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| **Title of Innovation in policy and practice presentation** The Development, Implementation, and Evaluation of Philadelphia’s Unique Sugar-Sweetened Beverage Tax to Improve Health and Provide Needed Community Education and Services |
| **Setting/problem**Excessive body weight has greatly increased the risk of chronic diseases and premature death worldwide. The promotion, marketing, and consumption of sugar-sweetened beverages (SSB) has shown to significantly contribute to the increase of overweight and obesity. One of the evidence-based strategies to reduce such consumption has been the development of health-promoting tax policies on SSB.**Intervention**In 2016, after two unsuccessful attempts to pass a SSB tax, a coalition of community organizations worked with the Philadelphia city administration to develop a new SSB tax proposal ($.015/ounce on sugary and dietary beverages). The proposal was re-framed from solely obesity prevention to focus on providing direct community benefits for needed services in the areas of preschool education, community schools, parks and recreation, and libraries. To avoid legal challenges, the proposal was instituted as a tax on SSB distributors and not consumers. Overcoming a large media campaign by the American Beverage Association, the City Council voted 13-4 for the proposal that was signed by the Mayor and took effect in January, 2017. **Outcomes**In 2017, the Philadelphia beverage tax generated an annual revenue of $79 million, over 80% of which went directly to the four community initiatives. Early evaluation of the tax has reported a 40% decline in sales of regular soda, a 64% decline in energy drinks, and a 58% increase in sales of bottled water. In the first year and a half, the revenues from the tax have provided preschool education for over 2000 children of low-income families, 12 community schools (community-school partnerships) have been developed, funding has been provided for renovations have occurred in over 20 parks and recreation departments, and several libraries have received additional resources to expand their services. Ongoing evaluations of both the impact on SSB consumption and the resulting use of the SSB tax resources for local community benefits are occurring.**Implications**Philadelphia’s unique SSB tax and resulting resources to improve and expand community health and education services may serve as a policy and program model internationally to promote health. The locally-tailored conceptual development, program planning, implementation, community engagement, and latest evaluation of the initiative will be discussed.**Preferred Presentation Format**Oral, given the policy and practice examples  |