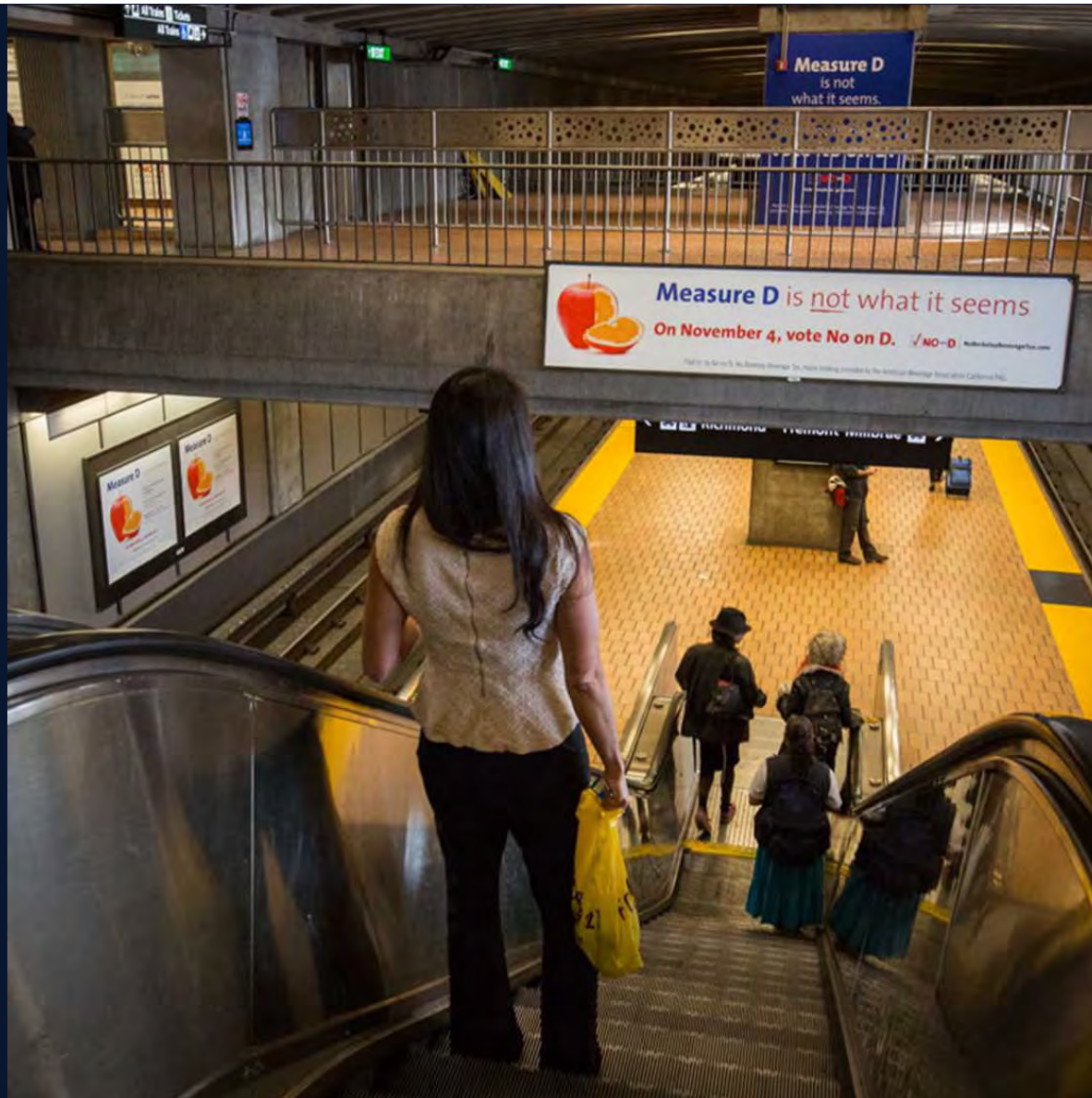


On the Ground:



No on D Campaign Saturation

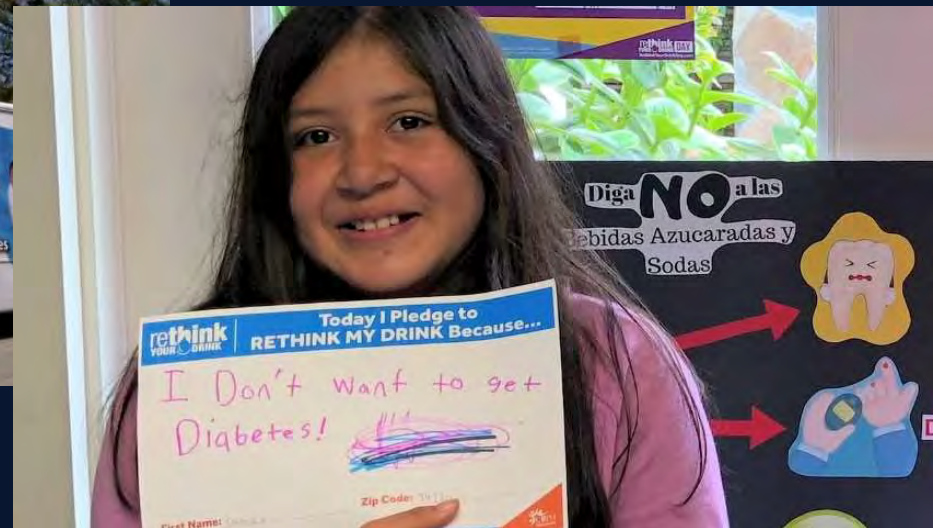




Advertising landmines

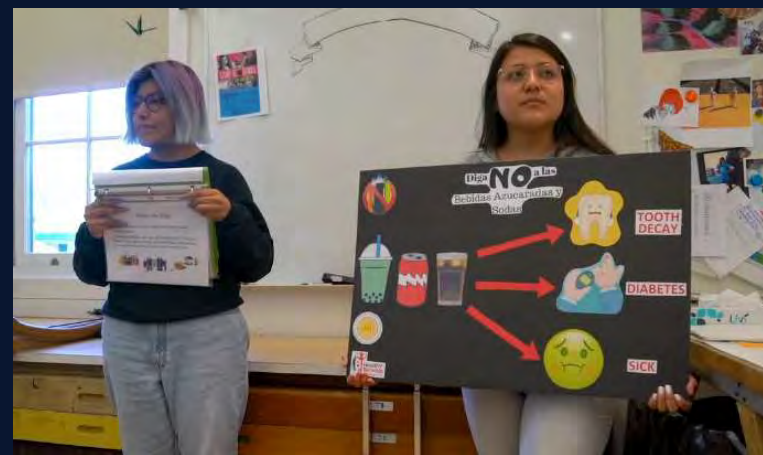






MultiCultural Institute

<https://www.thepraxisproject.org/videos/e/p3-multicultural-institute-cbph-mini-series>



YMCA of the East Bay, Head Start and Early Head Start

<https://www.thepraxisproject.org/videos/ep5-ymca-east-bay-cbph-mini-series>





<https://ecologycenter.org>

<https://www.thepraxisproject.org/videos/ep4-ecology-center-cbph-mini-series>

Thank You!

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