

Supplement B

Analysis of Frames, Arguments, and Frequency of Use

Table 2. Arguments and Frames

	Total	Overall % (n=49)
Frames		
Arguments		
Economics		
Policy will increase revenue and help balance WV budget	23	47
Policy will help fund educational programs	4	8
Policy will help fund special projects health departments, state health insurance for adults and children)	12	24
Impact of policy will be restricted to those who choose to purchase	6	12
Policy will decrease health care costs	5	10
Policy will improve workforce productivity	3	6
Policy will hurt small businesses	2	4
Policy is regressive	9	18
Policy will raise less revenue than expected	1	2
Policy will decrease the money people have to spend on other necessities	1	2
Personal Behavior		
Policy will lead people to choose a substitute beverage	19	39
Policy will reduce amount of SSB consumed	18	37
Policy will not change an individual's behavior	5	10
Policy will lead people to change location of soda purchase	6	12
Public Health		
SSBs are a risk factor for obesity/diabetes	13	27

Policy will reduce morbidity or mortality from obesity	18	37
SSBs do not address obesity/diabetes	6	12
Personal Liberty		
Policy is the government's role or responsibility	3	6
Government should not interfere	3	6
Science Rationale		
Sugary drinks have addictive properties	6	12
Sugary drinks have an impact of human physiology	5	10
TOTAL	168	

Table 3. Anti-tax arguments and Frames

	Total Number
Frames and Arguments	
Economics	13
Policy will hurt small businesses	2
Policy is regressive	9
Policy will raise less revenue than expected	1
Policy will decrease the money people have to spend on other necessities	1
Personal Behavior	11
Policy will not change an individual's behavior	5
Policy will lead people to change location of soda purchase	6
Public Health	6
SSBs do not address obesity/diabetes	6
Personal Liberty	3
Government should not interfere	3
Science Rationale	0
TOTAL	33

Table 4. Pro-tax arguments and Frames

	Total Number
Frames and Arguments	
Economics	53
Policy will increase revenue and help balance WV budget	23
Policy will help fund special projects health departments, state health insurance for adults and children)	12
Impact of policy will be restricted to those who choose to purchase	6
Policy will decrease health care costs	5
Policy will help fund educational programs	4
Policy will improve work force productivity	3
Personal Behavior	37
Policy will lead people to choose a substitute beverage	19
Policy will reduce amount of SSB consumed	18
Public Health	31
SSBs are a risk factor for obesity/diabetes	13
Policy will reduce morbidity or mortality from obesity	18
Science Rationale	11
SSBs have addictive properties	6
SSBs have an impact on human physiology	5
Personal Liberty	3
Policy is the government's role or responsibility	3
TOTAL	135

Examples of Arguments for Each Frame Found in the News Articles

Economic Frame: In total there were ten types of pro and anti-tax arguments under the economic frame

Pro-tax: Economic Frame, Policy will increase revenue and help balance WV budget

“Christine Compton, government relations director for AHA WV, said the bill would provide nearly \$80 million annually to the Public Employees Insurance Agency” – Carrie Hodousek: AHA pushes for sugary drink tax to help fund PEIA. WV Metronews 2/19/18

Anti-tax: Economic Frame, Policy is regressive

“According to the Tax Foundation, a 10 percent soda tax could burden high-income families by \$24.29, while poor families would be harmed nearly twice that amount, at \$47.38. All of this adds up to an extremely bleak outlook for West Virginia’s economy, which risks the same consequences that the city of Philadelphia suffered after imposing their own beverage tax.” – Ron Martin: Beverage tax will send consumers across state lines. Charleston Gazette Mail 4/8/17

Personal Behavior Frame: In total there were four types of pro and anti-tax arguments under the personal behavior frame.

Pro-Tax: Personal Behavior Frame; Policy will reduce amount of SSB consumed

“The West Virginia Oral Health Coalition is in full support of the sugary drink tax, too. Together, we will be voicing our support of a modest tax that will increase the cost to consumers, in the hope that it will encourage families to choose their beverages more wisely. I’ve seen the results of soda in bottles and sippy cups. If mere parent education could deter excessive consumption by kids, we wouldn’t need a tax. But this hasn’t worked, so it’s time for a bold change.” – Dr. Vinod Miriyala: For oral health’s sake, back the sugary-drink tax. Huntington Herald Dispatch 2/21/17

Anti-Tax: Personal Behavior Frame, Policy will lead people to change location of soda purchase

“The tax would have even greater consequences for businesses in border communities like my hometown of Bluefield, since residents will easily be able to drive over the border to shop for better prices.” – Ron Martin:

Beverage tax will send consumers across state lines. Charleston Gazette Mail 4/8/17

Public Health Frame: The pro and anti-tax arguments had three arguments under the public health frame.

Pro-tax: Public Health Frame, Policy will make the state healthier

“West Virginia has one of the highest obesity and diabetes rates in the nation, according to the AHA. Compton said it’s important to improve wellness in the state by decreasing the amount of sugar consumption” – Carrie Hadousek: AHA pushes for sugary drink tax to help fund PEIA. WV Metronews 2/19/18

Anti-tax: Public Health Frame, SDTs do not address obesity/diabetes

“We also must acknowledge what science tells us: obesity is complicated with many contributing factors. The latest data from the CDC shows that obesity rates have been going up steadily even though soda consumption has been going down.” – Will Swann (West Virginia Beverage Association): Beverage taxes hurt working families. Huntington Herald Dispatch 2/18/18

Personal Liberty Frame: The pro and-anti-tax arguments each had one argument under the personal liberty frame.

Pro-tax: Personal Liberty Frame: Policy is the government’s role or responsibility

“Compton called it “a choice tax.” ‘It’s a choice item. It’s not something we have to have as part of our daily diet. It’s very similar to the concept of [a] tobacco tax which did become part of the budget negotiations last year,’ she said.” – Carrie Hodousek: American Heart Association pushes sugary drink tax in final days of legislative session. WV Metronews 4/7/17

Anti-tax: Person Liberty Frame, Government should not interfere

“One reason that sugar-sweetened beverage, or SSB, taxes are failing is because the people are against having the money benefit government's general funds, rather than being used to prevent obesity, Caruthers said, ‘I’m here to tell you that there are a lot of people out there who do not want to grow government under any circumstance,’ he said.” – Lori

Kersey: Taxing sugary drinks in WV advised. Charleston Gazette Mail
5/17/13

Scientific Rationale Frame: There were two pro-tax arguments and no anti-tax arguments utilized the scientific rationale frame.

Pro-Tax: Scientific Rational Frame; SSBs have addictive properties

“That will be hard because of the addiction for one thing of the sugary drinks, as well as just learning different behaviors and choosing different options,” Drake said.” – Carrie Hodousek: Preliminary data shows sugary drink consumption can lead to death. WV Metronews
3/26/18