



# SBT Counter-Marketing and Awareness Campaign

## Research Findings and Recommendations

APRIL 2020

*the* Vida  
AGENCY



*Research Conducted by The Vida Agency*

Tamara Power-Drutis, Priya D. Saxena, Gabriele Le, Maria Cobaleda-Yglesias, Patty Carrion, Amalia Martino, Lisa Wharf, and Alex Shaffer.

# Key Findings

Between December 2019 and April 2020, The Vida Agency conducted qualitative and quantitative research to inform development of a public awareness and counter-marketing campaign that would highlight the adverse health effects of sugar-sweetened beverages (SSBs) and promote healthier alternatives. Research included a focus group of forty Seattle-based young adults, a digital self-administered survey of 510 individuals in the Seattle-Metropolitan Area, and a case study interview with Chief Seattle Club.

Research prioritized insight from Black, Latinx, American Indian / Alaska Native, and low-income communities, particularly youth and young adults between the age of 12-29.

For comparison purposes, charts and percentages indicate responses from:

- “Priority Population,” based on 203 responses from Black, Latinx, American Indian / Alaska Native, and low-income communities, particularly youth and young adults between the age of 12-29.
- “General Population,” based on all 510 survey responses.

## Knowledge of SSB health risk does not indicate healthy rates of sugary drink consumption.

For young adults, consuming more than 8 oz of sugary beverages in a week is a contributing factor to several chronic and deadly health conditions. 95% of survey respondents associate SSBs with a serious health risk, with the greatest association to weight gain, obesity, Type 2 Diabetes, and tooth decay. Additionally, Focus Group participants indicated heightened concern about health conditions that run in their family.

However, while 81% of Priority Population survey respondents believe that sugar-sweetened beverages (SSBs) are bad for their health, 96% consumed more than the doctor recommended limit of SSBs in the week prior to taking the survey.

Most survey respondents believe they currently consume a healthy amount of sugar, while on average consuming 59-88% of their daily sugar limit from sugary beverages alone. Survey respondents consumed an average of 3.7 sugary drinks (roughly 44 oz) in the week prior to taking the survey.

## Sugary drinks are offered in 90% of Priority Population respondent households and 70% of schools, making it easy for young adults to over-consume.

SSBs are easily accessible in Priority Population homes, extracurricular activities, and schools, with 70% indicating that their school provides SSBs in vending machines, cafeterias, and at sporting events, and 90% indicating that SSBs are available in their home. While the majority of Priority Population respondents (87%) feel that their family is committed to their health and wellbeing, only 39% believe this about their school.



# Key Findings

Juice, sugary coffee, and Coca Cola are the most consumed drinks by survey respondents, who drink them for taste, craving, convenience, and energy.

Respondents were asked which sugary drinks they consumed within the week prior to taking the survey. Overall, juice (41%), sugary coffee (26%), and Coca Cola (22%) were the most popular SSBs.

However, within the Priority Population, there was lower consumption of sweetened coffee (17%) than in adult populations, and higher consumption of Sprite (20%), which is currently being promoted by athlete LeBron James. LeBron James was mentioned 35 times by survey respondents when asked which celebrities they've seen promoting SSBs.

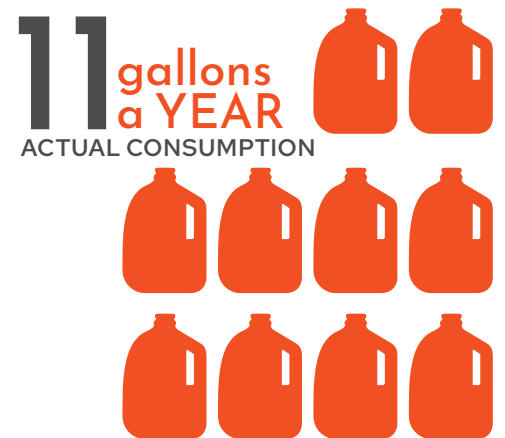
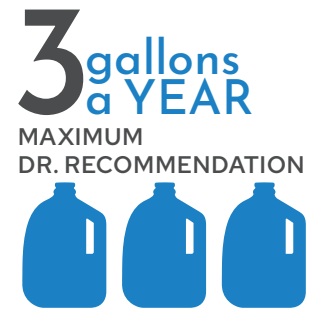
Juice, the most consumed SSB by respondents across all demographics, presents an added risk as many respondents believe drinking juice is good for their health, and many do not consider it to be a "sugary beverage." Rather, juice was itself considered a healthy alternative to sodas by some.

## Water is the preferred alternative to Sugar Sweetened Beverages.

- Respondents indicated that they consume non-SSBs primarily for hydration, health, and taste.
- Water was the most popular alternative for survey respondents across demographics, with a preference to consume water from the tap or from a reusable water bottle.
- Priority Population respondents who had consumed eight or more glasses of water in the 24 hours prior to taking the survey drank fewer SSBs than their peers.

## Annual Sugary Beverage Consumption

PRIORITY POPULATION



Source: 2020 Sweet Survey Response

## SSB Perception vs. Habit

PRIORITY POPULATION

**54%**

believe they currently consume a healthy amount of sugar

**81%**

believe that SSBs are bad for their health

**96%**

consumed more than the doctor recommended limit of SSBs in the week prior to survey

Source: 2020 Sweet Survey Response

# Key Recommendations

## Focus Counter Marketing on Juice

Juice was the most preferred sugar-sweetened beverage of survey respondents, with 41% of respondents consuming fruit juice in the week prior to taking the survey. Many survey respondents and focus group participants believe that drinking juice is good for their health. Many perceive the drink as being “zero sugar” when in fact the average glass of juice contains 20-26 grams of sugar.

## Focus Health Risk Awareness Marketing on Type 2 Diabetes

Focus group participants noted being most concerned with the health risks that run in their family. A quarter of Priority Population respondents indicated that they have a family member who suffers from the condition.

## Promote Water as a Non-Sugary Alternative.

Water was the most popular alternative to SSBs by survey respondents across demographics. Priority Population respondents who consumed over eight glasses of water in the 24 hours prior to taking the survey drank fewer sugary beverages on average than their peers. Increasing water consumption amongst the Priority Population will likely decrease SSB consumption.

## Craft Campaign Messaging that is Positive and Water-Focused

Survey respondents prefer a positive message focused on water. The campaign message, “Water: The official drink of athletes everywhere,” was considered most interesting to survey respondents, who found the message to be clear, understandable, and memorable.

## Engage Communities in Activities which Increase Access to Water

Most Priority Population survey respondents and focus group participants indicated that they are most likely to participate in campaign activities that involve increasing access to water, such as distributing reusable water bottles, identifying broken or dirty water fountains, or participating in a 30-day water challenge. “Get a free reusable water bottle when you sign up for the 30-day water challenge!” was the second most popular campaign message, with many write-in comments favoring the idea of free water bottles and a challenge campaign.



***“We need to remind people that these drinks have served a purpose, and now that we have more information and resources, we know better.*”**

***I knew sugary drinks were bad for me, even before I worked in public health. But it just takes time to pull back all those layers of colonialization and racism that have ensured that people of color are unhealthy.”***

*– Colleen Echohawk, Chief Seattle Club*

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# 1. Background

## 1.1 About the Campaign

Sugary beverage brands leverage social marketing, celebrity influencers, prizes, and Hip-Hop culture to target unhealthy products at Black and Latinx youth. These modern advertising methods combined with the pervasive availability of sugary drinks in homes, extracurricular activities, schools, and stores are encouraging young people of color toward a sugar-heavy diet.

SSB producers associate their brands with athleticism, energy, and strength<sup>1</sup>. These claims are misleading because, for young adults, consuming more than 8 oz of sugary beverages in a week is a contributing factor to several chronic and deadly health conditions.

A young adult's chance of becoming obese increases to 60% with each additional 12-ounce serving of soda each day (American Heart Association, 2019). According to the U.S. Departments of Health and Human Services and Agriculture, nearly half of all added sugars consumed by people across the country over the age of two come from sugary drinks, and children drink more than 30 gallons, on average, every year (Health, 2020).

To counter the effective big-budget marketing and tactics of sugar sweetened beverage producers, the City of Seattle is launching a public awareness and counter-marketing campaign that highlights adverse health effects of SSBs and promotes healthier alternatives.

The Vida Agency (TVA) was contracted to lead implementation of the project in collaboration with a Coalition of multicultural organizations, including The Service Board, Black Stax, Latino



Figure 1 Coalition Members at Youth Focus Group

Community Fund, and Hip Hop is Green. Efforts are conducted in coordination with the City of Seattle Human Services Department Youth & Family Empowerment Division and the Sweetened Beverage Tax Community Advisory Board.

## 1.2 Key Terms

This section includes definitions and abbreviations for key terms used throughout the report and campaign.

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<sup>1</sup> The many health conditions related to excess sugar consumption include weight gain and obesity, Type 2 Diabetes, tooth decay and cavities, gout, high blood pressure, and diseases of the heart, kidneys, and liver.

Coalition: A group of entities working in coordination with the City of Seattle and the SBT Community Advisory Board to raise awareness of the negative health effects of sugar sweetened beverages and industry manipulation of consumers, elevate alternatives to sugar-sweetened beverages, and establish a distinct counter-marketing campaign brand and outreach campaign. Coalition members include The Service Board (tSB), Latino Community Fund (LCF), Black Stax, and Hip Hop is Green (HHG). Coalition efforts are supported and coordinated by The Vida Agency.

Counter-Marketing: The use of commercial marketing tactics to reduce the demand for sweetened beverages by exposing the motives of their producers and raising awareness of deceptive marketing tactics they utilize.

Sugar-Sweetened Beverages (“SSBs”): Bottled sweetened beverage or powders/syrups with added caloric sweeteners. Caloric sweetener means any substance or combination of substances that contains calories, is suitable for human consumption, and that humans perceive as sweet. This includes, but is not limited to, sugar, sucrose, dextrose, fructose, glucose and other monosaccharides and disaccharides; corn syrup or high fructose syrup; and honey.

Sweetened-Beverage Tax (“SBT”): The sweetened beverage tax is a tax on the distribution of sweetened beverages in the city of Seattle. The tax is collected on the final distribution of sweetened beverages by a distributor. The intent of the sweetened beverage tax is to tax the distributions of sweetened beverages into Seattle for retail sale in Seattle.

Healthier Alternatives: SSB alternatives such as beverages, foods, or activities. To be further defined by research input and findings.

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*“A lot of older people think the youth don't care but we really do.”*  
– Priority Population Survey Respondent

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### 1.3 Audience

The City of Seattle identified Black, Latinx, and low-income communities (especially youth and young adults aged 12-29 years) as the primary audience for this campaign. The Coalition expanded on this directive in order to engage additional impacted communities including American Indian and Alaska Native youth and young adults.

The Coalition also sought insight from adult influencers of American Indian / Alaska Native, Black, and Latinx young adults, such as sports coaches, educators, parents, and local celebrities.

### 1.4 Research Objectives

The Vida Agency used a mixed-methods approach to inform the branding, campaign design, and eventual implementation of a public awareness and counter-marketing campaign that highlights adverse health effects of sugar-sweetened beverages (SSBs) and promotes healthier alternatives.

#### 1.4.1 Primary Research Objectives

- > Identify priority population perceptions on SSBs, including awareness of SSB marketing tactics, false claims, and health impacts.
- > Test campaign messaging and activities for resonance amongst priority population.
- > Lay the groundwork for youth-driven action and resistance.



## 1.5 Research Methodology

The Vida Agency conducted research in collaboration with Coalition organizations between December 2019 and April 2020. Data collection methods included a focus group with the priority population, a self-administered digital survey, and a qualitative case study interview.

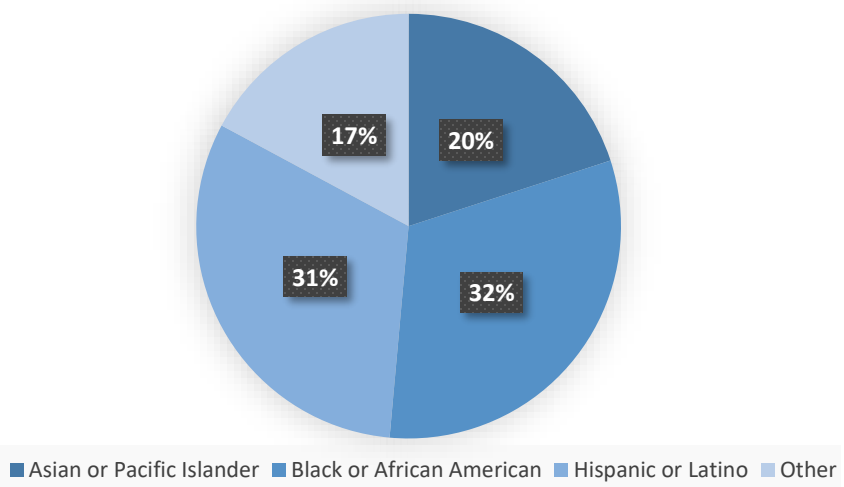
### 1.5.1 Youth Focus Group

The Coalition hosted a focus group to gain qualitative insight from the priority population. The event included:

- > Engaging, creative activities and exercises to develop rapport and foundation for continued collaboration amongst youth during campaign development.
- > An Introduction to SSB industry tactics and counter-marketing.
- > Written and facilitated exercises and discussions to gain insight into experience and perspective on SSBs, healthy alternatives, and messaging.

The Coalition aimed to recruit 12-16 youth to participate in a paid, four-hour focus group and brainstorming session. Coalition organizations identified youth already active in their programs to participate, however many invitees also shared the opportunity with their peers.

**Focus Group Participant Ethnicity**



On the day of the event, 40 youth arrived to participate in the focus group. Because researchers were only prepared for 20 participants, youth shared written activity sheets rather than completing individual input for written portions. Additional food and stipends were procured for all additional focus group participants.

Most participants were students, all under the age of 29. Most participants reside within the City of Seattle, with 11 joining from the Seattle Metropolitan Area (King, Pierce, and Snohomish County).

### 1.5.2 Digital Survey

Researchers administered an online digital survey in English and Spanish to identify perspectives on the sale and consumption of SSBs and non-sugary alternatives, and to test messaging for counter-marketing and awareness campaign.

A draft of the survey was distributed to testers including the SBT Community Advisory Board, and feedback was integrated into a final digital survey, which was open from March 2, 2020– April 8, 2020.

The survey received 541 responses over the course of 38 days. 88% (475) responded through the English Survey, and 12% (66) responded to the Spanish survey. The determined data privacy benchmark for this study

is 4%, as such, any respondents making up less than 4% of a datapoint are not included in order to protect their identity.

Analysis included all survey responses within the Seattle Metropolitan Area, including King, Pierce, and Snohomish Counties. 65% of respondents reside within the City of Seattle and 35% reside outside of Seattle but within the Seattle Metropolitan Area. 31 survey respondents were excluded from analysis due to their geographic location outside the Seattle Metropolitan Area for a total survey sample size of 510 respondents.

Within the City of Seattle, responses came from the following City Council Districts:

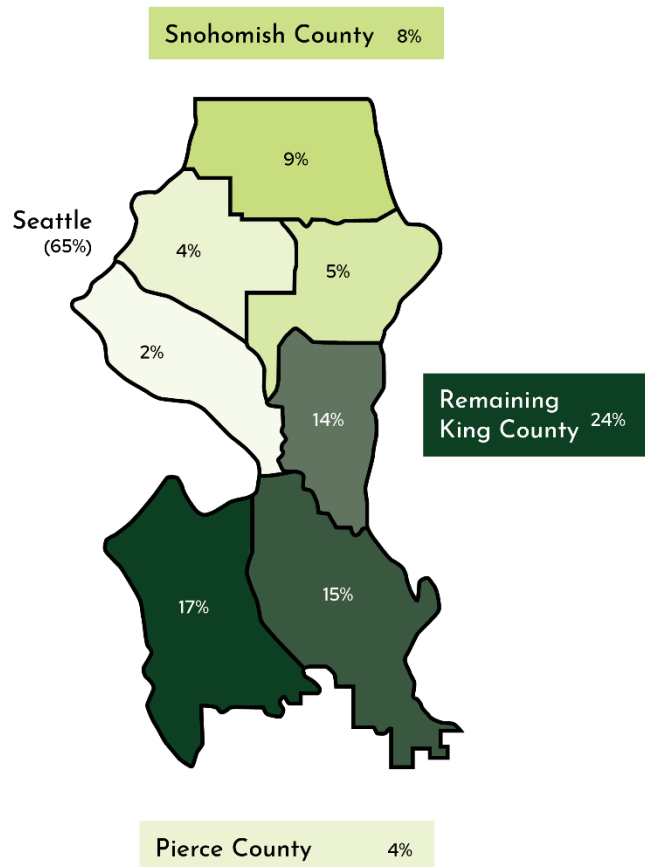
- > Council District 1 (West Seattle, South Park): 17% of respondents
- > Council District 2 (Southeast Seattle, Georgetown): 15% of respondents
- > Council District 3 (Central Seattle): 14% of respondents
- > Council District 4 (Northeast Seattle): 5% of respondents
- > Council District 5 (North Seattle): 9% of respondents
- > Council District 6 (Northwest Seattle): 4% of respondents
- > Council District 7 (Pioneer Square to Magnolia): 2% of respondents

The median age of respondents was 19, with 89% under the age of 29.

Survey responses were split into five sub-groups for analysis and comparison:

- > "General Public," inclusive of all survey respondents. (510 respondents)
- > "Priority Population," with Black Latinx, American Indian or Alaska Native, youth and young adults between the age of 12-29. (40% of respondents)
- > Adult influencers of Priority Population, including parents, educators, and extracurricular activity providers of any age. (14% of respondents)
- > Black, Latinx, American Indian and Alaska Native adults, over the age of 29. (8% of respondents)
- > Low-income individuals, including any respondents from above segments. (19% respondents)

### Geography of Sweet Survey Respondents



### 1.5.3 Case Study Interview

Coalition organizations intentionally included American Indian and Alaska Native communities in the prioritized audience to serve through this campaign. However, only 4% of survey respondents came from Native members of the community.

Researchers sought additional insight to provide context to these responses, conducting a case study interview with Chief Seattle Club (CSC), a Native-led non-profit serving Urban Natives who are experiencing homelessness. Chief Seattle Club serves 250 meals a day to individuals who fall within a priority population of this study (American Indian and Alaska Native adults who are low-income).

In 2014, Chief Seattle Club served powdered sugar drinks (such as Kool-Aid and Tang) out of a large Gatorade tub, as well as coffee with a canister of sugar and tea. Today, they serve water, coffee, tea, and hot water, with sugar packets available for those who choose to add it to their beverage. The transition took approximately four years.

Researchers interviewed Colleen Echohawk, Executive Director of the Chief Seattle Club, to glean insight into how members perceive sugary beverages, and recommendations for how to enable other organizations to implement similar changes.

## 2. Findings

### 2.1 SSB Perceptions and Habits

Knowledge of SSB health risk does not indicate healthy rates of sugary drink consumption.

While most survey respondents believe that SSBs are bad for their health<sup>2</sup>, they consumed an average of 3.7 sugary drinks in the week prior to taking the survey.

Most survey respondents believe they currently consume a healthy amount of sugar. However, respondents reported consuming on average 59-88% of their daily sugar limit from sugary beverages alone within the week prior to taking the survey.

Within the Priority Population, most respondents are confident in their ability to use nutritional labels (70%) and in their knowledge of the sugar contents in their favorite drinks (56%). 40% were confident that they know how much sugar their doctor would recommend. Confidence in reading health labels was not found to correlate with a lower consumption rate of SSBs.

95% of the General Public associates SSBs with a serious health risk, with the greatest association between SSBs and weight gain, obesity, Type 2 Diabetes, and tooth decay.

### SSB Perception vs. Habit

#### PRIORITY POPULATION

Perception

54%

believe they currently consume a healthy amount of sugar

81%

believe that SSBs are bad for their health

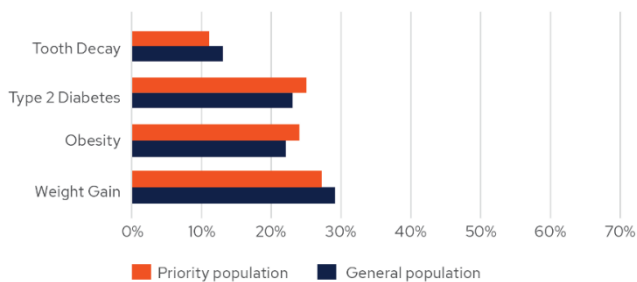
96%

Habit

consumed more than the doctor recommended limit of SSBs in the week prior to taking the survey

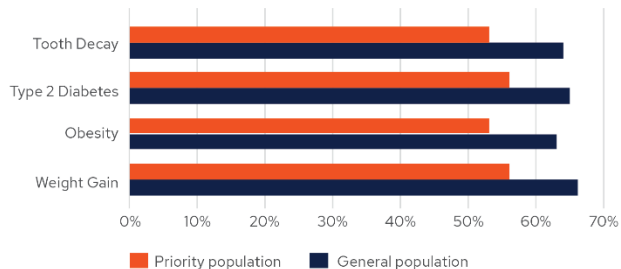
Percentages based on 2020 Sweet Survey Response

### Health Conditions of Respondent's Family Members



Percentages based on 2020 Sweet Survey Response

### Health Risks Associated with SSB Consumption



Percentages based on 2020 Sweet Survey Response

Several survey respondents also commented on the role of sugar in depression, including:

- > "Raises risk of depression." (Priority Population Respondent)
- > "Depression and anxiety, muscle fatigue and weakness, inflammation." (Priority Population Respondent)
- > "Depression, mental issues, addiction." (General Population Respondent)

<sup>2</sup> 81% of Priority Population and 66% of General Population respondents.

Focus Group participants indicated heightened concern about health conditions that run in their family. Almost all participants indicated that at least one of their family members suffers from a sugar-related condition, with Type 2 Diabetes, high blood pressure, obesity, tooth decay, and Cancer mentioned by several.

79% of survey respondents think that SSB producers do a poor job of communicating the risks of their products.

When asked why they think SSB producers minimize these risks, almost all focus group responses related to profit as the primary motivation. Comments included:

- > "They hide it because they know how bad/unnutritious it is to consume it."
- > "They don't care about the well-being of others and they'll do anything for \$\$\$."
- > "To make more profit so people won't think about the important health risks."
- > "To make more moola."

When asked to consider the impact of consuming one sugary drink every day for a year, all focus group respondents indicated a negative health outcome.

- > Many (11) participants mentioned general concerns, such as "poor health," "health disfunctions," "complications," and "not feel good about myself."
- > Many (8) noted Diabetes as a likely outcome or risk: "I would get diabetes." "I would probably have a higher risk of Type 2 Diabetes."
- > Some (6) indicated weight gain or obesity as a likely outcome of daily SSB consumption: "Addiction, get fat." "I'd be much bigger than I am now and overall slower and unhealthy." "Dramatic weight gain."

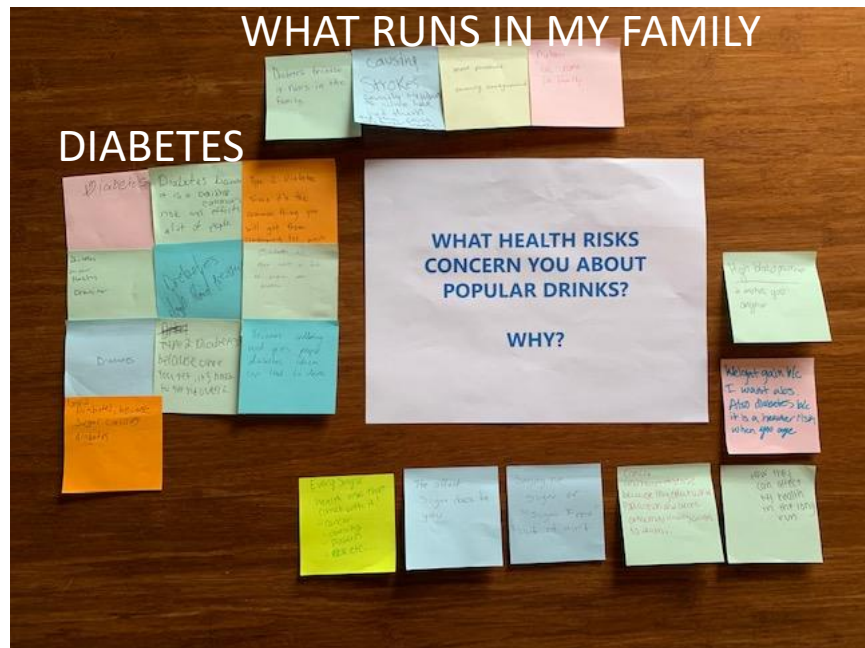


Figure 2 Focus Group Responses

Awareness of the general risk of consuming SSBs does not appear to dissuade the Priority or General Population from consuming an unhealthy quantity of sugary drinks.

In a case study interview with researchers, Chief Seattle Club Executive Director Colleen Echohawk noted that sugary drinks like Kool-Aid or orange drink are common in Alaska Native communities. Because of their strong cultural connection, Echohawk says these drinks bring a sense of comfort and familiarity, particularly to Urban Natives experiencing homelessness. She also noted that the Commodities packets provided by the U.S. government to Reservations has historically provided SSBs and sugary additives.

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*"This is really timely right now, with COVID-19. You hear that a lot of people of color are overrepresented in who is contracting the virus. And that's not because of high blood pressure or heart disease, but because of racism and colonialism.*

*It's important to remember that, even with a sugary beverage, it's not that people of color aren't smart. It's that institutional racism has ensured that sugary drinks are what has been available."*

*– Colleen Echohawk, Chief Seattle Club*

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As of 2020, the USDA Foods Available List for the Food Distribution Program on Indian Reservations (FDPIR) still included apple, cherry apple, cranberry apple, grape, and orange juice (in eight packs of 64 oz bottles), as well as mixed fruit syrup (USDA, 2020).

In the early stage of Chief Seattle Club's SSB to water transition, some of the Club's staff were

resistant to discontinuing sugary drink service, because SSBs were perceived as a way of caring for members of the Club, by bringing them a familiar comfort of home.

Echohawk also noted that, particularly within low-income communities of color, Kool-Aid and similar sugary drinks are a "cheap survival mechanism."

Rather than pushing staff to implement an immediate beverage transition, Chief Seattle Club began a multi-year process of phasing water in and phasing sugar out.

In 2014, Chief Seattle Club served powdered sugar drinks (such as Kool-Aid and Tang) out of a large Gatorade tub, as well as coffee with a canister of sugar and tea. Today in 2020, they serve water, coffee, tea, and hot water, with sugar packets available for those who choose to add it to their beverage. The transition took approximately four years to implement.

Researchers interviewed Echohawk to glean insight into how members perceive sugary beverages, and recommendations for how to enable other organizations to implement similar changes. Detailed findings and recommendations based on this interview may be found in Appendix B.

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*"We need to remind people that these drinks have served a purpose, and now that we have more information and resources, we know better.*

*I knew sugary drinks were bad for me, even before I worked in public health. But it just takes time to pull back all those layers of colonialization and racism that have ensured that people of color are unhealthy."*

*- Colleen Echohawk, Chief Seattle Club*

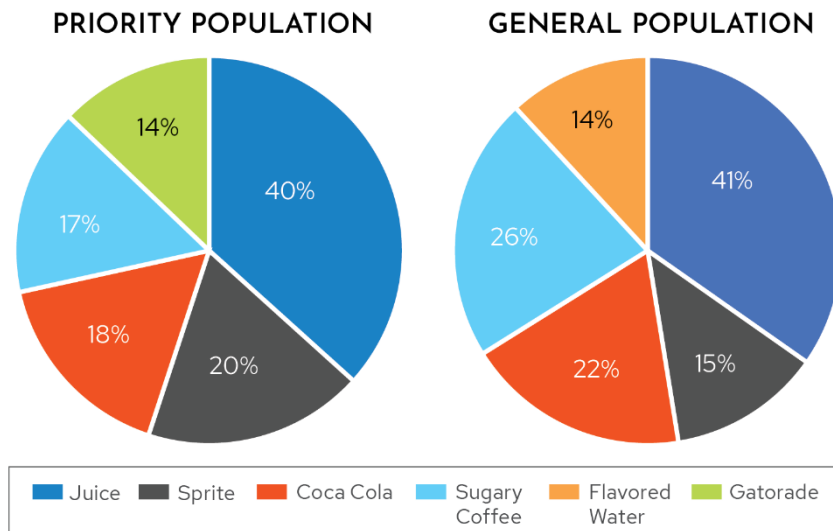
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## 2.2 SSB Preferences

*Juice, sugary coffee, and Coca Cola are the most consumed drinks by survey respondents, who drink them for taste, craving, convenience, and energy.*

Respondents were asked which sugary drinks they consumed within the week prior to taking the survey. Overall, juice (41%), sugary coffee (26%), and Coca Cola (22%) were the most consumed SSBs. However, within the Priority Population, there was lower consumption of sweetened coffee (17%) than in adult populations, and higher consumption of Sprite (20%), which is currently being promoted by athlete LeBron James.

## Sugary Drinks and SSBs Consumed in Week Prior to Taking Survey



Percentages based on 2020 Sweet Survey Response

LeBron James was mentioned by 35 survey respondents and 11 focus group participants when asked which celebrities they've seen promoting SSBs. The second most mentioned celebrity sponsors were Cardi B and Lil Yachty with 9 mentions, each.

One focus group participant shared that because Sprite is transparent, they perceive it as healthier and more like water. Other participants agreed that clear drinks appear healthier than darker sodas.

Juice, the most consumed SSB by respondents across

demographics, presents an added risk as many respondents believe drinking juice is good for their health, and many do not consider it to be a "sugary beverage."

Rather, juice was itself considered a healthy alternative to sodas by some. As a case in point, in some historical public health studies, "100% juice" was often grouped with other seemingly healthy alternatives<sup>3</sup>. Only juices with added sugar are taxed within the current SBT guidelines.

In response to the question, "How many sugary beverages would you estimate you've had in the past week," one Priority Population survey respondent commented: "None, it was 100% juice."

Another Priority Population respondent wrote: "Two, but they were both apple juice. Other than that, I just drink water."

Juice may, however, provide some value as a gateway from even more unhealthy SSBs to water. As part of their organizational change from serving Kool-Aid to serving unsweetened water, the Chief Seattle Club kitchen served juice for a period of a year. Juice helped staff and members transition toward healthier alternatives, eventually making the full shift to water. Researchers also noted watering down juice as a method of reducing sugar contents during such a transition.

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*"Are sugar substitutes just as bad? Is the sugar in OJ natural? Or partly natural?"*

*– General Population Respondent*

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Second only to juice, coffee suggests the greatest hidden sugar threat to adult health. While coffee is not included in the Sweetened Beverage Tax, it was rated as the second most popular sugary drink by General

<sup>3</sup> In previous (J.L. Harris W. F., 2019) studies, juice was not distinguished as its own category independent from water. When gathering initial data from priority populations, respondents were asked how much water and/or juice they had consumed in the same questions. When collecting data from priority populations concerning targeted marketing of sugary beverages, 100% juice was also categorized with water, yogurt, and other dairy products.

Population survey respondents, with 26% of respondents consuming at least one sugary coffee in the week prior to taking the survey.

Sugary coffee was the most consumed sugary beverage by American Indian, Alaska Native, Black, and Latinx adults, with 25% of these respondents consuming at least one sugary coffee in the week prior to taking the survey. That rate was even higher amongst low-income respondents, 31% of whom consumed sugary coffee in the week prior.

Known for sponsoring athletic and sporting events, Gatorade is a brand commonly associated with youth sports. While only 14% of Priority Population respondents had consumed Gatorade within the week prior to taking the survey, it poses a risk particularly for young athletes.

“I do a good amount of exercise and use sports drinks such as Gatorade,” one Priority Population survey respondent commented.

In one study, sixty percent of NBA fans correctly identified Gatorade as the league’s official sports drink, the highest recognition rate any NBA partner has received in the 12-year history (Broughton, 2018).

### 2.3 Why Respondents Drink SSBs

Survey respondents say they consume sugary drinks for taste (56%), craving (34%), energy (15%), and convenience (14%), responses consistent with focus group findings.

Of the 208 survey respondents who had consumed juice in the week prior to taking the survey, 78% say they drank it for the “taste,” and 50% say for “craving.” “Convenience” was noted by 23%, and “energy” by 22% of respondents.

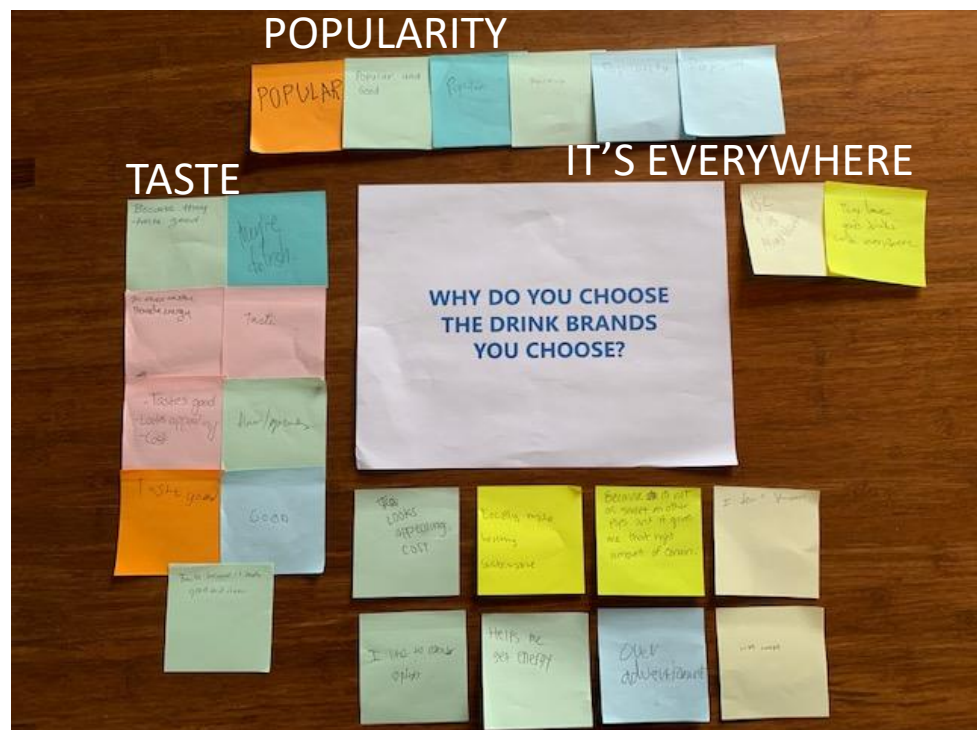


Figure 3 Focus Group Activity Responses

Several survey respondents also noted that sugary drinks had been provided or recommended by a peer, parent, or employer:

- > “Parent provided it.” (General Population Respondent)
- > “My friend bought me one!” (Priority Population Respondent)
- > “Someone shared it with me.” (Priority Population Respondent)
- > “Coworker suggested it.” (Priority Population Respondent)
- > “I work at Starbucks.” (General Population Respondent)



- > “My work provided the drinks.” (General Population Respondent)
- > “During a wedding celebration it was offered.” (General Population Respondent)

Other comments included:

- > “I had to stay up and work.” (General Population Respondent)
- > “It was on sale in a large bottle.” (General Population Respondent)
- > “To mix with alcohol.” (General Population Respondent)

## 2.4 Environmental Influences

Sugary drinks are offered in 90% of Priority Population respondent households and 70% of schools, making it easy for young adults to over-consume.

During the focus group, several focus group participants noted that sugary drinks are easily accessible at school, home, extracurricular activities, and stores, making it easy to consume them regularly, and hard to avoid them.

The vast majority (87%) of Priority Population survey respondents feel that their family is committed to their health, though only 10% say that sugary drinks have been eliminated from their homes.

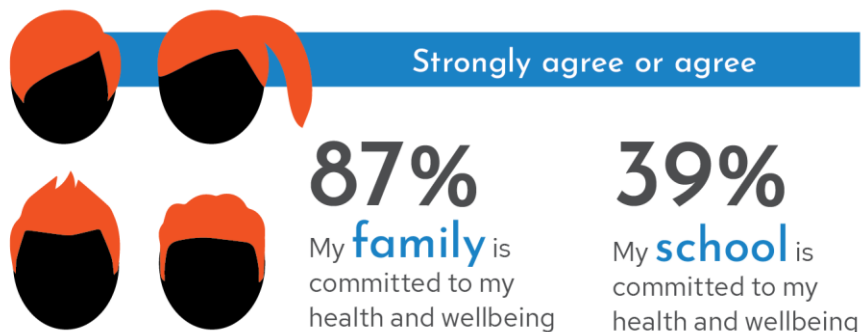
When asked why respondents chose the sugary drinks they consume, many write-in responses noted that the SSB was conveniently available in their home. Four Priority Population respondents wrote variations on the statement, “it was in the fridge.” Comments included:

- > “I was eating dinner and it was in my fridge.” (Priority Population Respondent)
- > “Was in the refrigerator for a year and I didn’t want it to go to waste.” (Priority Population Respondent)
- > “It’s what we’ve got around the house.” (General Population Respondent)

While Priority Population respondents perceive their families as committed to their health and wellbeing, SSBs are available in 90% of Priority Population respondent households, making it easy for young adults to over-consume.

Conversely, when asked what stops them from drinking SSBs, several (7) focus group participants commented on the role of family and parents. When parents either limit consumption of SSBs or do not provide them in the home, participants say that it reduces their consumption of sugary drinks.

In 64% of Priority Population homes, respondents indicated that their family talks with them about health and wellness, with only 13% who “strongly disagreed” or “disagreed” with the statement, “My family talks with me about nutrition and health.”



Youth respondents don’t feel pressure from their families to drink SSBs (83% of Priority Population respondents “strongly disagree” or

*Percentages based on 2020 Sweet Survey Response*

“disagree” with the statement “I feel pressure from my family to drink SSBs”), however 34% indicated that they regularly see family members consuming sugary drinks.

Only 39% of Priority Population survey respondents believe that their school is committed to their health and wellbeing. 19% of respondents indicated that they “strongly disagree” or “disagree” with the statement, “my school is committed to my health and wellbeing, while 42% neither agreed nor disagreed.

At school, only 39% of respondents say that healthy alternatives are promoted, while 70% indicated that their school provides access to sugary beverages in vending machines, sporting events, and cafeterias.

While health and wellness programming are required by the Washington Office of Superintendent of Public Instruction, only 57% of Priority Population respondents indicated that their school provides this service. 25% “strongly disagreed” or “disagreed” with the statement, “my school provides activities or lessons about nutrition and health.” While researchers cannot confirm the absence of health programming in these schools, responses appear indicative of current health programming recall and impact.

Respondent comments included:

- > “I attended a university that is paid to promote Coca-Cola and everything at my school is owned by Coca-Cola company.” (General Population Respondent)
- > “They do not serve free water but chocolate milk.” (General Population Respondent)
- > “I go to a private school that has the money to provide healthy options and health education.” (General Population Respondent)

57% of respondents say that non-SSBs are promoted during their extracurricular activities, with 18% indicating that they “strongly disagree” or “disagree” with the statement, “during extracurricular activities, I am encouraged to drink non-sugary beverages.”

Priority Population respondents perceive that their friends drink more SSBs than water, with 78% indicating that they often see their peers drinking SSBs, and 64% indicating that they often see their peers drinking water. 21% of respondents “strongly disagree” or “disagree” with the statement, “I often see my friends drinking water.”

## 2.5 SSB Marketing and Celebrity Influencers

*Most respondents are aware of being targeted by advertisers, but do not believe it affects their beverage choices or habits.*

58% of Priority Population survey respondents perceive that SSB companies are directly targeting them. 18% do not believe they are being targeted, and 24% were unsure.

Almost no survey respondents indicated that they consumed sugary drinks because of celebrity influencer marketing. However, 33% of Priority Population and 49% of General Population survey respondents were able to name at least one celebrity they’ve seen promoting sugary drinks, with 35 mentions of LeBron James, 9 mentions of Cardi B, and 9 mentions of Lil Yachty.

Nearly half (47%) of Priority Population respondents were unsure whether the celebrities who promote sugary drinks also consume the brands they represent, with 15% believing that celebrities drink the brands they promote.

In a brainstorming activity, focus group participants were asked, “how does media or advertising play a role in what you drink?” The largest response came from youth who do not feel that sugary brand marketing plays a role in what they drink. Responses included: “Doesn't really affect me unless it's Gatorade.” “It doesn't for me.” “I don't think it does.” “They don't. Period.”

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*“Athletes are very misleading by promoting sugary beverages which I believe is wrong. Athletes have strong influence and shouldn't use it to lead people in a bad direction simply because of money.”*

*– General Population Respondent*

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Several participants noted the pervasive marketing and sense of popularity of sweetened beverages, including:

- > “Always visible.”
- > “Media tends to control those whom use it.”
- > “Creates a huge buzz.”
- > “It was cool.”

Respondents also noted that SSB marketing makes the products features seem more reliable, and makes them consider trying things they haven't consumed before.

Focus group participants were asked what they would say to SSB producers if they were in the room. Responses included:

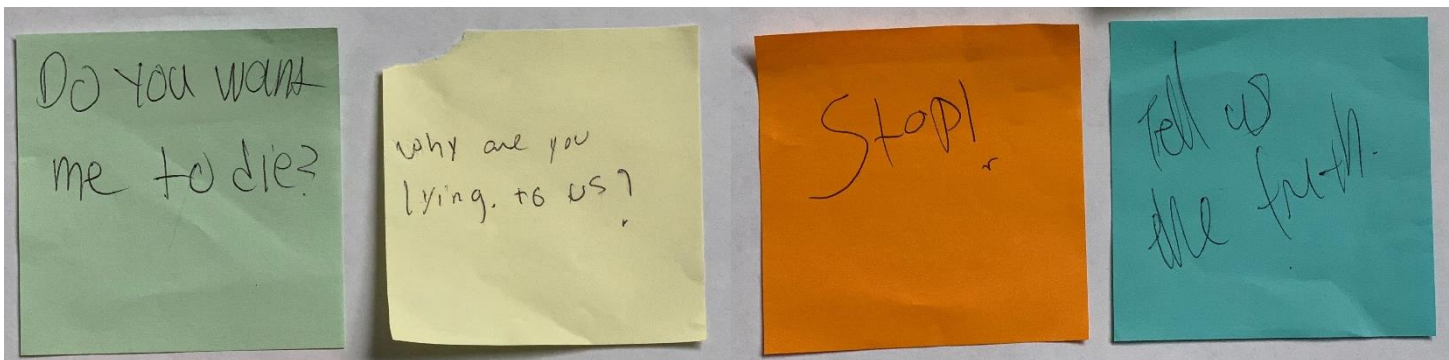


Figure 4 Focus Group Responses

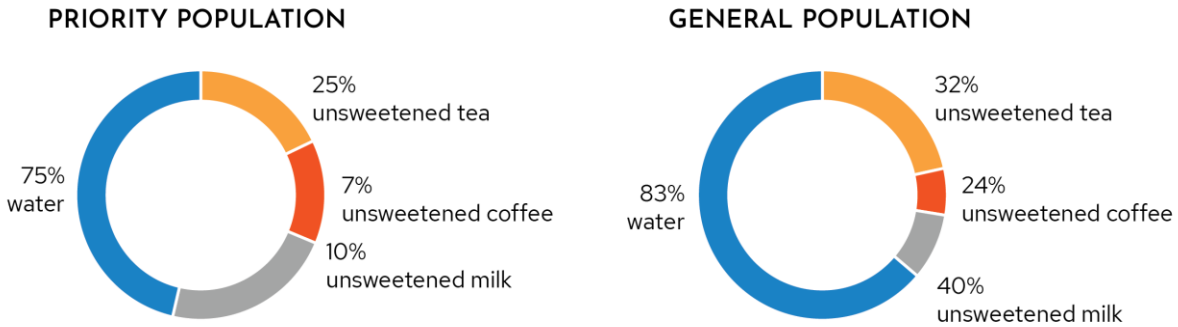
## 2.6 Healthy Beverage Alternatives

### Water is the preferred alternative to SSBs.

Water was the most popular alternative to SSBs from survey respondents across demographics, consumed predominantly from the tap or from a bottle. Respondents indicated that they consume non-SSBs primarily for hydration (53%), health (51%), and taste (45%).

Priority Population respondents who had consumed eight or more glasses of water in the 24 hours prior to taking the survey reported drinking fewer SSBs than their peers.

## Non-Sugary Drinks Consumed in Week Prior to Taking Survey



Percentages based on 2020 Sweet Survey Response

When asked to consider the impact of consuming 8 cups of water every day for a year, almost every focus group participant indicated a positive health outcome. Comments included:

- > "Clear skin and healthy skin."
- > "I would feel good about myself."
- > "Get skinnier."
- > "Happier person."
- > "Body will be lots healthier and free of toxins."
- > "I would feel cleaner on the inside."

Survey respondents were asked to estimate how many glasses of water they consumed in the 24 hours prior to taking the survey. Only 14% of the General Population and 17% of Priority Population respondents consumed the doctor recommended amount of water (8 cups) in the 24 hours prior to the survey.

Focus group participants were asked to identify any barriers to them drinking more water, and to suggest ways of increasing consumption of water amongst their peers.

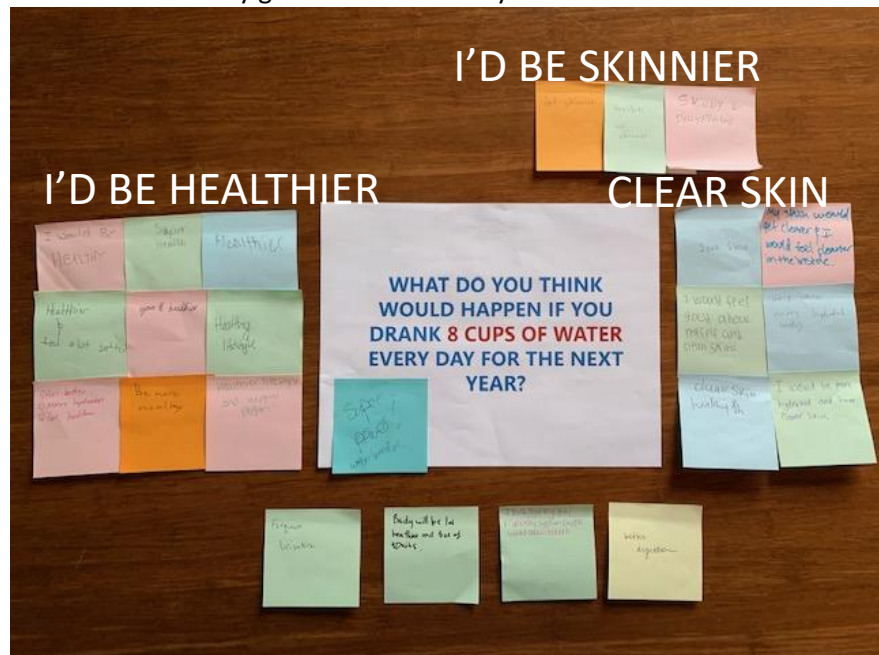
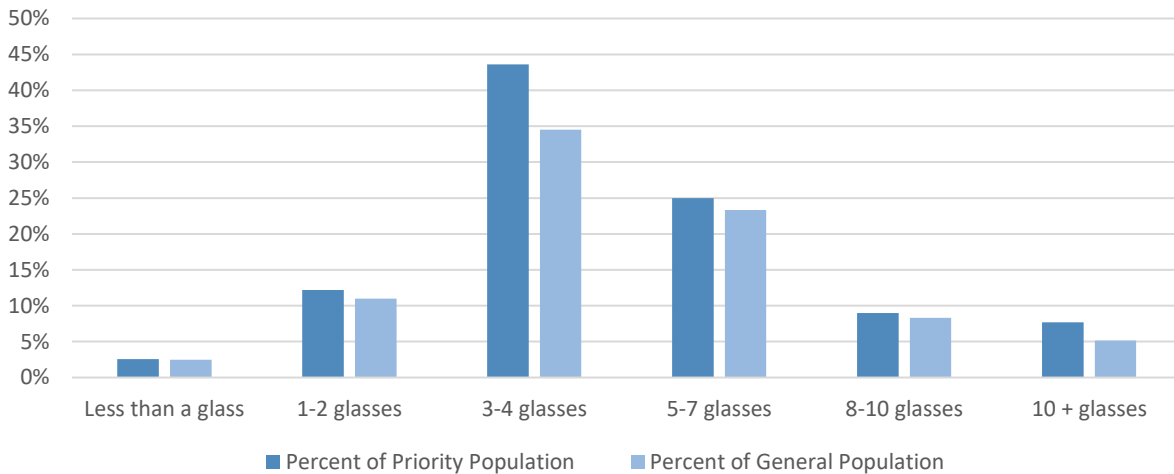


Figure 5 Focus Group Responses

## In the 24 hours prior to taking the survey, how many glasses of water did you drink?



Several noted a few barriers to accessing and drinking water. These barriers were mentioned in qualitative open-ended questions and include but are not limited to the taste of water (unflavored), the taste of water (access to clean tasting water), the price of water at stores, convenience stores, and cafeterias, and not having access to clean water fountains in public spaces, parks, etc.

“Perhaps it would also be good to introduce sugar free water additives like powders and stuff because I think a lot of people choose sugary drinks over water because they think water tastes boring.” (General Population Respondent)

Researchers conducted secondary research into recipes or additions that could be added to water to make water more appealing as a "treat."

Possibilities include:

- > Adding fruit to infuse water, such as watermelons, pineapples, strawberries, or pomegranate seeds.
- > Adding vegetables and herbs such as cucumbers, ginger, mint, or basil.
- > Adding citrus, such as lemons or limes.
- > Drinking sparkling water for fizzy experience.
- > Freezing fruits or vegetables into ice cubes to add flavor to water.

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*“I love water and I notice a lot of people take it for granted. Water is the best thing you could put in your body and people just don't understand that.”*

*– Priority Population Survey Respondent*

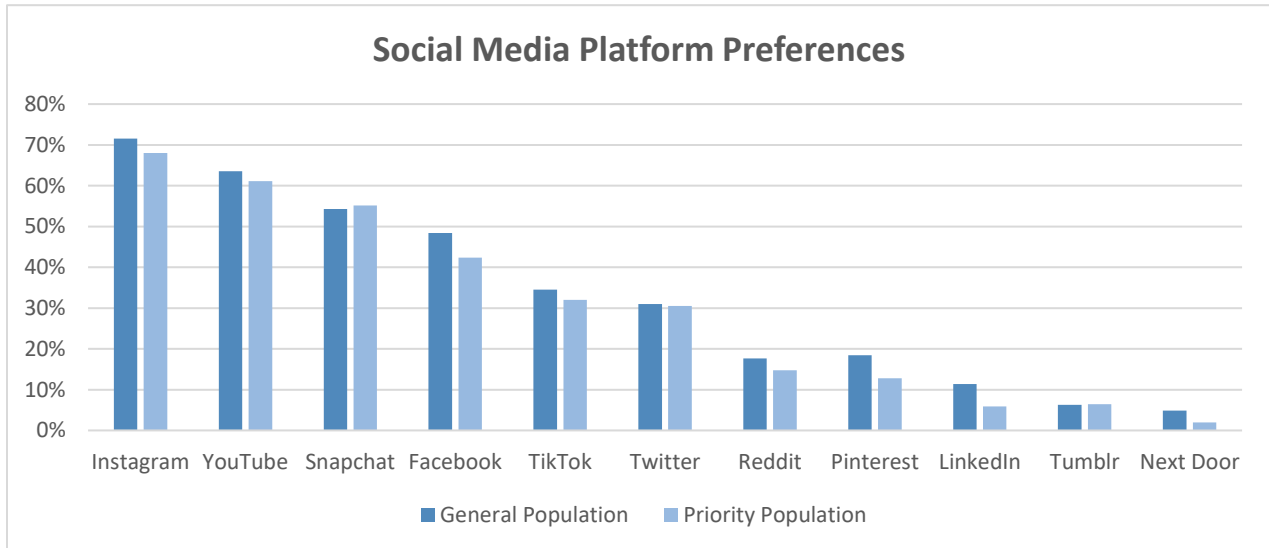
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## 2.7 Media

Focus group participants were guided through an SSB marketing and counter marketing gallery and instructed to place a sticker on any advertisements that resonate or appeal to them. Participant sticker votes indicated a preference for minimalist, open visuals with limited text and single-color backgrounds.

Many of the top-rated advertisements contained no message at all, showing only an athlete or Priority Population youth consuming their product. Messaging on top rated SSB advertisements included:

- > “Float like a butterfly, sting like a bee, ½ the calories, all the G.” (Gatorade)
- > “Made with the best stuff on Earth.” (Snapple)
- > “Keep perky when you’re feeling murky.” (Vitamin Water)
- > “Improve what you put in. Improve what you get out. Win from within.” (Gatorade)



More than 50% of Priority and General Population respondents are most active on Instagram, YouTube, and Snapchat. Some respondents also shared local media sources they rely on for information, including:

- > Univision (4 mentions)
- > Seattle Times (4 mentions)
- > Telemundo (2 mentions)
- > KOMO 4 (2 mentions)
- > The Stranger (2 mentions)
- > CUT (2 mentions)
- > KUOW (1 mention)
- > KEXP (1 mention)
- > Real Change (1 mention)
- > Crosscut (1 mention)
- > South Seattle Emerald (1 mention)
- > The Daily (1 mention)

Survey and focus group respondents were asked which local celebrities or influencers they follow, including multiple mentions of the Seahawks (5 mentions), Black Stax (3 mentions), Nikkita Oliver (3

mentions), Paulina Lopez (2 mentions), and Lil Mosey (2 mentions). A full list of open-ended responses is included in Appendix C.

## 2.8 Messaging

At the conclusion of the focus group, participants were asked what they had discussed during the event that they most want to share with their peers. Primary themes included health, SSB marketing, and water, including:

- > “I would challenge them to drink only water for 30 days and extend it gradually to a year.”
- > “Sugar builds up in your body.”
- > “That sugary companies target youth of color.”
- > “There is a connection between slavery and sugar.”
- > “Sweetened beverage companies target minority groups.”
- > “The amount of weight you can gain.”

Based on focus group insight, The Vida Agency developed four messages for testing in the digital survey. Survey respondents were asked about the clarity of each message and their level of interest for each campaign theme.

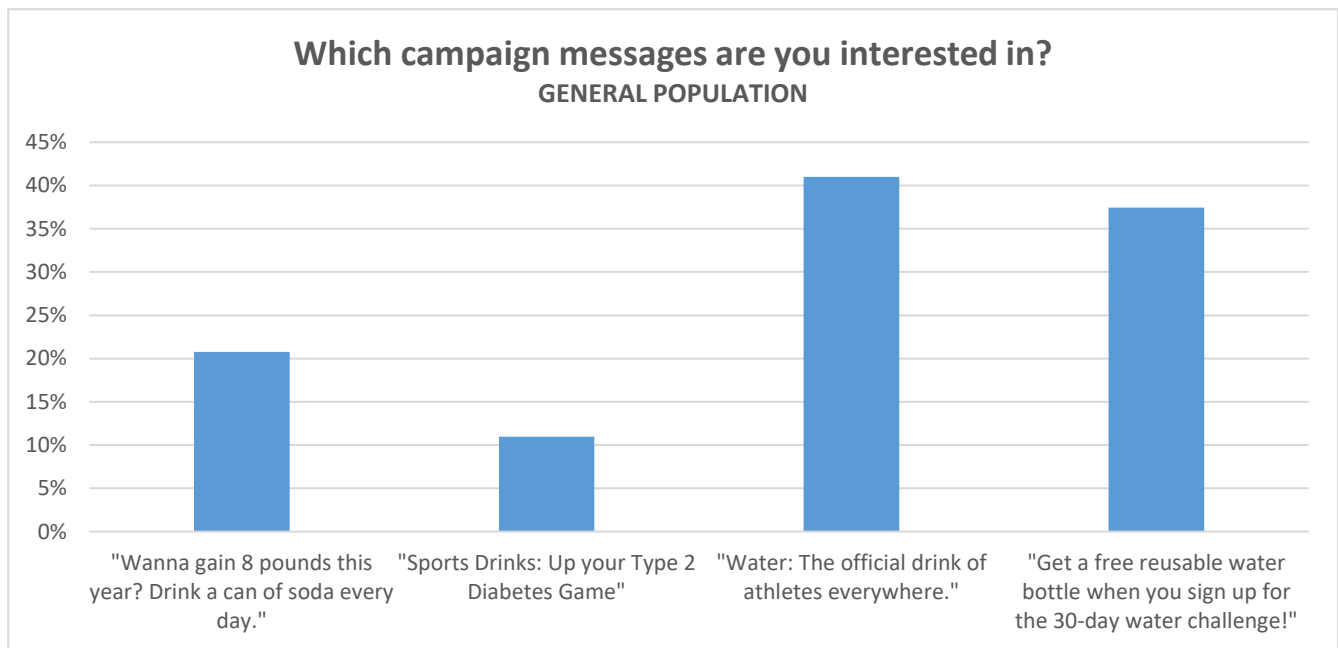
In general, survey respondents were supportive of a campaign against sugary beverages. Comments included:

- > “A lot of older people think the youth don't care but we really do.” (Priority Population Respondent)
- > “This is a very interesting topic and I find it great that you are spreading to people how bad sugary beverages are.” (Priority Population Respondent)
- > “I liked the survey and the awareness that needs to be spread!” (Priority Population Respondent)
- > “I want to be a part of the campaign. [Let me know] what I can do.” (Priority Population Respondent)
- > “I love your message. I don't think the danger behind sugary drinks is communicated enough.” (General Population Respondent)
- > “I would like to appreciate that you guys care about helping the community. Drinking sugary drinks are something I try to stay away from due to the amount of deaths in my family caused by Type 2 Diabetes.” (General Population Respondent)
- > “These are all brilliant to honest. Use them all. The more harsh and blunt the more it will resonate and be thought provoking.” (General Population Respondent)
- > “Love what y'all are doing!” (General Population Respondent)
- > “I think that the campaign ideas are very cool and can add a lot to my information about the affect of sugary drinks in my daily life. I realize that I have been drinking a lot of sugary beverages, much more than recommended.” (General Population Respondent)

- > “Thank you for sharing such valuable information and awareness that everyone needs in our society.” (General Population Respondent)

Survey respondents showed a strong preference for positive messaging about water, with 41% of the General Population expressing interest in the tagline “Water: The official drink of athletes everywhere.” 90% of respondents found this message to be clear, and 25% were able to recall the message at the end of the survey. Some open-ended comments noted that there is no "official" drink of all athletes, and that water is rather the "unofficial" drink of athletes everywhere.

Open-ended comments and focus group participants were in favor of a campaign involving free water bottles and a water-related challenge. 37% of General Population respondents were interested in “Get a free reusable water bottle when you sign up for the 30-day water challenge.” 90% of respondents also found this message to be clear, however only 16% recalled this message at the end of the survey.



Priority Population respondents also preferred a positive, water-related messages, with 35% interested in “Get a free reusable water bottle when you sign up for the 30-day water challenge!” and 33% interested in “Water: The official drink of athletes everywhere.”

Respondents commented that:

- > “I really like the water challenge idea. I know people including me are often interested in doing a challenge. The fact that is promotes something good is awesome too!” (Priority Population Respondent)
- > “Free is always an attention grabber, especially when you’re bettering yourself to get the free item.” (Priority Population Respondent)



In her case study interview, Colleen Echohawk confirmed that a campaign focused on increasing access to water, particularly if it includes free water bottles, would likely resonate with members of the Chief Seattle Club.

"Make them cool water bottles. I know my community is all ready for free swag. It could have a cool picture of Chief Joseph with his quote 'Water is our first medicine.'" Echohawk herself preferred the campaign message "Sports Drinks: Up your Type 2 Diabetes Game," finding it catchy, memorable, and funny. "It's very catchy, I love that one."

However, "Up your Type 2 Diabetes Game" received only 11% interest from survey respondents, only 51% found the message to be clear, and only 11% were able to recall this message at the end of the survey.

While the message "Wanna gain 8 pounds this year? Drink a can of soda every day," was found to be clear (by 84%) and had 21% recall, numerous respondents wrote in comments urging the Coalition not to use a weight-related message. General Population respondents noted concern that this campaign message might fat-shame youth and could feed into negative psychological impacts of body image and weight. One survey respondent shared in a comment, "I understand the 'Gain 8 pound' campaign slogan's intent, but you may accidentally be entering in on the boarder of 'fat shaming' propaganda".

Respondents commented:

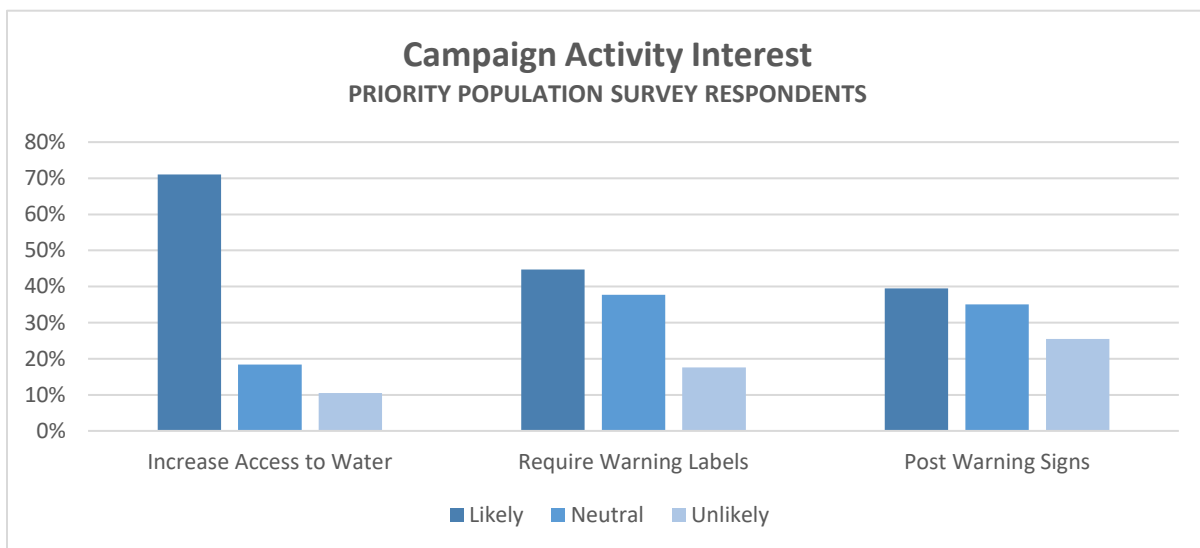
- > "Shame literally never works... get people excited about water instead of just alienating fat people." (Priority Population Respondent)
- > "I disagree with shaming people for liking sugary drinks. Yes I do agree there should be better ways for people to be aware of the health risks, but the campaign that said "do you want to gain 8 pounds in a year" is a really weird and kind of messed up way to go about this. Encourage better habits, don't shame bad ones." (General Population Respondent)
- > "I think the gaining weight one could be an issue because weight is a difficult subject for a lot of youth, like those with eating disorders. As someone who is recovered from one, it doesn't seem like a good strategy to use weight gain as a tactic to discourage something to youth. To adults, maybe, but not youth." (General Population Respondent)
- > "I think it is better to promote healthy options then attack unhealthy options." (General Population Respondent)
- > "Using weight gain as a fear tactic to youth isn't the best idea because a lot of youth struggle with eating disorders - gaining weight isn't necessarily a bad thing, especially for teens going through puberty. That slogan gives the idea that gaining weight is always bad, and therefore that losing weight is good." (General Population Respondent)
- > "I understand the 'Gain 8 pound' campaign slogan's intent, but you may accidentally be entering in on the boarder of 'fat shaming' propaganda which is proven to increase the use of unhealthy foods than help reduce the use." (General Population Respondent)

## 2.9 Campaign Activity Interest

Focus group participants were asked to rate the following activities in terms of which they would be most likely to participate in within their school, community, or workplace.

- > Increase access to water: Identify water fountains that are dirty or broken, distribute reusable water bottles.
- > Flip a vending machine: Convert a local vending machine to healthy, low-sugar content beverages.
- > Limit the sale of sugary beverages: Stop sugary beverages from being sold on school grounds or at sporting/community events.
- > Post Warning Signs: Urge groceries, schools, and community centers to post signs on shelves where sugary beverages are sold or served that advise consumers about the health impacts of the drinks.
- > Require Warning Label: Push for legislation requiring sugary beverage producers to display health warning labels.
- > Reinvest Sweetened-Beverage-Tax funds: Get involved with the Community Advisory Board to ensure funds raised from the tax are reinvested in the community most impacted by the tax.
- > Eliminate sugary beverage marketing: Pass regulations to remove sugary beverage marketing from your school, community center, or workplace.

Focus group participants preferred the following campaign activities:



Most (83%) said they are “Very Likely” or “Likely” to participate in a campaign to increase access to water. Only 7% said they are “Very Unlikely” or “Unlikely” to participate in this activity.

62% said they are “Very Likely” or “Likely” to participate in a campaign pushing for legislation requiring sugary beverage producers to display health warning labels." However, 34% indicated that they are “Very Unlikely” or “Unlikely” to participate in this campaign.

55% indicated that they are "very likely" or "likely" to participate in a campaign to post warning signs on shelves where sugary drinks are sold. 28% said they are “Very Unlikely” or “Unlikely” to participate.

These top-rated activities were presented to Priority Population survey respondents to further refine campaign plans.

A campaign to increase access to water was the clear frontrunner amongst Priority Population survey respondents, with 71% indicating they are "very likely" or "likely" to participate.

“The more accessible water is, the more people will drink it,” one Priority Population survey respondent wrote. “It has to be around them all the time.”

## 2.10 Creative Involvement Interest

Focus group participants were asked in what ways they would be interested in participating in campaign development. Participants shared the following ideas:

- > Video (9 mentions): Commercial, Documentary, Animated Short, Still Motion, YouTube Channel
- > Music (7 mentions): Song, Rap Song, Music Video
- > Mural (5 mentions)
- > Social Media (5 mentions): Social Media Push, Instagram Profile, TikTok Video
- > Podcast (3 mentions)
- > Poetry (2 mentions): Poem, Spoken Word
- > Other mentions included: Soda VS Water Battle, App/Website, Fliers/Posters, Write a Book or Article, Musical/Theatre, Clothing, Comic.

## 3. Conclusions and Recommendations

### 3.1 Focus Counter Marketing on Juice

The Vida Agency recommends a counter-marketing campaign that raises elevates the health risks of juice. Juice was the preferred sugar-sweetened beverage of survey respondents, with 41% of the General Population and 40% of the Priority Population consuming juice in the week prior to taking the survey. Many respondents believe that drinking juice is good for their health, and when juice brands promote “no added sugar,” many perceive the drink as being “zero sugar.”

A counter-marketing campaign against juice should include outreach to adult influencers of the Priority Population to reduce the availability of juice in their environment, including at school, home, extracurricular activities, and local stores. 17% of Priority Population survey respondents indicated that they consume SSBs because of convenience, and focus group participants indicated that they would drink fewer SSBs if products weren't so readily available.

Individuals also consume juice because of craving, and research findings suggest that sugar craving is more manageable for the Priority Population when they consume eight or more glasses of water a day. Counter-marketing campaign assets should be cohesive with alternative beverage promotion of water to enable a seamless integration of these campaign elements.

To help adult influencers reduce SSBs in their environments, the campaign should consider creating or distributing existing roadmaps, guides, or activities so that administrators and organizers have the tools they need to be effective. Researchers suggest that change-makers establish a period of transition, during which they phase SSBs out and increase the number of alternatives, leaving room for dialogue and habit change amongst the Priority Population.

The Community Advisory Board might consider small grant opportunities to seed beverage transitions within schools, organizations, and clubs. A small grant with a low-barrier application process would help organizers focus energy on changing habits and norms rather than fundraising, thus reducing the transition period.

The City of Seattle may also consider opportunities to advocate for the reduction of juices included in the Food Distribution Program on Indian Reservations (FDPIR), which as of 2020 still included apple, cherry apple, cranberry apple, grape, and orange juice (in eight packs of 64 oz bottles), as well as mixed fruit syrup.

### 3.2 Focus Health Risk Awareness Marketing on Type 2 Diabetes

Most survey respondents perceive an association between SSBs and Type 2 Diabetes, and a quarter of Priority Population respondents indicated that they have a family member who suffers from the condition. Focus group participants also noted being most concerned with the health risks that run in

their family, with over a quarter indicating that Type 2 Diabetes is the health risk that concerns them most.

While a high number of respondents associate weight gain and obesity with SSBs, and the tested campaign message related to weight gain had the second highest retention rate amongst messages, many respondents expressed concerns about messaging that might exacerbate self-image issues at a critical age. Researchers recommend not focusing risk messaging on weight at this time.

Respondents also associate tooth decay with SSBs, which may be indicative of the significant historical counter-marketing against SSBs utilizing imagery of rotting teeth. Because tooth decay has already been the focus of many previous campaigns, researchers suggest focusing risk association marketing on Type 2 Diabetes.

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*“We need to remind people that these drinks have served a purpose, and now that we have more information and resources, we know better. I knew sugary drinks were bad for me, even before I worked in public health. But it just takes time to pull back all those layers of colonialization and racism that have ensured that people of color are unhealthy.”*

*– Colleen Echohawk, Chief Seattle Club*

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### 3.3 Promote Water as a Non-Sugary Alternative

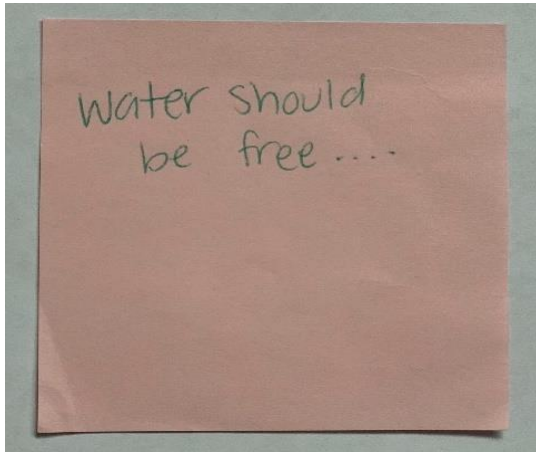


Figure 6 Focus Group Participant Suggestion

Water was the most popular alternative to SSBs by survey respondents across demographics. Priority Population respondents who consumed over eight glasses of water in the 24 hours prior to taking the survey drank fewer sugary beverages on average than their peers. By increasing water consumption amongst the Priority Population, it may decrease SSB consumption.

Most respondents drink water out of a tap or bottle, so messaging should focus on increasing consumption of water rather than on a specific water product which must be purchased.

### 3.4 Craft Campaign Messaging that is Positive and Water-Focused

Survey respondents prefer a positive message focused on water. The campaign message, “Water: The official drink of athletes everywhere,” was considered most interesting to survey respondents, who found the message to be clear, understandable, and memorable. Survey respondents also suggested their own campaign messages, with several write-ins related to a water-focused campaign, including:

- > Drink what you are, water.
- > Water: All day every day
- > Hey beautiful drink water!
- > Hydrate, don't dehydrate.
- > Water is life

Researchers suggest adding respondent suggestions to campaign brainstorming for further consideration and development. Final campaign messaging should be positive, and water focused.

### 3.5 Engage Communities in Activities which Increase Access to Water

Most Priority Population survey respondents and focus group participants indicated that they are most likely to participate in campaign activities that involve increasing access to water, such as distributing reusable water bottles, identifying broken or dirty water fountains, or participating in a 30-day water challenge. "Get a free reusable water bottle when you sign up for the 30-day water challenge!" was the second most popular campaign message, with many write-in comments favoring the idea of free water bottles and a challenge campaign.

Researchers suggest campaign outreach to include a water habit challenge, such as the 30-day activity suggested in the survey, as well as free water bottle distribution.

Based on Coalition input, researchers suggest that water bottles feature the campaign message and branding, but leave space for individuals to add their own stickers. Within each water bottle, consider including stickers from each Coalition partner organization, along with a sheet of stickers with quotes from American Indian, Alaska Native, Black, or Latinx leaders about the value and importance of water for health and/or culture, such as "water is our first medicine," a quote from Chief Joseph.

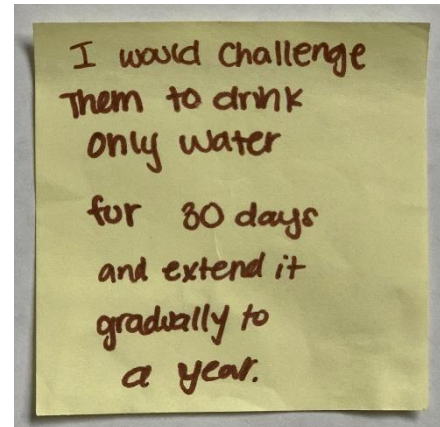


Figure 7 Focus Group Participant Suggestion

### 3.6 Utilize Research-Based Audience Personas

For campaign strategy and messaging development, researchers recommend the following four audience personas:

#### PERSONA 1: TYSON

*"I know that sugary drinks are bad for me, that's why I only drink clear sodas, like LeBron does."*

<b>Weekly SSB Consumption</b>	15 servings (about 2.14 servings per day)
<b>Water Consumption</b>	2 glasses per day
<b>Age</b>	17
<b>Race / Ethnicity:</b>	Black / African American

Bio: Tyson is an artist and a senior in high school. He does not think that sugary drink producers target him with their marketing and believes that the celebrities who promote sugary drinks also consume those products. Tyson is not very interested in the counter-marketing campaign, but he does want to get his hands on one of the free water bottles with the stickers he sees his friends using. While he sees the effect that over-consumption of sugar is having on his Dad, who is suffering from Type 2 Diabetes, he is not concerned about sugary drinks having an impact on his own health, or the health of his peers. Whenever the convenience store by his high school is having a two-for-one sale on Sprite Ginger, he stocks up to share with friends.

Reasons for Drinking SSBs: Tyson drinks one to three SSBs a day because he likes how they taste and often finds himself craving them. When he's at school, he buys Gatorade or Sprite from the vending machine. When he's at home, he drinks juice, because it's what his parents have in the fridge.

Barriers to Drinking Water: Because there is easy access to sugary drinks at home and at school, Tyson doesn't often choose to drink water. He doesn't like how water tastes out of the tap, but also doesn't feel good about spending money on bottled water, something he believes should always be free.

#### PERSONA 2: OLIVIA

*“When I’m at work it’s hard to keep track of how much sugar I’m drinking. All of us working the bar sip on sugary coffee during our shifts, because it’s a job perk and keeps us energized.”*

<b>Weekly SSB Consumption</b>	4 servings (less than one serving per day)
<b>Water Consumption</b>	5 glasses per day
<b>Age</b>	27
<b>Race / Ethnicity:</b>	Hispanic / Latinx

Bio: Oliva works as a barista in a local coffee shop, where staff can drink as much coffee beverages as they want. She thinks that soda producers do a poor job of communicating the health risks of their beverages, but she doesn't consider coffee or juice to be “sugary beverages.” She's seen Selena Gomez and Taylor Swift promoting sugary drinks, but she's skeptical that they consume those drinks. While Olivia believes that SSBs are bad for her health, she doesn't think that she currently consumes an unhealthy amount of sugary drinks. She does think that she could do a better job at drinking 8 glasses of water each day and is excited to participate in a challenge to help hold herself accountable. She's also interested in increasing community access to water and has suggested to her boss that their coffee shop should provide free water refills even for non-customers.

Reasons for Drinking SSBs: Most of the SSBs Olivia consumes are while at work, where SSBs are promoted to customers and employees.

Barriers to Drinking Water: When Olivia is thirsty at work, she tends to just make herself another sugary coffee drink, which tides her thirst for several hours.

PERSONA 3: RENEE

*“None of the role models I look up to drink sugar. I’m ready to organize in my school and get sugary drinks out of our vending machines.”*

<b>Weekly SSB Consumption</b>	1 serving (less than one serving per day)
<b>Water Consumption</b>	9 glasses
<b>Age</b>	13
<b>Race / Ethnicity:</b>	African American and American Indian / Alaska Native

Bio: Renee is the president of her middle school’s student wellness club and is fiercely committed to making her school a healthier place before she moves up to high school. While she doesn’t personally feel pressure to drink sugary beverages, her school and extracurricular activities don’t currently promote or provide alternatives. Sugary beverages are readily available in vending machines, the cafeteria, and at sporting events. At home though, Renee’s parents don’t stock sugary drinks in the fridge. Like everyone in her family, Renee drinks 8-10 glasses of tap water with ice cubes throughout the day. Renee loves it in the Spring when her mom adds Douglas Fir tips to jars of water and lets it sit out in the sun, giving their water a citrusy taste. Whenever she’s sick, her parents encourage her to drink lots of water, often quoting Chief Joseph, “water is our first medicine.”

Reasons for Drinking SSBs: Her family only drinks juice on special occasions.

Barriers to Drinking Water: None, Renee craves water.

PERSONA 4: DAVID

*“The health of my student athletes is paramount, that’s why our school has partnered with Gatorade to provide electrolyte drinks during practice and game-time.”*

<b>Weekly SSB Consumption</b>	5 servings (less than one serving per day)
<b>Water Consumption</b>	6 glasses

Bio: David is an educator at a local high school, where 70% of the students are Black or Latinx. He works hard to be a positive role model for his students, encouraging students to care for their mental and physical health, and volunteering as an after-school athletics coach for soccer. Whenever he can, he works in programming about health or diet into his curriculum, and recently brought his home juicer into school so that students could mix their own fresh juice. Because David believes that juice is healthy for him and his students, he promotes it as an alternative to SSBs, not realizing that juice is an SSB itself.

Reasons for Drinking SSBs: David drinks juice to improve his health and hydration.

Barriers to Drinking Water: Because there is water in juice, David feels that he already consumes a healthy amount of water.



### 3.7 Disseminate Simple Visuals with Minimal Text across Instagram, YouTube, Snapchat, and relevant local media.

Visual assets should be simple with minimal text and a solid color background. Campaign should consider a sports athlete influencer for the campaign.

Social media marketing should prioritize Instagram, YouTube, and Snapchat.

Local media engagement should include Univision and Telemundo, and consider other media from survey respondent recommendations.

Campaign should consider engaging local influencers such as the Seahawks, Black Stax, Nikkita Oliver, Paulina Lopez (Duwamish River Clean Up Project), and Lil Mosey in the campaign.

### 3.8 Establish Benchmarks for Future Study

Researchers recommend establishing the following key indicators through the youth workshop series, campaign implementation, and future benchmarking.

- > SSB Consumption: Average number of SSBs consumed
- > Water Consumption: Average glasses of water consumed
- > SSB and Type 2 Diabetes Association: Agree or Disagree

### 3.9 Conduct Further Research

Based on community input, Priority Population perceptions, as well as cultural and environmental influences, researchers recommend further study of the following:

#### *Sugary coffee perceptions, habits, motivators, and demotivators*

Sugary coffee was the most consumed sugary beverage by American Indian, Alaska Native, Black, and Latinx adults, with 25% of these respondents consuming at least one sugary coffee in the week prior to taking the survey. That rate was even higher amongst low-income respondents, 31% of whom consumed sugary coffee in the week prior.

The Chief Seattle Club case study also highlighted how difficult it is to gauge sugar consumption when pouring sugar from an open canister, a common method for adding sugar to coffee. While coffee is not included in the current Sweetened Beverage Tax, it accounts for a significant amount of the sugar consumed by survey respondents.

Researchers recommend further study of community perception of sugary coffee drinks, and City of Seattle consideration of sweetened coffee within the definition of “Sugar-Sweetened Beverage.”

### *Sweetened Beverage Tax Tribal Equity*

Researchers noted a juxtaposition between the SBT and current foods available through the Food Distribution Program on Indian Reservations (FDPIR). As of 2020 there were five different “unsweetened” flavors of juice available through FDPIR in eight packs of 64 oz bottles.

While jurisdictions do differ, from a public perception lens it appears that government is both sponsoring sugar consumption and also taxing it.

More research is necessary to gain a nuanced understanding of how this issue impacts the local American Indian and Alaska Native community, and researchers recommend further exploration with experts in this field, such as the Urban Indian Health Institute or the Seattle Indian Health Board.

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# Appendix B: Chief Seattle Club Case Study on Organizational Beverage Transition

## Synopsis

Located in Seattle's Pioneer Square district, Chief Seattle Club (CSC) provides a “safe and sacred place to rest, revive, and nurture the spirit of urban Native people in need.” They serve 250 meals a day to Urban Natives experiencing homelessness, and during the COVID-19 pandemic remained open seven days a week and provided testing services.

The non-profit is Native-led, and staff serve on essential boards and committees around the Region to raise awareness of the disproportionately high rates of homelessness amongst Urban Natives, and to inform policy and initiatives that improve the lives of their relatives. While American Indians and Alaska Natives make up only 1% of King County's population, they represent 10% of the County's homeless community (USDA, 2020).

In April 2014, Colleen Echohawk became the executive director of CSC. Echohawk is an enrolled member of the Kithehaki Band of the Pawnee Nation and a member of the Upper Athabaskan people of Mentasta Lake. With a background in organizational change and public health, she took note of the beverage service in the CSC kitchen immediately.

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*"I really knew that this would make my community healthier. I really knew it, so I was pretty focused on making that happen."*

*- Colleen Echohawk*

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**In 2014, Chief Seattle Club served powdered sugar drinks (such as Kool-Aid and Tang) out of a large Gatorade tub, as well as coffee with a canister of sugar and tea. Today, they serve water, coffee, tea, and hot water, with sugar packets available for those who want to add it to their beverage. The transition took approximately four years.**

Researchers interviewed Echohawk about how they made the transition, to glean insight into how Native members of the Club perceive sugary beverages, and recommendations on how other organizations might implement similar changes.

## Cultural Connection to Sugar

Sugary drinks, such as Kool-Aid or orange drink, are common in Alaska Native communities, Echohawk says. Because of the strong cultural connection, these drinks bring a sense of comfort and familiarity, particularly to Urban Natives experiencing homelessness. She also noted an association between powdery sugar drinks and the Commodities packets that Native communities were provided with historically.

*"This is really timely right now, with COVID 19. You hear that a lot of people of color are overrepresented in who is contracting the virus," Echohawk said. "And that's not because of high blood pressure or heart disease, but because of racism and colonialism. It's important to remember that, even with a sugary beverage, it's not that people of color aren't smart. It's that institutional racism has ensured that sugary drinks are what has been available."*

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*"Going to Potlatches as kids, Tang was what we had in villages in Alaska, it's common in Indian Country. I know I have a craving for Tang from time to time, there's something about it, it's familiar."*

- Colleen Echohawk

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When she began working toward a change in beverage service, some of the Chief Seattle Club's kitchen staff were resistant to discontinuing or reducing sugary drink service for this very reason. Sugary drinks were perceived as a way of caring for members of the Club, by bringing them something familiar, a comfort of home.

Echohawk also noted that, particularly within low-income communities of color, Kool-Aid and similar sugary drinks are a cheap survival mechanism.

*"We need to remind people that these drinks have served a purpose, and now that we have more information and resources, we know better," says Echohawk. "I knew sugary drinks were bad for me, even before I worked in public health. But it just takes time to pull back all those layers of colonialization and racism that have ensured that people of color are unhealthy."*

For members of CSC who are recovering from alcoholism, Echohawk also noticed that many experienced a strong craving for sugar, and that sugar seemed to help with the withdrawal. Prior to CSC's beverage transition, the beverage service offered a canister of sugar, from which members were often seen pouring large servings of sugar into their coffee and other drinks.

Rather than pushing her staff to eliminate sugary drinks overnight, Chief Seattle Club began a multi-year process of phasing water in, and phasing sugar out. Their journey looked like this:

## Organizational Change Roadmap

### Year 1

- > Change agent took note of health risk, became dedicated to finding and implementing a solution.
- > Initial pushback and concern from kitchen staff.
- > Continued SSB service along with coffee and tea.
- > Inconsistent service of pitchers of water.

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*"They would only put out the pitchers of water when I asked them to, but then they'd stop refilling them again, and again."*

- Colleen Echohawk

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### Year 2

- > Fundraising to purchase fruit infused water pitchers and fruit to fill them with.
- > Continued SSB service along with coffee and tea.
- > Transition from sugar canister to individual sugar packets to deter overuse.
- > Increased consistency in water pitcher service.

### Year 3

- > Implementation of fruit-infused water pitcher service, positive member response.
- > Members begin removing lids and eating fruit from water pitchers.

- > Installation of locks on water pitcher lids.
- > Discontinuation of Kool-Aid/Tang service.
- > Implementation of fruit juice service.

#### Year 4

- > Discontinuation of juice service.
- > Discontinuation of fruit-infused water service.
- > Full implementation of unsweetened water service.

#### Present Day

- > Kitchen service includes water, coffee, and tea.
- > Sugar packets are available.

## Recommendations

### Increase access to clean, safe water

Echohawk believes that a campaign focused on increasing access to water, particularly if it includes free water bottles, would resonate with members of the Chief Seattle Club.

*"Make them cool water bottles. I know my community is all ready for free swag. It could have a cool picture of Chief Joseph with his quote "Water is our first medicine."*

Echohawk herself preferred the campaign message "Sports Drinks: Up your Type 2 Diabetes Game," finding it catchy, memorable, and funny.

*"It's very catchy, I love that one."*

### Increase Knowledge of Health Impact/Benefit

Particularly for those involved in implementing change, Echohawk recommends engaging in open dialogue and discussion about the negative health impact of drinking SSBs, and the positive health impact of drinking water. She also recommends forming a committee, so that no one person feels responsible for the entire organizational shift.

*"Knowledge is super important. With my team, I kept saying that we have a lot of members with compromised liver, and if we can get them to drink one glass of water, it'll help their longevity. It will help them feel better. It'll help them make better choices. It's about giving choices. This person who has mental health and addiction, we can give him an opportunity to think more clearly by serving water."*

### Resource and Process Sharing

Echohawk recommended that the Coalition disseminate or create tools to help organizational administrators implement change, such as roadmaps, guides, or activities.

*"I had some tools from my past work in public health, and they were really helpful. Especially for administrators, make information about how to orchestrate change accessible. It would have been helpful to have a resource when we were first getting started about how to transition away from sugary beverages."*

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*"We stopped the sugary drinks and just had juice. Often it was apple juice, which is really terrible for you."*

*- Colleen Echohawk*

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*"Today we have lots of water access at Chief Seattle Club. We have it in the dining room, there's a water spicket in our lobby where people can come in and fill up their water bottles. We also sporadically offer water bottles."*

*- Colleen Echohawk*

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### Establish a Period of Transition

As CSC modeled, encourage organizations to make the transition over an agreed upon period of time, rather than overnight. Timelines should take into account the cultural norms and associations many communities have with SSBs, rather than viewing it simply as a health-related habit transition.

*"When you work with a culturally specific community, like Native people or Hawaiians or African Americans, it's important to recognize the comfort and familiarity. There's something about it that's familiar."*

For example, a school which currently serves primarily SSBs in vending machines and at sporting events might consider a transition period in which SSBs are reduced by half and backfilled with non-sugary alternatives. As students and staff normalize the new menu, continue to engage in dialogue about the transition and ultimate goal: student health. A transparent and intentional transition will help both staff and students feel more comfortable at the point when SSBs are fully eliminated from the menu.

### Provide Seed Funding for Organizational Change

While the fruit-infused water dispensers didn't stay in long-term rotation at CSC, Echohawk noted how essential having things like fruit water and juice were in the transition away from SSBs.

*"If I had had \$500 to buy the equipment and \$100 a month to buy fruit, we could have done this transition a lot faster. The fundraising process drew the whole timeline out."*

The SBT Community Advisory Board might consider seed grant opportunities with low application barriers to make it easier for organizations to begin implementing a SSB to water transition.



## Appendix C: Celebrity Influencers

Focus group participants noted the following local influencers that they follow:

Seahawks (Russell Wilson, Tyler Lockett) (3 mentions)	Nikkita Oliver (2 mentions)	Macklemore
Black Stax (2 mentions)	Lil Mosey	
	Lirik	

Survey respondents noted the following local influencers that they follow:

Macklemore (24 mentions)	Jarv Dee (2 mentions)	Carlos Overall
Lil Mosey (14 mentions)	Marshall Law Band (2 mentions)	Chrissy Teigen
Russell Wilson (13 mentions)	Monica Church (2 mentions)	<i>Christopher Livingston</i>
Travis Thompson (10 mentions)	Somos Seattle (2 mentions)	Darrius Wilrich
Paris Alexa (7 mentions)	Americanbboys	Death Cab
Black Stax (4 mentions)	Andreapons.co	Dejounte Murray
DubseaTV (4 mentions)	Dsnides23	DK Metcalf
Nate Robinson (4 mentions)	Eleanorpetry	Gabriel Teodros
Nikkita Oliver (4 mentions)	Grubbinseattle	<i>Isaac Tualalelei</i>
Kid Raiya (3 mentions)	Kathreenabsuelo	Isiah Anderson Jr
Bill Gates (2 mentions)	Santaofseattle	ItsJudyTime
Gifted Gab (3 mentions)	Seattlefoodieadventure	Jake Whittenburg
Jaime Méndez (2 mentions)	Amity Andresi	<i>Jeffrey Williams</i>
Jake One (2 mentions)	Andresorozcoescribe	John Soyer
Jamal Crawford (2 mentions)	Antonio Smith	Jordan Canada
	Ben Gibbard	Jordan Wilkerson
	Bonvoyagechloe	King Sheim
	Brianna Stewart	King Youngblood
		Koach T
		Lirik

Maika Million	Ray corona	The Head and the Heart
Michelle Lang	Raz Simone	
Paulina Duwamish youth Corp	Roc Phizzle	<i>The Nordstroms</i>
Pete Carroll	Sam Lachow	The Residency
<i>Quincy Jones</i>	Shabazz Palaces	Tiditxyi
Rachel Waldorf	Sue Bird	Tiffany Wilson
Rahmel Dockery	Tacocat	Tougo's Coffee (Brian Wells)
		Vivian Vo

**All celebrity influencers mentioned by survey respondents, including local celebrities.**

Macklemore (24 mentions)	Death Cab for Cutie (2 mentions)	Beyonce
Lil Mosey (14 mentions)	Freddie Liu (2 mentions)	Bill Gates
Seahawks (13 mentions, including Russel Wilson and Tyler Lockett)	Jarv Dee (2 mentions)	Bonvoyagechloe
Travis Thompson (10 mentions)	Jaime Méndez (2 mentions)	Brad Pitt
Paris Alexa (7 mentions)	Jamal Crawford (2 mentions)	Brianna Stewart
Black Stax (4 mentions)	Somos Seattle (2 mentions)	Camila Cabello
DubseaTV (4 mentions)	Seattlefoodieadventure (2 mentions)	Carlos Overall
Nikkita Oliver (4 mentions)	Americanbboys	CassieMUA
Cardi B (3 mentions)	Andreapons.co	Chandler
Kid Raiya (3 mentions)	Dsnides23	Childish Gambino
Gifted Gab (3 mentions)	Eleanorpetry	Chris Pratt
Selena Gomez (3 mentions)	Grubbinseattle	Chrissy Teigen
Ariana Grande (2 mentions)	Kathreenabsuelo	Christina Martinez
Bella Hadid (2 mentions)	Santaofseattle	<i>Christopher Livingston</i>
BTS (2 mentions)	Andrez Orozco	Ciara
	Ben Gibbard	Cole Sprouse
		Da Grynch

Daddy Yankee	Jennifer Ruiz (Jen_ny69)	Lili Reinhart
Daisy Marquez	Jigga City	Lirik
Darrius Wilrich	Jimmy Clarke	Lindsey Vonn
Dejounte Murray	Jimmy Clarke	Louie Castro
Demi Lovato	John Soyer	Luisa Fernanda
Deshae Frost	Jordan Canada	Maika Million
DK Metcalf	Jordan Wilkerson	Mandy Moore
Donormaal	Joy Lenz	Mariah Carey
Dove Cameron	Justin Timberlake	Marshall Law Band (2 mentions)
Dr. Mike	Kardashians	Megan the Stallion
Dwayne Johnson	Kehlani	Megan Mcullon
Frank Ocean	Keke Palmer	Megan Rapinoe
Gabriel Teodros	Kendall Jenner	Michelle Lang
Harry Styles	Kevin Hart	Michelle Obama
Horacio Ahumada	Kiana Ledo	Mikaela Schriffin
<i>Isaac Tualaulelei</i>	Kim Kardashian	Misha Collins
Isiah Anderson Jr	King Sheim	Monica Church
ItsJudyTime	King Youngblood	MTS
Jackie Chan	Koach T	Nate Robinson
Jaden Smith	Kristen Bell	Paulina Duwamish
Jake One	Kuinka	Pearl Jam
Jake Wells	Kylie Jenner	Pete Carroll
Jake Whittenburg	Kung Fu Grip	Polo G
Janice Young	Knowmads	<i>Quincy Jones</i>
Jason Statham	Lebron James	Rachel Waldorf
<i>Jeffrey Williams</i>	Lil Baby	Rahmel Dockery
Jenna Fischer	Lil Nas X	Rawbeautykitty
Jenners	Lil Uzi Vert	

Ray corona	Sue Bird	Tougo's Coffee (Brian Wells)
Raz Simone	Swae Lee	Trippie Redd
Reese Witherspoon	Tacocat	UMI
Rico Nasty	Tara Money	Vivian Vo
Roc Phizzle	Taylor Swift	Willow Smith
Roddy Rich	The Head and the Heart	Young Thug
Romero	<i>The Nordstroms</i>	Zendaya
Russell Wilson	The Residency	News Reporters
Sam Lachow	The Weeknd	Pete Carol
Shabazz Palaces	Tiditxyi	
Shrood	Tiffany Wilson	