

by BMSG 4 years ago


#SodaTaxNews tweet chat, Oct. 9, 2014

A discussion of BMSG research on news portrayals of a failed soda tax in Telluride, CO, how it compared to previous soda tax debates, and lessons for advocates.


Join @BMSG & @YaleRuddCenter
for a **#SodaTaxNews**
tweet chat

Thurs, Oct 9
10 a.m. PST
1 p.m. EST


We'll discuss new BMSG research on how the media portrayed the debate over a failed soda tax proposal in Colorado, how it compared to previous soda tax debates, and lessons for advocates.




RUDD CENTER
FOR FOOD POLICY & OBESITY




In just one hour, join @BMSG and @YaleRuddCenter for a TweetChat about #SodaTaxNews. Don't miss it! pic.twitter.com/9cnGpqhlix


 CALIFORNIA ENDOWMENT @CALENDOW · 4 YEARS AGO



Soda Free Summer
@sodafreesummer


What's the media's role in shaping #SodaTaxNews? Join tweetchat in 30 minutes to find out! Feat rockstars @BMSG and @YaleRuddCenter

 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Welcome to today's tweetchat on #sodatnews!

 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

@BMSG is here w/ us to share new research on news portrayals of a soda tax proposal in Telluride, CO. ow.ly/CtvMi #sodataxnews

 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter


During the second half of the chat, we'll explore what this means for advocates in future soda tax debates. #sodataxnews

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Yale Rudd Center
@YaleRuddCenter


Before we begin, let's do introductions. Who's here with us today? #sodataxnews

 4 YEARS AGO



Corp Accountability
@StopCorpAbuse

We're excited to be joining today's #SodaTaxNews chat with @YaleRuddCenter & @BMSG!!

 4 YEARS AGO



Rajiv Narayan
Rajiv_Narayan

I'm following #SodaTaxNews from NYC after just finishing my grad degree. I call Berkeley+SF home, so this is a particularly resonant issue

 4 YEARS AGO



Dan Taber PhD
@DanTaber47


@YaleRuddCenter @BMSG Excited to join! #SodaTaxNews

 4 YEARS AGO


 **patrick mustain**
patrickmustain


Happening now: Lessons learned from previous soda tax measures. Join [@YaleRuddCenter](#) and [@BMSG](#) for [#SodaTaxNews](#) tweet chat!

 @Lifesweeter · 4 YEARS AGO


 **Sugar Free Kids**
@SugarFreeKidsMD


Hello [@YaleRuddCenter](#) ! [@SugarFreeKidsMD](#) is joining the conversation today.
[#SodaTaxNews](#)

 4 YEARS AGO


 **Yale Rudd Center**
@YaleRuddCenter

Let's start w/ some background: Telluride is a small town in SW Colorado known for skiing & other outdoor activities [#sodatxnews](#)

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 **Yale Rudd Center**
@YaleRuddCenter

A local group, Kick the Can Telluride, proposed the tax in 2013 to fund physical activity programs for kids. [#sodatxnews](#)

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 **Yale Rudd Center**
@YaleRuddCenter

Q1 What trends did you see in coverage of Telluride's soda tax proposal? [#sodatxnews](#)

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 **BMSG**
@BMSG

A1 Residents were very engaged, and made use of opinion space – letters to the editor, etc
ow.ly/CvPZ5 [#sodatxnews](#)

 4 YEARS AGO



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@BMSG

A1 We saw more pro-tax arguments in the news than anti-tax (although the tax was voted down)
ow.ly/CvQme #sodatatnews

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@BMSG

A1 Almost all news was published just before election day: >80% of articles were published in
Oct & Nov 2013 #sodatatnews

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Hanna Saltzman
@HannaSaltzman

A1: CO's biggest paper portrayed as a "quirky ballot issue," undermining the public health
importance: blogs.denverpost.com/thepot/2013/1... #sodatatnews

4 YEARS AGO



Erin Berger
erinberger11

"The only medical voice on the Big Soda side of the debate is Dr. Pepper" @JeffRitterman
#SodaTaxNews @BMSG

@YaleRuddCenter · 4 YEARS AGO



Rajiv Narayan
Rajiv_Narayan

A1 I commonly see the strawman critique that #sodatatnews hurts the poor, as if soda is the
only option. There is this thing called water.

@SavethePancreas · 4 YEARS AGO



patrick mustain
patrickmustain

.@Rajiv_Narayan Indeed, opponents call soda tax regressive, but T2D is a regressive disease
and far more costly #SodaTaxNews

4 YEARS AGO

**Nancy F Huehnergarth**

@nyshepa

Diabetes & other ailments linked to sugary drinks are regressive. If you're sick all the time, you can't work or finish school. #SodaTaxNews



4 YEARS AGO

**Dan Taber PhD**

@DanTaber47

@Rajiv_Narayan The "hurts the poor" argument makes no sense for so many reasons. This is when I need >140 characters. #SodaTaxNews



4 YEARS AGO

**Rajiv Narayan**

Rajiv_Narayan

The @BMSG put together a fascinating media study of the Telluride, CO #sodatnews proposal: ow.ly/CvQme #obesity



@YaleRuddCenter · 4 YEARS AGO

**Yale Rudd Center**

@YaleRuddCenter

Q2 How did soda tax supporters and opponents talk about the proposals in the news? #sodatnews



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**BMSG**

@BMSG

A2 Advocates stressed soda's health harms & how the tax would fund physical activity programs for kids ow.ly/CvRnP #sodatnews



@SavethePancreas · 4 YEARS AGO

**patrick mustain**

patrickmustain

A2 Industry has a pretty standard script. Here's a point-by-point response: bit.ly/1sgBxp9 #sodatnews



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@BMSG

A2 Opponents claimed soda tax was govt overreach and would hurt the tourist economy
ow.ly/CvRI9 #sodataxnews

4 YEARS AGO



patrick mustain
patrickmustain

.@BMSG Yes, because the one thing people think about when they're headed to beautiful Telluride, is how much soda will cost. #SodaTaxNews

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A2 Opponents dismissed health concerns: "I've looked at kids in the schoolyard...I don't see obesity as a local problem" #sodataxnews

@SavethePancreas · 4 YEARS AGO



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@BMSG

A2. Pro-tax speakers recalled Telluride's history as local policy trailblazer to build support
#sodataxnews

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A2 Tax opponents also evoked civic pride, called tax incompatible w town's history as civil liberties safe zone #sodataxnews

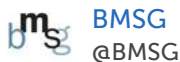
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Yale Rudd Center
@YaleRuddCenter

Q3 How did the coverage compare to previous #sodatax fights in Richmond and El Monte?
#sodataxnews

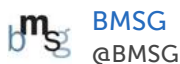
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A3 In all cities, pro-tax speakers discuss health harms of soda and [#phealth](#) benefits of taxes ow.ly/CvTrh [#sodataxnews](#)

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A3 City officials were mostly pro-tax and business owners mostly anti-tax in all cities ow.ly/CvTPB [#sodataxnews](#)

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A3 Anti-tax arguments were tailored to each city's concerns – in Telluride, civic pride & individualism ow.ly/CvU9u [#sodataxnews](#)

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Dan Taber PhD
@DanTaber47

.@BMSG Sounds like advocates too focused on [#phealth](#)? Opponents more savvy about tailoring to audience? [#sodataxnews](#)

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@DanTaber47 Like w/ tobacco, had to convince public of product's health harms first; that paved the way for regulation. [#SodaTaxNews](#)

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Hanna Saltzman
@HannaSaltzman

@DanTaber47 Interesting Q. But [#phealth](#) is most compelling reason for tax (& the whole basis), no? @BMSG [#sodataxnews](#)

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Dan Taber PhD
@DanTaber47

@HannaSaltzman @BMSG Logically it is. But voters aren't swayed by logic and data. I think we tend to assume health info will convince ppl.

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@DanTaber47 @HannaSaltzman Yes, very true, advocates must connect health data to values like protecting kids

4 YEARS AGO



Berkeley vs Big Soda
@BerkvsBigSoda

A3 Big Soda is a broken record. See @nestwife's breakdown of their soda tax myths qub.me/jIYrNT #sodatnews

4 YEARS AGO



Nancy F Huehnergath
@nyshepa

A3 In NYS in 2010, industry spent \$13 million to kill soda tax. Used job loss & regressive arguments. ow.ly/CvU9u #sodatnews

@koontz205 · 4 YEARS AGO



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A3 Few references to race or class in Telluride coverage - unlike Richmond and El Monte news ow.ly/CvUAo #sodatnews

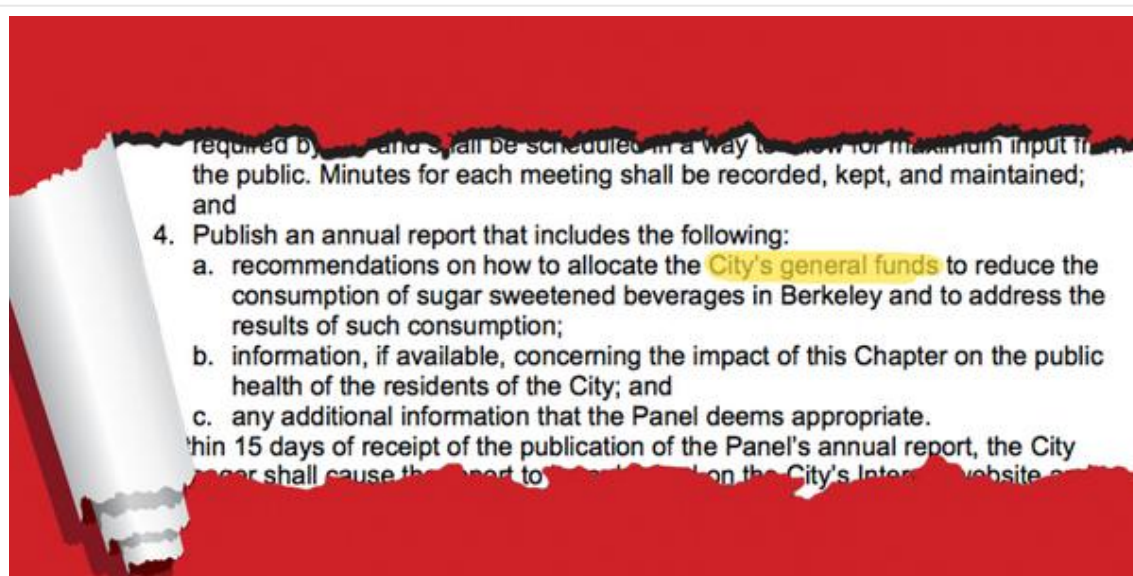
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A3 Unlike other cities, Telluride news dominated by opinion coverage – especially letters to the editor #sodatnews

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Money raised by #YesonD isn't earmarked for health programs-- can be spent on any political pet project. #sodatnews pic.twitter.com/pb7e72GC89

 NO BERKELEY BEVERAGE @BERKELEYBEVTAX · 4 YEARS AGO



patrick mustain
patrick@patrickmustain

.@BerkeleyBevTax Well hello there, beverage industry! #sodatnews

 4 YEARS AGO



Soda Free Summer
@sodafreesummer

Hi Big #Soda aka @AmerBev @BerkeleyBevTax #sodatnews

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Yale Rudd Center
@YaleRuddCenter

Q4 How did the beverage industry influence news coverage in Telluride? #sodatnews

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A4 Industry used local #frontgroups to carry anti-tax messages, bolster community opposition ow.ly/CvVwl #sodatnews

 4 YEARS AGO



.@sodafreesummer @BerkeleyBevTax #SodaTaxNews pic.twitter.com/lo0bl8o0GT

PATRICK MUSTAIN @PATRICKMUSTAIN · 4 YEARS AGO

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@BMSG

A4 Big Soda flew into town to fight proposal, then cast #phealth advocates as outsiders!
ow.ly/CvVIS #sodataxnews

@nestwife · 4 YEARS AGO

Berkeley vs Big Soda
@BerkvsBigSoda

.@BMSG Sound familiar? Berkeley's "local" No On D front group: noberkeleybeveragetax.com
#sodataxnews

4 YEARS AGO



STOP BIG #SODA

“If the soda industry really wants to help prevent obesity, it should... stop.

Stop fighting tax and size initiatives,

Stop opposing warning labels on sugary drinks,

Stop lobbying against restrictions on sodas in schools,

Stop using sports and music celebrities to sell products to children,

Stop targeting marketing to African-American and Hispanic young people, and

Stop funding research studies designed to give sodas a clean bill of health.”


- @marionnestle

If you REALLY care about health Big Soda, stop. (@BerkeleyBevTax @AmeriBev @NoSFBevTax)
#sodatnews #NewsHourChats pic.twitter.com/g2T6VmPzwG

 SODA FREE SUMMER @SODAFREESUMMER  @DontPlateOnMe · 4 YEARS AGO

 **BMSG**
@BMSG


A4 Industry stoked fears about loss of tourism \$\$, threats to individual liberty from “outsider” advocates #sodatnews

 4 YEARS AGO

 **patrick mustain**
patrickmustain

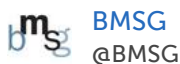
A4 Beverage industry influences a lot more than just news coverage. #SodaTaxNews VIDEO from @YaleRuddCenter youtube.com/watch?v=HvNy2P...

 @SavethePancreas · 4 YEARS AGO

 **Yale Rudd Center**
@YaleRuddCenter

Q5 What surprised you most about #sodatnews in Telluride?

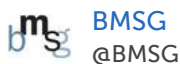
 4 YEARS AGO



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A5 B/c pro-tax group was well-funded, opponents used news to criticize advocates in a way we didn't see elsewhere [#sodatatnews](#)

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A5 Anti-tax speakers pointed to funds that advocates received to justify industry's anti-tax spending [#sodatatnews](#)

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Yale Rudd Center
@YaleRuddCenter


Q6 What industry tactics are appearing in emerging fights in other cities? [#sodatatnews](#)

 4 YEARS AGO



Berkeley vs Big Soda
@BerkvsBigSoda

Not surprised to hear that Big Soda's tactics are old and consistent - whether in Telluride, Richmond, El Monte, or Berkeley. [#sodatatnews](#)

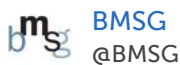
 4 YEARS AGO



Rajiv Narayan
Rajiv_Narayan


The [beverage] industry eventually spent nearly \$150 per vote in Richmond [to defeat the [#sodatat](#) proposal]: contracostatimes.com/ci_22873954/re...

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A6 Industry using "affordability" as a wedge issue in San Francisco bit.ly/1hMAIUG [#sodatatnews](#)





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Leon Cain retweeted


 **Matt Rodriguez** @RodStrategies · Nov 5

Associate @leonmcain with Sen. @EllenCorbettCA visiting @Pepsi's Hayward facility last Friday



  2   [View more photos and videos](#)

[.@BerkeleyBevTax #TBT #sodataxnews](#) "Concerned citizen" who sued Berkeley actually on Big #Soda payroll, visits [@pepsi pic.twitter.com/5NiStphFfC](http://pic.twitter.com/5NiStphFfC)

 SODA FREE SUMMER @SODAFREESUMMER · 4 YEARS AGO

 **BMSG**
@BMSG

A6 Soda industry has already spent \$1.4 million dollars to fight soda tax in Berkeley
ow.ly/CvZAd #SodaTaxNews

 @BerkvsBigSoda · 4 YEARS AGO



A6 Trying to confuse & mislead voters about what's in or out of Measure D in Berkeley
[#sodatnews pic.twitter.com/xMYWQsrzWk](https://twitter.com/xMYWQsrzWk)

BERKELEY VS BIG SODA @BERKVSBIGSODA · 4 YEARS AGO

patrick mustain
 patrickmustain

A6 in hilarious/sad move, beverage industry celebrates childhood obesity month [#sodatnews](https://twitter.com/sodatnews)
bit.ly/1ycs1Ha

4 YEARS AGO

Berkeley vs Big Soda
 @BerkvsBigSoda

A6 Big Soda PAID someone to move to Berkeley & register to vote here, so they could sue
[#YesOnD](https://twitter.com/YesOnD) and City. [#TBT](https://twitter.com/TBT) [#sodatnews](https://twitter.com/sodatnews)

4 YEARS AGO

Nancy F Huehnergath
 @nyshepa

A6 Insinuating that the cost of everything in your grocery cart will rise; class and race baiting
[#sodatnews](https://twitter.com/sodatnews)

4 YEARS AGO

**Nancy F Huehnergath**

@nyshepa

A6 Claiming stores will lose business. People will ALWAYS buy drinks — just healthier ones.
#sodataxnews



@YaleRuddCenter · 4 YEARS AGO

**Soda Free Summer**

@sodafreesummer

Next generation is smart, already calling out Big #Soda #SodaTaxNews #NewsHourChats cc
@BigPicCampaign youtube.com/watch?v=houn2M...



@YaleRuddCenter · 4 YEARS AGO

**BMSG**

@BMSG

A6 SF, Berkeley advocates anticipate industry tactics, focus on ground game & building local support politi.co/1uK15tl #sodataxnews



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**Soda Free Summer**

@sodafreesummer

& it's working! MT @BMSG A6 SF, Berkeley advocates anticipate industry tactics, focus on ground game & building local support #sodataxnews



@SavethePancreas · 4 YEARS AGO

**Yale Rudd Center**

@YaleRuddCenter

Q7 What recommendations does your research suggest for future tax debates? #sodataxnews



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**BMSG**

@BMSG

A7 Coverage was mostly around election – try to create news, pitch stories earlier in campaigns
ow.ly/CwoOx #sodataxnews



4 YEARS AGO



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@BMSG

A7 Promote community advocacy and emphasize difference between real local organizing and industry-paid groups [#sodatatnews](#)



@CaseyHinds · 4 YEARS AGO



Berkeley vs Big Soda
@BerkvsBigSoda

A7 Big Soda doesn't have anything new to say - easy to anticipate tactics, pitch stories early & frequently in the campaign. [#sodatatnews](#)



@YaleRuddCenter · 4 YEARS AGO



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@BMSG

A7 Anticipate that opponents may justify industry tactics by pointing to funds that advocates receive [#sodatatnews](#)



4 YEARS AGO



A7 Make supporters aware of what tactics industry will use & give them tools to fight back!
[#sodatatnews pic.twitter.com/A10gOq189A](#)




BERKELEY VS BIG SODA @BERKVSBIGSODA · 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Q8 What can advocates do to counter industry tactics? [#sodatnews](#)

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@BMSG


A8 Point out what industry spends to interfere w/ local efforts to improve community
bit.ly/1bSsBk1 [#sodatnews](#)

 @StopCorpAbuse · 4 YEARS AGO



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@BMSG

A8 The industry follows patterns. Know the opposition and anticipate what they will say.
[#sodatnews](#) bit.ly/Y8biVV

 4 YEARS AGO



BMSG
@BMSG

A8 Bring together a variety of community voices to directly refute industry claims ow.ly/Cw2Uf
[#sodatnews](#)

 @jncordeiro · 4 YEARS AGO



Soda Free Summer
@sodafreesummer


A8 Give young people a voice! Theyre not afraid of speaking truth about [#soda](#)
youtube.com/watch?v=tgh8Nx... [#sodatnews](#) cc @BigPicCampaign

 4 YEARS AGO



Berkeley vs Big Soda
@BerkvsBigSoda

A8 Engage community members to be watchdogs in calling the industry on their tactics: Big Soda = BS. [#sodatnews](#)

 4 YEARS AGO



Dan Taber PhD
@DanTaber47

A8 Call out industry when they claim to care about health. No evidence that Big Soda pledges affect anyone's health. [#sodataxnews](#)



@CaseyHinds · 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Q9 What resources are available to educate about industry tactics and upcoming soda tax fights? [#sodataxnews](#)



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Yale Rudd Center
@YaleRuddCenter

A9 Stay on top of the latest developments with BMSG's weekly digest: bit.ly/MOs1rB [#sodataxnews](#)



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patrick mustain
patrick@patrickmustain

A9 a lot of great resources for parents, advocates, researchers re: [#SodaTaxNews](#) via [@YaleRuddCenter](#): sugarydrinkfacts.org



4 YEARS AGO



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@BMSG

A9 [@nestwife](#) for [@beyondchron](#) debunks myths spun by soda industry: bit.ly/1eeGHH1 [#sodataxnews](#)



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Yale Rudd Center
@YaleRuddCenter

A9 Answers to hard questions about soda taxes: bit.ly/1mj6AMl [#sodataxnews](#)



@SavethePancreas · 4 YEARS AGO



BMSG
@BMSG

A9 Sugary drink nutrition & marketing info avail @YaleRuddCenter Sugary Drink FACTS:
bit.ly/1hq5LIZ

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Yale Rudd Center
@YaleRuddCenter

A9 Lessons from #sodatax fights in Richmond and El Monte: bit.ly/1viBIzn #sodataxnews

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Berkeley vs Big Soda
@BerkvsBigSoda

A9 We compiled resources for supporters to use: qub.me/s3aVOM from @YaleRuddCenter
@kickthecaninfo @CSPI @HarvardHSPH #sodataxnews

@WatersEwaters · 4 YEARS AGO



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@BMSG

A9 Soda Tax Revenue Calculator can help counter industry claims about soda tax economic harms: bit.ly/1kUOpPK

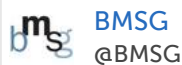
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Soda Free Summer
@sodafreesummer

A9 Orgs want to help, let them. Ex: Central Bay Area YMCA comes out in support of Berkeley soda tax! #sodataxnews contracostatimes.com/contracosta-t...

@SavethePancreas · 4 YEARS AGO



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@BMSG

A9 Legislation database can help advocates stay on top of new and emerging proposals around SSBs: bit.ly/L9mKtJ

4 YEARS AGO



A9 Who's Your Nanny? infographic on brand's influence. RT if you agree! bit.ly/whosournanny
[#sodatatnews](https://twitter.com/sodatatnews) [pic.twitter.com/5HhpfY5Ygj](https://twitter.com/5HhpfY5Ygj)

 CSPI [@CSPI](https://twitter.com/CSPI) [@JessicaAlmy](https://twitter.com/JessicaAlmy) · 4 YEARS AGO



CSPI
[@CSPI](https://twitter.com/CSPI)

A9 Take action to support The SWEET Act. (A proposed national soda tax.) ow.ly/Cw4LL
[#sodatatnews](https://twitter.com/sodatatnews)

 [@SavethePancreas](https://twitter.com/SavethePancreas) · 4 YEARS AGO



Berkeley vs Big Soda
[@BerkvsBigSoda](https://twitter.com/BerkvsBigSoda)

PDF of "Big Soda's Playbook" on our website: goo.gl/okVpxC [#sodatatnews](https://twitter.com/sodatatnews) cc [@BMSG](https://twitter.com/BMSG)
[@YaleRuddCenter](https://twitter.com/YaleRuddCenter) Will try to get better version up!

 [@wowalymoore](https://twitter.com/wowalymoore) · 4 YEARS AGO




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]


Well done! MT @BerkvsBigSoda: PDF of "Big Soda's Playbook" on our website: goo.gl/0kVpxC
#sodatnews pic.twitter.com/DkUyP5zl70


 USHEALTHYKIDS @CASEYHINDS · 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter


A9 Find advocacy tools at @kickthecaninfo! bit.ly/1Dznod3 #sodatnews


 @kickthecaninfo · 4 YEARS AGO



Kick the Can
@kickthecaninfo

Indeed! Thank you, @YaleRuddCenter! We're working all the time to keep our KTC resources current/accurate/easy-to-use & locate #sodatnews


 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter


A9 J Pomeranz on lessons we can take from tobacco control as we work toward ssb regulation:
bit.ly/1q7gSSz


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BMSG
@BMSG

Thanks @YaleRuddCenter for a great chat! We'll post a Storify link soon.

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Yale Rudd Center
@YaleRuddCenter

Thanks @BMSG for a great chat about #sodatnews!

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Berkeley vs Big Soda

@BerkvsBigSoda

Thanks @BMSG @YaleRuddCenter & everyone who participated in chat abt #sodataxnews - lots of great information to share!

 4 YEARS AGO



CSPI

@CSPI

@YaleRuddCenter @BMSG Thanks for having us! Lots of great resources. #SodaTaxNews

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Soda Free Summer

@sodafreesummer

Thank you for hosting! @BMSG @YaleRuddCenter

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