



SEMINAR

Department of Public Health



University of Otago, Wellington | 23A Mein Street | Newtown | Wellington

Will taxes on sweetened sugary beverages be beneficial in term of health gain, health inequalities, and saving health system costs?

Tony Blakely, Louise Signal, Cristina Cleghorn

This seminar will review the logic and evidence for and against taxes on SSBs. Changing the price of one food can alter purchasing of multiple foods; Tony Blakely will examine how problematic this might be for SSB taxes. He will then track through – theoretically, and based on simulation modelling – the impact on disease states and QALYs for a SSB tax, and compare it to other tax and subsidy programmes. He will compare it to other diet policies in terms of impact, and what the likely impact on inequalities in health might be. Latest BODE³ modelling will be included, including the difficult (there is no free lunch) issue of calibrating models. Finally, Louise Signal will present findings from qualitative research with policy makers – would they even consider a SSB tax? And when and how?

Friday 21 August 2015

12.30 to 1.30

Small Lecture Theatre

ALL WELCOME!