



**ICYMI:**

**HARVARD STUDY PREDICTS “MAJOR HEALTH BENEFITS”  
FOR PHILADELPHIA FROM SUGARY DRINKS TAX**

*Thousands would avoid diabetes and obesity, saving nearly \$200 million in health costs*

*Philadelphia, April 28, 2016* – A new Harvard University study predicts that the passage of the proposed Sugary Drinks Tax would prevent 2,300 cases of diabetes per year in Philadelphia, while also helping to reduce obesity in children and adults – the prevention of which could prevent the deaths of more than 700 people over the next decade and save nearly \$200 million in health costs.

The Harvard study, conducted by Professor Steven Gortmaker and featured today in a front-page story in *The Philadelphia Inquirer*, provides compelling evidence that the proposed Sugary Drinks Tax offers major benefits for local citizens.

The study also takes direct aim at critics who describe the tax as “regressive,” stating that the tax actually is “progressive” for public health because of the benefits associated with reduced sugar consumption, especially among lower-income residents.

“Right now, they are spending a lot of their money on sugar-sweetened beverages that are, frankly, killing them,” Professor Gortmaker told *Inquirer*. He said the proposed tax is “just a total winner of a policy from a public health perspective.”

The proposed FY 2017 City budget includes the tax as a means to pay for \$400 million in new investments over five years, including: expanding pre-K programs to serve up to 25,000 pre-school children, creating 25 community schools, revitalizing city parks, libraries and rec centers, and retrofitting City-owned buildings to make them more energy efficient.

Here’s a link to the *Inquirer* story:

[http://www.philly.com/philly/health/20160428\\_Harvard\\_study\\_Soda\\_tax\\_would\\_make\\_Philadelphia\\_healthier.html](http://www.philly.com/philly/health/20160428_Harvard_study_Soda_tax_would_make_Philadelphia_healthier.html)

**About PFF**

Philadelphians for a Fair Future represents a growing coalition of 62 organizations from all walks of life in Philadelphia, including: Public Citizens for Children and Youth; the

**Harvard Study**  
**April 28, 2016**  
**Page 2**

Philadelphia Parks Alliance; the Philadelphia Federation of Teachers; Education Voters of Pennsylvania; the Service Employees International Union; Center for Popular Democracy; the Alliance of Community Service Providers; the Delaware Valley Association for the Education of Young Children; Men United for a Better Philadelphia; Ceiba; Action United; Aspira; the Center for Science in the Public Interest; Lodge 5 of the FOP; Local 22, IAFF; District Councils 33 and 47, AFSCME; Youth United for Change; and multiple community development corporations and small business owners from throughout the city.

The Coalition's activities are focused on raising public awareness about the importance of the Mayor's budget investments and the need to enact the Sugary Drinks tax as the only fair way to pay for them.

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