

What is the Healthy Eating Active Living Proposal?

The Healthy Eating Active Living (HEAL) proposal provides kids and families the tools they need to live healthier lives through a penny per ounce excise tax on sugary drinks:

- Only high-sugar drinks (with 5 or more grams of sugar per 12 ounces) are taxed; milk and milk products, water, 100% fruit juice, diet and low-sugar beverages are excluded
- The penny-per-ounce excise tax is paid by the distributors of sugary drinks in Illinois to the Illinois Department of Revenue
- Estimated to raise \$560 million a year, about \$500 million goes into the Medicaid Provider Relief Fund and \$50 million is dedicated into a new Illinois Wellness Fund to support community prevention and wellness initiatives like making healthy foods more affordable, providing SNAP double value coupons at farmers markets, creating safe playgrounds and walking areas, and helping schools with high-quality nutrition and physical education.
- Of the \$50 million for prevention, at least 50% of the monies are designated for high-need communities based on poverty rates, obesity/chronic rates, and population density.
- The Illinois Wellness Fund is overseen by an external multi-sector Advisory Council. The Advisory Council will work with the Illinois Department of Public Health to make recommendations for the request for proposals (RFP) process as well as review and make recommendations regarding which applicants will receive the funds.

How could this address health in my community?

Illinois' communities are highly burdened by obesity and chronic disease:

- 62.2% of adults are overweight¹ and 27.6 % are obese and 1 in 3 children is overweight or obese. Within the obese category, 39% of African Americans, 26.8% of Hispanic/Latino, and 26.6% of Non-Hispanic White adults are obese².
- Obesity is a leading risk factor for heart disease and diabetes³. More than 25% of deaths are caused by heart disease, with African Americans having the highest heart disease mortality rates in Illinois⁴.
- Sugary drinks are the #1 source of added sugar (51%) in the American diet and research links their consumption to obesity, heart disease, type 2 diabetes and other chronic conditions⁶.
- Adults who drink 1-2 servings/day are 26% more likely to develop type 2 diabetes than those who drink 0-1 per month⁷.

The HEAL Proposal makes investments to improve health:

- Illinois' health care system spends \$6.3 billion per year to treat obesity-related health issues, with \$1.09 billion of the obesity-related health care costs paid by the Illinois Medicaid program⁸. A penny-per-ounce excise tax is expected to reduce obesity by about 5%, which is estimated to save us \$9 billion over the next 10 years.

How can the HEAL Proposal help with the state budget crisis?

The HEAL Proposal invests \$500 million into the Medicaid program, helping to off-set the burden of the Medicaid budget on the state's General Revenue Fund. The investment of \$50 million into communities for health improvement will also help the state save millions of dollars in healthcare costs over time. It's a win-win for the state and our communities.

What else should I know?

- A study shows that a proposal like the HEAL Proposal will not negatively impact the economy. In fact, a small net increase in jobs (4,500) may be seen in Illinois when revenues are invested back into health.
- A poll found that 65% of Illinoisans, including 75% of African-Americans and 65% of Latinos, support a penny-per-ounce tax on sugary drinks when the funds are used for Medicaid and prevention!

"I don't anticipate my sales of beverages to go down because of this. People still have to drink. If their drinking habits change, they will buy different beverages instead. If we have a healthier population, my insurance premiums may very well go down, which is an added benefit to my business."

— David Borris, Owner of Hel's Kitchen Catering in Northbrook, Illinois.

ORGANIZATIONS THAT SUPPORT THE HEAL ACT INCLUDE:

A Just Harvest
Abundant Living Christian Center, Dolton
Active Transportation Alliance
AIDS Foundation of Chicago
ALAS - Wings
American Cancer Society - Cancer Action Network
American Diabetes Association
American Heart Association, Midwest Affiliate
American Lung Association
American Nurses Association - Illinois Chapter
Center for Tax and Budget Accountability
Champaign County Health Care Consumers
Champaign-Urbana Public Health District - Division of Wellness and Health Promotion
Chicago Department of Public Health - Policy, Planning and Legislative Affairs
Chicago Hispanic Health Coalition
Coalition of African, Arab, Asian, European and Latino Immigrants of IL Communities United
Community Health Partnership of Illinois
Consortium to Lower Obesity in Chicago Children
DeKalb Community Gardens
Dill Pickle Co-Op
Esperanza Health Centers
Evanston Health Advisory Council
EverThrive Illinois
Experimental Station / LinkUP Illinois
Faith in Place
Howard Brown Community Center
Illinois Academy of Family Physicians
Illinois Action for Children
Illinois African American Coalition for Prevention
Illinois Association of Public Health Administrators
Illinois Association for Health, Physical Education, Recreation and Dance
Illinois Chapter, American Academy of Pediatrics
Illinois Coalition Against Gun Violence
Illinois Coalition for Immigrant and Refugee Rights
Illinois Farm to School [Seven Generations Ahead endorsed]
(List in formation)

Illinois Network of Child Care Resource & Referral Agencies (INCCRRA)
Illinois Physical Therapy Association
Illinois Primary Health Care Association
Illinois Public Health Association
Illinois Public Health Institute
Illinois Rural Health Association
Illinois Society for Advanced Practice Nurses
Illinois Society of Public Health Educators (SOPHE)
Illinois State Dental Society
In the Upper Room Ministries, South Holland
Inner-City Muslim Action Network
Lake County Health Department
Lee County Health Department
McLean County Wellness Coalition
McLean Wellness (Bloomington Public Schools - Food Service) Metro
South Medical Center
Mount Calvary Baptist Church, Chicago
National Association of Social Workers, IL Chapter
National Kidney Foundation
New Joy City Church of God in Christ, Harvey
Northern Illinois Public Health Consortium
Ounce of Prevention Fund
Partnership for a Healthier Lee County
Praise Tabernacle Deliverance Center, Chicago
Pilsen Alliance
Proviso Leyden Council for Community Action, Inc.
Proviso Partners for Health
Ride Illinois
Sargent Shriver National Center on Poverty Law
Scott Moore Training and Enrichment Academy, Hazelcrest
SEIU Healthcare Illinois, Indiana
Seven Generations Ahead
Southland Ministerial Health Network
Sugar Beet Co-op
The Children's Health Center, S.C.
Trails for Illinois
Turning Point Behavioral Health Care Center
Warren Community School District 205
Word Made Flesh Worship Center, Midlothian

Citations

- ¹ Centers for Disease Control and Prevention [2014]. Illinois's response to obesity. Retrieved July 18, 2013 from <http://www.cdc.gov/obesity/stateprograms/fundedstates/illinois.html#ref-brfss>
- ² Robert Wood Johnson Foundation [2013]. National Data Hub: Prevalence of Obesity (BMI > 30) among adults. Retrieved September 20, 2013 from <http://www.rwjf.org/en/research-publications/research-features/rwjf-datahub/national.html#q/scope/national/ind/37/dist/19/char/58/time/3/viz/map/cmp/brkdown>.
- ³ Centers for Disease Control and Prevention [2014]. Illinois's response to obesity. Retrieved July 18, 2013 from <http://www.cdc.gov/obesity/stateprograms/fundedstates/illinois.html#ref-brfss>.
- ⁴ Centers for Disease Control and Prevention [2014]. Heart disease facts. Retrieved July 18, 2014 from <http://www.cdc.gov/heartdisease/facts.htm>.
- ⁵ The Rudd Center for Food Policy & Obesity [2012]. Sugary Drinks Targeted Marketing Fact Sheets: Black/Hispanic Youth. Retrieved March 21, 2016 from <http://www.sugarydrinkfacts.org/resources/Targeted-marketing-sheets-Black-Hispanic.pdf>.
- ⁶ Illinois Department of Public Health [2007]. Heart disease and stroke in Illinois: 2007-2012 state plan. Retrieved July 31, 2014 from http://www.idph.state.il.us/heartstroke/state_plan_book2.pdf.
- ⁷ Illinois Department of Public Health [2012]. The burden of diabetes in Illinois: Prevalence, mortality and risk factors. Retrieved July 18, 2014 from http://www.idph.state.il.us/iabetes/pdf/8-27-12_Diabetes_Burden.pdf.
- ⁸ Trogdon, J. G., Finkelstein, E. A., Feagan, C. W. and Cohen, J. W. [2012]. State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity. *Obesity*, 20: 214–220. doi: 10.1038/oby.2011.169. Retrieved July 31, 2014 from <http://onlinelibrary.wiley.com/doi/10.1038/oby.2011.169/full>