



RESOLUTION #24-28
IN SUPPORT OF THE CITY OF SANTA CRUZ
SUGAR-SWEETENED BEVERAGE TAX PROPOSAL

WHEREAS, the Santa Cruz County Board of Education recognizes the importance of supporting the health of our youth as a means to enhance educational outcomes and overall quality of life; and

WHEREAS, Santa Cruz County health data reveals troubling trends in youth health, including obesity and diabetes; and

WHEREAS, studies consistently show a direct correlation between the consumption of sugar-sweetened beverages and increased risks of type 2 diabetes, obesity, dental problems, and other metabolic disorders, particularly among children and adolescents; and

WHEREAS, sugar-sweetened beverages are the leading source of sugar in the American diet, with public health data showing children and minority populations are disproportionately affected by the negative health effects associated with their consumption; and

WHEREAS, cities in California, including San Francisco, Berkeley, and Oakland, have instituted sugar-sweetened beverage taxes as critical measures to both improve community health and support local services that contribute to community wellness; and

WHEREAS, evidence from these jurisdictions demonstrates that sugar-sweetened beverage taxes can significantly reduce the consumption of unhealthy beverages and increase the consumption of water; and

WHEREAS, the Santa Cruz City Council, having considered recommendations from its Ad Hoc Sugar-Sweetened Beverage Tax Committee, has resolved to place a two-cent per fluid ounce sugar-sweetened beverage tax measure on the November 2024 ballot; and

WHEREAS, the potential measure could raise up \$1.3 million annually to help improve essential City services, including programs directly benefiting youth; and

WHEREAS, a Community Oversight Panel would be mandated to oversee and report annually on the impact of the measure and include recommendations to support and improve community wellness;

Resolution #24-28 In Support Of The City Of Santa Cruz Sugar-Sweetened Beverage Tax Proposal
Santa Cruz County Board of Education
August 15, 2024

NOW, THEREFORE, BE IT RESOLVED, that the Santa Cruz County Board of Education hereby supports the proposal to impose a tax of two cents per fluid ounce on the distribution of sugar-sweetened beverage products in the City of Santa Cruz, and encourages the school community to actively participate in supporting the sugar-sweetened beverage tax measure;

BE IT FURTHER RESOLVED, that the Board advocates for the effective allocation of the tax revenues towards health and wellness programs that benefit youth, ensuring that these funds support educational initiatives promoting physical wellness and nutrition.

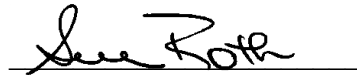
PASSED AND ADOPTED by the Santa Cruz County Board of Education, County of Santa Cruz, State of California, this 15th day of August 2024, by the following vote:

Ayes: Estrada, Roth, Van Allen, Williams

Nays: None

Abstain: Sanchez

Absent: Acosta, Nichols



Sue Roth
Board President



Dr. Faris Sabbah
County Superintendent of Schools