



Support the Healthy Eating Active Living (HEAL) Act SB 3524/HB 5690

Fund wellness and expanded Medicaid via a tax on sugary beverages

Research shows that in just **one** year...

A penny per ounce tax on sugary beverages could result in:¹

- 23.5% reduction in sugary beverage consumption
- 9.3% reduction in obese youth (2-17)
- 5.2% reduction in obese adults (18+)
- 3,442 fewer Illinoisans with diabetes
- \$20.7 million decrease in health care costs for diabetes
- \$150.8 million decrease in obesity-related health care costs



A penny per ounce tax produces^{1,2}:

- Over \$600 million in new tax revenue in the 1st year

Help HEAL the State Medicaid Budget and Funding for Prevention

Approximately \$300 million to support Community Wellness

- \$60 million for school health and wellness (P.E., nutrition, health education, safe routes to schools)
- \$60 million for public health departments, associations, and wellness coalitions to coordinate and improve community chronic disease prevention efforts
- \$30 million for nutrition and healthy food access initiatives
- \$30 million for physical activity promotion initiatives
- \$30 million to improve oral health initiatives
- \$30 million to promote access to local foods
- \$15 million to support worksite wellness initiatives
- \$15 million to support the State Healthcare Innovations Plan
- \$30 million to support evaluation, technical assistance and administration of the Act

Approximately \$300 million to support Expanded Medicaid

- Restore adult dental services and expand to include prevention
- Cover all 60 U.S. Preventive Services Task Force A & B services (*which comes with an increased federal match*)
- Expand coverage for obesity-related treatment and counseling by dietitians, psychologists, social workers, and pharmacists
- Expand coverage for community and evidence-based chronic disease prevention programs provided by non-licensed providers (like community health workers, YMCA providers, etc.)
- Expand language access services
- Provide funding support for the expansion of Medicaid eligibility occurring through ACA implementation

Governed by a Council of State Agencies with input from an Advisory Board, this Act will improve health and be a win-win for both the state and local communities

Organizations that support the HEAL Act include:

- AIDS Foundation of Chicago
- American Cancer Society- Cancer Action Network
- American Diabetes Association
- American Heart Association, Midwest Affiliate
- Chicago Hispanic Health Coalition
- Coalition of African, Arab, Asian, European and Latino Immigrants of IL
- EverThrive Illinois (*formerly the IL Maternal and Child Health Coalition*)
- Illinois Academy of Family Physicians
- Illinois Action for Children
- Illinois African American Coalition for Prevention
- Illinois Association for Health, Physical Education, Recreation and Dance
- Illinois Association of Public Health Administrators
- Illinois Chapter, American Academy of Pediatrics
- Illinois Public Health Association
- Illinois Public Health Institute
- Illinois Society of Public Health Educators (ISOPHE)
- Illinois State Dental Society
- McLean County Wellness Coalition
- Ounce of Prevention Fund
- SEIU Healthcare Illinois, Indiana
- Seven Generations Ahead
- Turning Point Behavioral Health Care Center

(List in formation)

¹ Chaloupka, Frank J., Wang, Y. Claire, Powell, Lisa M., Andreyeva, Tatiana, Chriqui, Jamie F., Rimkus, Leah M. (2011). Estimating the potential impact of sugar-sweetened and other beverage excise taxes in Illinois. Retrieved 11/26/13 from http://www.cookcountypublichealth.org/files/pdf/Chaloupka_Report_PRF.pdf

² Yale Rudd Center for Food Policy and Obesity (2014). Revenue calculator for sugar-sweetened beverage taxes. Retrieved 1/29/14 from <http://www.yaleruddcenter.org/sodatax.aspx>