

## Support our Children and Neighborhoods

# Our Kids are Worth it!

The Mayor's plan will give our youngest children a great foundation, help us reduce inequality and poverty, and improve our schools.

The sugary beverage tax is the best way to pay for it.

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### Why should we urge City Council to vote YES on the sugary beverage tax?

#### We can expand quality pre-k for 6,500 children

- Half of Philadelphia's children start Kindergarten without the basic skills they need to succeed. Children who start behind often stay behind.
- A positive, high-quality early learning environment with skilled teachers can help a child learn despite stresses in their home and neighborhood.
- Most of working families cannot afford the cost of quality pre-k. Families need a leg up, but there are not enough state and federal funds for pre-k for all the children in need.
- The City can help. High quality pre-k is the best investment we can make for the city's future: it pays for itself in the future with lower crime, higher graduation rates, less need for special education and less poverty.



**The sugary beverage tax will also pay for new and rehabbed recreation centers, parks and libraries, and community schools.**

### How you can make a difference

**Come to one of these public hearings and speak (3 minutes)**

- Tues, April 12, from 6:00 to 8:00 at Concilio, 141 East Hunting Park
- Tues, April 19, from 5:00 to 7:00 at City Hall
- Tues, May 3 from 7:00 PM to 9:00 PM; place to be determined
- Weds, May 4 from 5:00 to 7:00, City Hall

Sign up to testify at <http://bit.ly/1MI4Flz>

Questions? Call Shawn at 215-563-5848 ext. 28

# The Truth about the Soda Tax (No matter what others say about it)

## **Big Soda is not on our side.**

- Big Soda gets huge profits from poor communities.
- Big Soda pushes its products to young and minority communities.

## **What Will Happen if the Tax Passes**

- If people stop drinking sugary soda, they will choose other products from the vending machine (Diet, Water, and other bottled drinks).
- All of these products are made by Big Soda
- They will be carried in trucks driven by union members, to stores in neighborhoods where they will be sold.
- Distributors pay the tax – it will not be added on at the cash register

Many neighborhood groceries are already selling less soda. Sugary drinks have dropped 16% in Philadelphia between 2007 and 2013.

## **Who wins?**

### **The communities that will get the most from this tax are working and working poor neighborhoods in Philadelphia.**

- 6,500 new Pre-K slots in these communities (10,000 with state aid)
  - Pre-K is a proven way to help students do better in school.
- New and improved rec centers, libraries and parks
  - After school programs, Internet services, learning for whole families
  - Decrease violence and crime around these centers.
- Community Schools providing many services for children and families.
- **JOBS** rebuilding parks, libraries and rec centers
- **JOBS** for Pre-K teachers
- **JOBS** fixing City Buildings so they save energy.

**There are no other sources of money for these investments.** More taxes on homeowners, workers or businesses will drive families and jobs out of Philadelphia.

*Endorsed by: Public Citizens for Children and Youth; Philadelphia Parks Alliance; Philadelphia Federation of Teachers; Service Employees International Union; Minister Rodney Muhammad, President of the Philadelphia NAACP; Delaware Valley Association for the Education of Young Children; Action United; Center for Science in the Public Interest; Lodge 5 of the FOP; Local 22, IAFF; District Councils 33 and 47, AFSCME; Universal Companies.*