

What is the Healthy Eating Active Living Act?

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 more than \$600 million a year, about \$500 million goes into the Medicaid Provider Relief Fund and \$100 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 \$100 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 Act 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 Act help with the state budget crisis?

The HEAL Act 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 \$100 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 Act 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 and 75% of African-Americans in Illinois 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

Consortium to Lower Obesity in Chicago Children

DeKalb Community Gardens

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

League of Illinois Bicyclists

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

Proviso Leyden Council for Community Action, Inc.

Proviso Partners for Health

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.

Turning Point Behavioral Health Care Center

Warren Community School District 205

Word Made Flesh Worship Center, Midlothian

Citations

¹Centers 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>

²Robert 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>.

³Centers 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>.

⁴Centers for Disease Control and Prevention (2014). Heart disease facts. Retrieved July 18, 2014 from <http://www.cdc.gov/heartdisease/facts.htm>.

⁵The 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>.

⁶Illinois 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.

⁷Illinois 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.

⁸Trogdon, 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>