

by BMSG 4 years ago

#SodaTaxNews Twitter Chat March 6, 2014

Along with Yale's Rudd Center for Food Policy & Obesity, Berkeley Media Studies Group hosted a tweetchat to discuss new BMSG research on media portrayals of soda taxes, the soda industry's influence over two failed soda tax proposals in California, and lessons for advocates.



LCHC
@LCHC_CA

#SodaTaxNews tweetchat w/ @BMSG & @YaleRuddCenter starting now! #sodatax #sodawarninglabel #phealth

 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Welcome to today's tweetchat on #sodataxnews!

 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

@BMSG is here w/ us to share new research on news portrayals of ssb tax proposals in 2 CA cities. bit.ly/MyHyLN #sodataxnews

 @MDAC01 · 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


 4 YEARS AGO




ChangeLab Solutions
@ChangeLabWorks


Hi, all! This is Ray Leung, @ChangeLabWorks staff attorney, joining today's #SodaTaxNews chat.

 4 YEARS AGO


 **Robert Rogers**
SFBayAreaNews @SFBayAreaNewsrogers


Hola! This is Robert Rogers of the @CCTimes joining today's #SodaTaxNews chat

 4 YEARS AGO


 **Soda Free Summer**
@sodafreesummer


Hi all. @sodafreesummer is in the house for the #SodaTaxNews chat. Thx for organizing @BMSG & @YaleRuddCenter!

 4 YEARS AGO


 **patrick mustain**
patrickmustain


Joining @BMSG and @YaleRuddCenter for tweet chat on how #sodatnews is portrayed in the media

 4 YEARS AGO


 **Prevention Institute**
@preventioninst


We're joining .@BMSG and .@YaleRuddCenter on today's #SodaTaxNews chat, starting now! We hope you can join, too! #phealth

 4 YEARS AGO


 **andrew cheyne**
@andrew_cheyne

Hi everyone I'm one of the co-authors on the study, joining in as well. #sodatnews

 4 YEARS AGO

 **Yale Rudd Center**
@YaleRuddCenter

Q1. What overall trends did you see in coverage of Richmond & El Monte's soda tax measures? #sodatnews

 @Strat_Alliance · 4 YEARS AGO



BMSG
@BMSG

A1. Industry spending (\$4 million in cities with a combined population of about 200k) was a big part of the story [#sodataxnews](#)



@Strat_Alliance · 4 YEARS AGO



Soda Free Summer
@sodafreesummer

A1. Yes, money money money from industry [#SodaTaxNews](#)



4 YEARS AGO



BMSG
@BMSG

A1. Local media outlets did in-depth investigative reporting on industry tactics and spending bit.ly/1oYoH9x [#sodataxnews](#)



@sodafreesummer · 4 YEARS AGO



Robert Rogers
@SFBaynewsrogers

No ballot initiative in Richmond ever drew as much money or as much news ink as the [#sodataxnews](#)



@sodafreesummer · 4 YEARS AGO



Casey Hinds
@CaseyHinds

A1 [#SodaTaxNews](#) via [@marionnestle](#) Next time, engaged communities may be ready to vote for health over corp. interests foodpolitics.com/2012/12/the-de...



4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Q2. How did soda tax supporters and opponents talk about the proposals in the news? [#sodataxnews](#)



@sstrumello · 4 YEARS AGO



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A2. Advocates emphasized soda's damage, how taxes can improve community health
bit.ly/1caMB1p #sodataxnews

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A2. Opponents claimed soda taxes are ineffective, financially ruinous, and regressive
bit.ly/MyHyLN #sodataxnews

@mbuengerMPH · 4 YEARS AGO



Bridging the Gap
@BTGresearch

Industry tried to argue taxes = job loss. We found that's not true: ow.ly/3hPFaJ @HEResearch
#sodataxnews

@Olivefarmer · 4 YEARS AGO



Robert Rogers

SFBaynewsrogers

#Richmond regressivity of sodatax was drum the opponents beat incessantly. In a working class town, strategy was effective #sodataxnews

4 YEARS AGO



andrew cheyne
@andrew_cheyne

@SFBaynewsrogers Good to remember that obesity & its diseases are regressive too....
#sodataxnews

@YaleRuddCenter · 4 YEARS AGO



NEACH
@NEACHHealth

@andrew_cheyne And a tax is a great way to generate revenue for programs to serve low-income pops! #SodaTaxNews

4 YEARS AGO



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@BMSG

A2. Soda industry fingerprints were all over the opposition, but not all news coverage made this clear. bit.ly/1cCpgQV #sodataxnews



@YaleRuddCenter · 4 YEARS AGO



Dana Woldow
@nestwife

The fight is already heating up in SF and the election is still 8 months away #SodaTaxNews



4 YEARS AGO



Soda Free Summer
@sodafreesummer

Downright scary how much \$ they will spend! @nestwife The fight is already heating up in SF; election is still 8 months away #SodaTaxNews



@ArthurSmid · 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Q3: How did the beverage industry influence news coverage in Richmond and El Monte?
#sodataxnews



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A3. Industry used #frontgroups to carry anti-tax message, suggest community opposition
#sodataxnews bit.ly/1ftUoIa



@CSPI · 4 YEARS AGO



BMSG
@BMSG

A3. Industry even directly paid some influential community groups who voiced anti-tax messages bit.ly/1cCpgQV #sodataxnews



@DDemondKing · 4 YEARS AGO

**ChangeLab Solutions**

ChangeLabWorks

@BMSG Yes, similar tactics in SF now. #bigsoda front grp has over 12k likes on FB already. exploiting class/affordbilty/housing #sodatatnews



4 YEARS AGO

**Soda Free Summer**

@sodafreesummer

Yes @ChangeLabWorks @BMSG And they're at events all over city w/ specific messaging for each specific demographic of city. #sodatatnews



4 YEARS AGO

If you make \$50,000 per year, you pay:

- \$247.75 a year for defense
- \$3.98 a year for natural disaster relief (FEMA)
- \$22.88 a year for unemployment insurance
- \$36.82 a year for SNAP (food stamps)
- \$6.96 a year for welfare
- \$43.78 a year for retirement and disability to government workers (civilian and military)
- \$235.81 a year for Medicare
- \$4,000 a year in corporate subsidies

Are you sure you're pissed off at the right people?

facebook.com/BitchyPundit
google.com/+BitchyPundit

SOURCES: <https://www.commondreams.org/view/2013/09/23> • <http://www.whitehouse.gov/2012-taxreceipt>

Need something like this to counter: MT @BMSG @sodafreesummer Now they're using "affordability" #SodaTaxNews pic.twitter.com/rJq7YBFXRH



CASEY HINDS @CASEYHINDS · 4 YEARS AGO

**SaludToday**

SaludToday

A3: "capitalized on class, race-based tensions to depict tax as hurtful to vulnerable pops, Latinos, Latino business-owners" #SodaTaxNews



@andrew_cheyne · 4 YEARS AGO

**Yale Rudd Center**

@YaleRuddCenter

Q4: What other tactics did the industry use to fight the taxes?

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**BMSG**

@BMSG

A4: Industry exploited community concerns to build opposition: racial tension in Richmond, fiscal woes in El Monte [#sodatatnews](#)

4 YEARS AGO

**BMSG**

@BMSG

A4: Soda industry used race-baiting tactics to stoke opposition in Richmond bit.ly/1nRBrhQ [#sodatatnews](#)

4 YEARS AGO

**BMSG**

@BMSG

A4: Big Soda made inroads in Richmond at cultural events - pics tell 1000 words bit.ly/1butv5U [#sodatatnews](#)

@patrickmustain · 4 YEARS AGO

**Robert Rogers**

SFBaynewsrogers

In [#Richmond](#), proponents had no chance. El Monte too. Trounced. Wrong place, wrong tax, wrong time. SF/Berkeley, diff. story [#sodatatnews](#)

@sodafreesummer · 4 YEARS AGO

**Casey Hinds**

CaseyHinds

[@SFBaynewsrogers](#) [@BMSG](#) People like [@Npanagopoulos](#) & [@AllThingsPun](#) are trying to underplay the role of soda \$ in their efforts [#SodaTaxNews](#)

4 YEARS AGO



Prevention Institute

@preventioninst

Some insight into #BigFood & #BigSoda's marketing tactics: [vid]
preventioninstitute.org/focus-areas/su... #Sodataxnews #notbuyingit



@Olivefarmer · 4 YEARS AGO



CSPI

@CSPI

Report: "Selfish Giving: How the Soda Industry Uses Philanthropy to Sweeten its Profits"
ow.ly/ujApO (PDF) #SodaTaxNews



@jcschonborn · 4 YEARS AGO



Yale Rudd Center

@YaleRuddCenter

Q5. in #publichealth we often see debate about role of govt and personal responsibility – how did those appear in #sodataxnews?



4 YEARS AGO



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@BMSG

A5: Advocates like @JeffRitterman, @AndreQuintero argued health as key responsibility of govt
bit.ly/1c9wdhq #sodataxnews



@sodafreesummer · 4 YEARS AGO



patrick mustain

patrickmustain

@sodafreesummer @YaleRuddCenter gov. has important role to play. Great argument for that
 in video: bit.ly/1c9wdhq #sodataxnews



@YaleRuddCenter · 4 YEARS AGO




BMSG

@BMSG


A5: Industry shirked its own accountability, blamed parents and consumers #sodataxnews




4 YEARS AGO


 **Soda Free Summer**
@sodafreesummer

A5. Oh boy, if we hear "nanny" one more time. :) @YaleRuddCenter Re: debate about role of govt and personal responsibility #sodatnews

 @patrickmustain · 4 YEARS AGO

 **Yale Rudd Center**
@YaleRuddCenter

Q6. What industry tactics have you seen in other soda tax debates, or in emerging fights?
#sodatnews

 4 YEARS AGO

 **BMSG**
@BMSG

A6: In Telluride CO Big Soda flew into town to fight proposal, then cast #phealth advocates as outsiders bit.ly/1cvKooP #sodatnews

 4 YEARS AGO

 **BMSG**
@BMSG


A6: Industry already using "affordability" as a wedge issue in San Francisco bit.ly/1hMAIUG
#sodatnews

 4 YEARS AGO


 **BMSG**
@BMSG

A6: SF Supervisors anticipating industry tactics, reclaiming public health as a govt priority
bit.ly/1cm8Grx #sodatnews

 @MaloneRuth · 4 YEARS AGO


 **Robert Rogers**
SFBaynewsrogers


Excellent point @ChangeLabWorks : due to gen. tax law, opponents prey on lack of faith in govt, claim money will be misused. #SodaTaxNews

 4 YEARS AGO

 **Soda Free Summer**
@sodafreesummer


Yep lots of bashing of SF govt already going on MT @SFBaynewsrogers @ChangeLabWorks opponents prey on lack of faith in govt #SodaTaxNews

 @DiabesityChat · 4 YEARS AGO


 **ChangeLab Solutions**
ChangeLabWorks


A6: #bigsoda takes advtge of tax structure. if no earmarked funds, they can and WILL say "not 1 penny for obesity" #SodaTaxNews

 4 YEARS AGO


 **ChangeLab Solutions**
ChangeLabWorks


A6: some info re: tax structure in CA. bit.ly/MRcSFX remember other states can be different. #sodatnews

 4 YEARS AGO

 **Soda Free Summer**
@sodafreesummer


A6. Projecting/Lying about future taxation plans. Basically fear-mongering: "Now soda, next fried foods? Where will it end?" #sodatnews

 4 YEARS AGO


 **BMSG**
@BMSG


A6: In Illinois, Big Soda claims tax would cost jobs – but research shows that's not true bit.ly/1c4vXeg #sodatnews

 @DiabesityChat · 4 YEARS AGO


 **SaludToday**
SaludToday


A6: Latino kids= big users of digital/mobile/viral marketing media, which bev/food industry has increased spending on by 50% #SodaTaxNews

 @msel1109 · 4 YEARS AGO


 **SaludToday**
SaludToday SaludToday

Read more about Latino kids and SSBs here: salud-america.org/sites/salud-am...
[#SodaTaxNews](#)

 @DunkTheJunkFood · 4 YEARS AGO


 **Yale Rudd Center**
@YaleRuddCenter


Q7: What recommendations does your research suggest for future tax debates? [#sodatatnews](#)

 4 YEARS AGO


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
A7: Coverage was mostly around election – try to create news, pitch stories earlier in campaigns
bit.ly/MyHyLN [#sodatatnews](#)

 4 YEARS AGO


 **BMSG**
@BMSG


A7: Advocates, local officials are great messengers, but we need other voices, like engaged youth and community leaders [#sodatatnews](#)

 @ChangeLabWorks · 4 YEARS AGO


 **Soda Free Summer**
@sodafreesummer

A7: No research to back up, but getting young people involved. Their words are powerful, hard to argue with or ignore. [#SodaTaxNews](#)

 4 YEARS AGO

 **Soda Free Summer**
@sodafreesummer

A7: The [@BigPicCampaign](#) work and videos help spread the message! youtube.com/watch?v=tgh8Nx... [#sodatatnews](#)

 @YaleRuddCenter · 4 YEARS AGO



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@BMSG

A7: Promote community advocacy and emphasize difference between real grass roots organizing and Industry paid "astroturf" groups

4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Q8: What can advocates do to counter industry tactics/spending? #sodatnews

@comfoodjustice · 4 YEARS AGO



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A8: Use social math! #BigSoda spent more fighting the tax than it would have raised in a year. Do they care about #phealth? #sodatnews

@AlamYoosuff · 4 YEARS AGO



Community Commons
@CommunityCommon

We're partial to using data for policy change! ;) RT @YaleRuddCenter: Q8: What can advocates do to counter industry? #sodatnews

@sodafreesummer · 4 YEARS AGO



Community Commons
@CommunityCommon

map: Children and teens drinking ≥ 2 Sodas/SSB, % by county in CA ow.ly/ujzUR
#sodatnews

@kimipalmisano · 4 YEARS AGO



BMSG
@BMSG

A8: Point out that industry spends millions to interfere w/ local efforts to improve community
bit.ly/1bSsBk1 #sodatnews

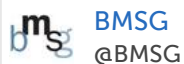
4 YEARS AGO



BMSG
@BMSG

A8: Expose the lies they use in campaigns to attack policy proposals bit.ly/1mj6AMl
#sodataxnews

4 YEARS AGO



BMSG
@BMSG

A8: The industry follows patterns. Know the opposition and anticipate what they will say.
#sodataxnews bit.ly/1bka1eV

@AlamYoosuff · 4 YEARS AGO



ChangeLab Solutions
@ChangeLabWorks

@BMSG @YaleRuddCenter A8: #phealth will not outspend #bigsoda. so it's all about organizing - and doing it EARLY. #SodaTaxNews

@YaleRuddCenter · 4 YEARS AGO



CSPI
@CSPI

A8 Join us in June for the National Soda Summit! cspinet.org/Soda-Summit-20...
#SodaTaxNews #SodaSummit

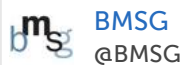
@kickthecaninfo · 4 YEARS AGO



Yale Rudd Center
@YaleRuddCenter

Q9: How can journalists ensure thorough coverage of soda tax proposals? #sodataxnews


4 YEARS AGO




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@BMSG


A9: Name the industry as behind the anti-tax campaigns! Don't let them hide behind
#frontgroups bit.ly/MyHyLN #sodataxnews

@CommunityCommon · 4 YEARS AGO


 **Dana Woldow**
@nestwife

A9: Actually read the studies folks cite to see if they really support the claims made for them tinyurl.com/myunrot #SodaTaxNews

 @patrickmustain · 4 YEARS AGO

 **Dana Woldow**
@nestwife


Busting soda tax myths is almost embarrassingly easy tinyurl.com/mxgk972 #SodaTaxNews

 @msel1109 · 4 YEARS AGO


 **ChangeLab Solutions**
ChangeLabWorks


@BMSG @patrickmustain as noted in @BMSG article, journalists shld rprt on actvities. esp. when deceptive: bit.ly/1cPU5Vz #sodatnews

 4 YEARS AGO


 **BMSG**
@BMSG


A9: Interview a variety of sources. Look for & expose any industry ties they have. #sodatnews

 4 YEARS AGO


 **Yale Rudd Center**
@YaleRuddCenter

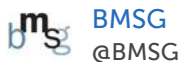
Q10: What resources are available to educate about industry tactics and upcoming soda tax fights? #sodatnews

 4 YEARS AGO

 **BMSG**
@BMSG

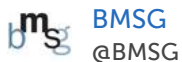
A10: Stay on top of the latest developments with BMSG's weekly digest bit.ly/MOs1rB #sodatnews

 4 YEARS AGO




A10: Great answers to hard questions about soda taxes bit.ly/1mj6AMl #sodataxnews

 @sodafreesummer · 4 YEARS AGO



A10: Excellent series from @nestwife for @beyondchron bit.ly/1eeGHH1 #sodataxnews

 4 YEARS AGO




A10: Dr Pepper & Mr Hyde – the many faces of Big Soda in soda tax debates, and what it means for SF bit.ly/1c9mRTa #sodataxnews

 @MaloneRuth · 4 YEARS AGO



A10: Check out #SaludAmerica's #GrowingHealthyChange platform 2 track SSB activities across the country bit.ly/1n1efO4 #SodaTaxNews

 4 YEARS AGO



Very cool: RT @CommunityCommon: Map: States with additional tax on soda ow.ly/ujB3G #sodataxnews ow.ly/i/4OknA

 4 YEARS AGO



A10: Legislation database can help advocates stay on top of new and emerging proposals around SSBs: bit.ly/L9mKtJ #sodataxnews

 4 YEARS AGO



BMSG
@BMSG

A10: Get educated with @kickthecaninfo! bit.ly/1l6dXbQ #sodataxnews

4 YEARS AGO



BMSG
@BMSG

A10: Sugary drink nutrition & marketing info avail @YaleRuddCenter Sugary Drink FACTS: bit.ly/1hq5LIZ #sodataxnews

@SaludToday · 4 YEARS AGO



BMSG
@BMSG

A10: Soda Tax Revenue Calculator can help counter industry claims about soda tax economic harms: bit.ly/1kUOpPK #sodataxnews

4 YEARS AGO



BMSG
@BMSG

A10: Point-by-point response to industry arguments: bit.ly/1bka1eV #sodataxnews

4 YEARS AGO



Soda Free Summer
@sodafreesummer

A10: Reiterate that it's not taxation "or" education. It's "and". We've been educating for decades; time for next step. #SodaTaxNews

@CaseyHinds · 4 YEARS AGO



ChangeLab Solutions
@CommunityCommon

A10: Our SSB playbook includes tax and other strategies to reduce SSB consumption: bit.ly/1mWBgqu #SodaTaxNews

@CommunityCommon · 4 YEARS AGO