



Evidence from real-world SSB taxes

What does this mean for Aotearoa New Zealand?

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W E L L I N G T O N

Declaration of interests

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Do sugary drink taxes work?

Yes. Sugary drink taxes reduce consumption.



SUGAR

Humans like sugar. A lot.



SUGAR

Limit free sugar intake to no more than:

10% of total energy intake

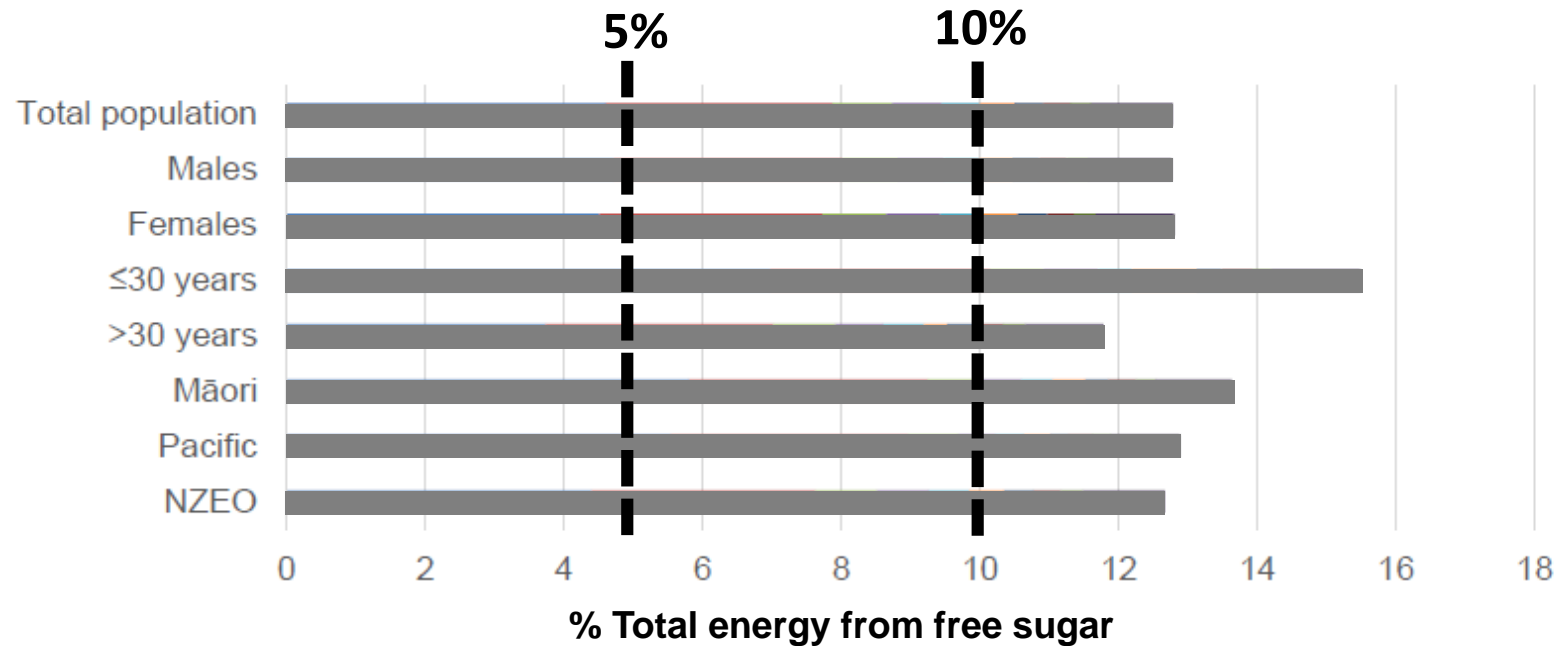
For more health benefits, do not exceed:

5% of total energy intake (~6 teaspoons of sugar)



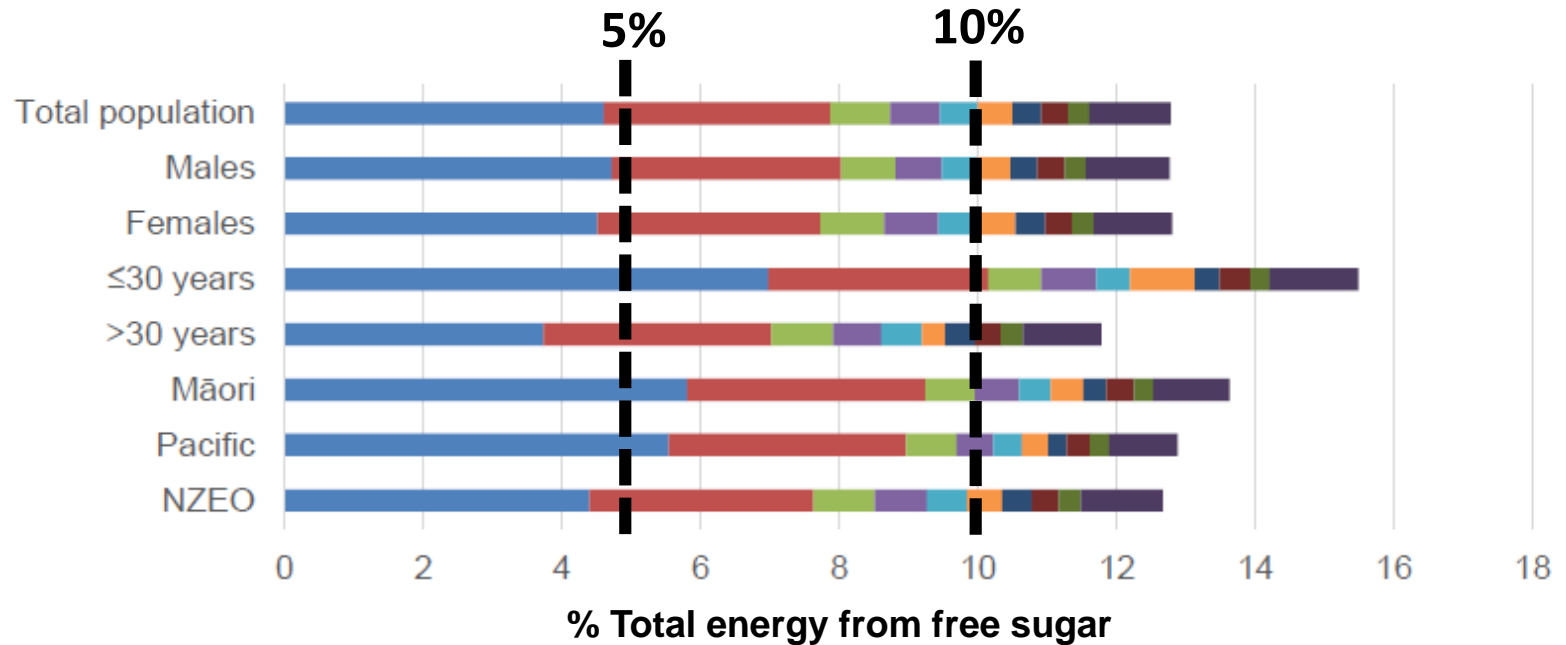
**World Health
Organization**

NZers consume too much free sugar



SUGAR

NZers exceed WHO guidelines with just their beverage intake



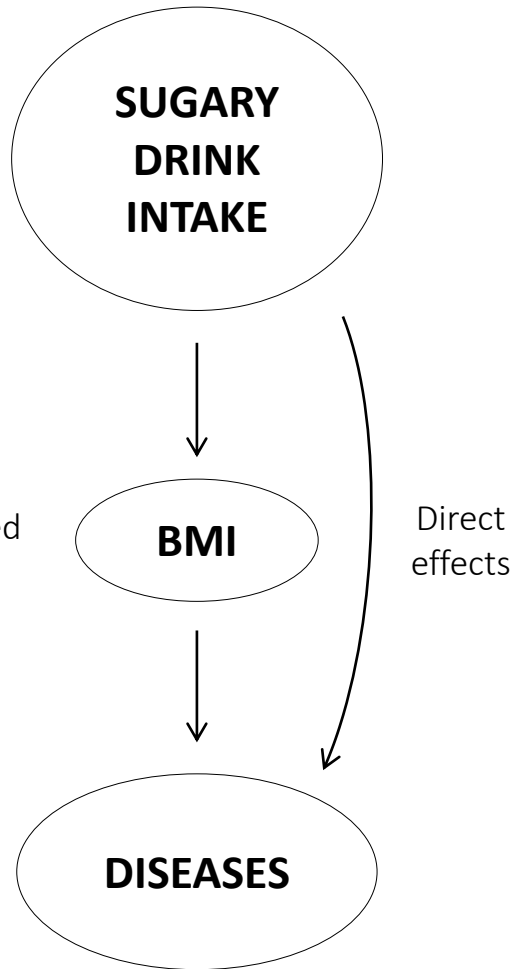
41% of free sugars are from
sugary drinks

=7 teaspoons of sugar per day



SUGARY DRINKS

Sugary drink consumption is an important dietary risk factor



High intake of sugary drinks contributes to excess weight gain

Sugary drinks increase risk of obesity-mediated disease

Sugary drinks have direct effects on disease risk

1. Malik et al. 2013
2. Malik et al. 2010
3. Malik et al. 2006

4. Global BMI Mortality Collaboration 2016
5. Imamura et al. 2015
6. Kim & Je 2016

7. Moynihan & Kelly 2014

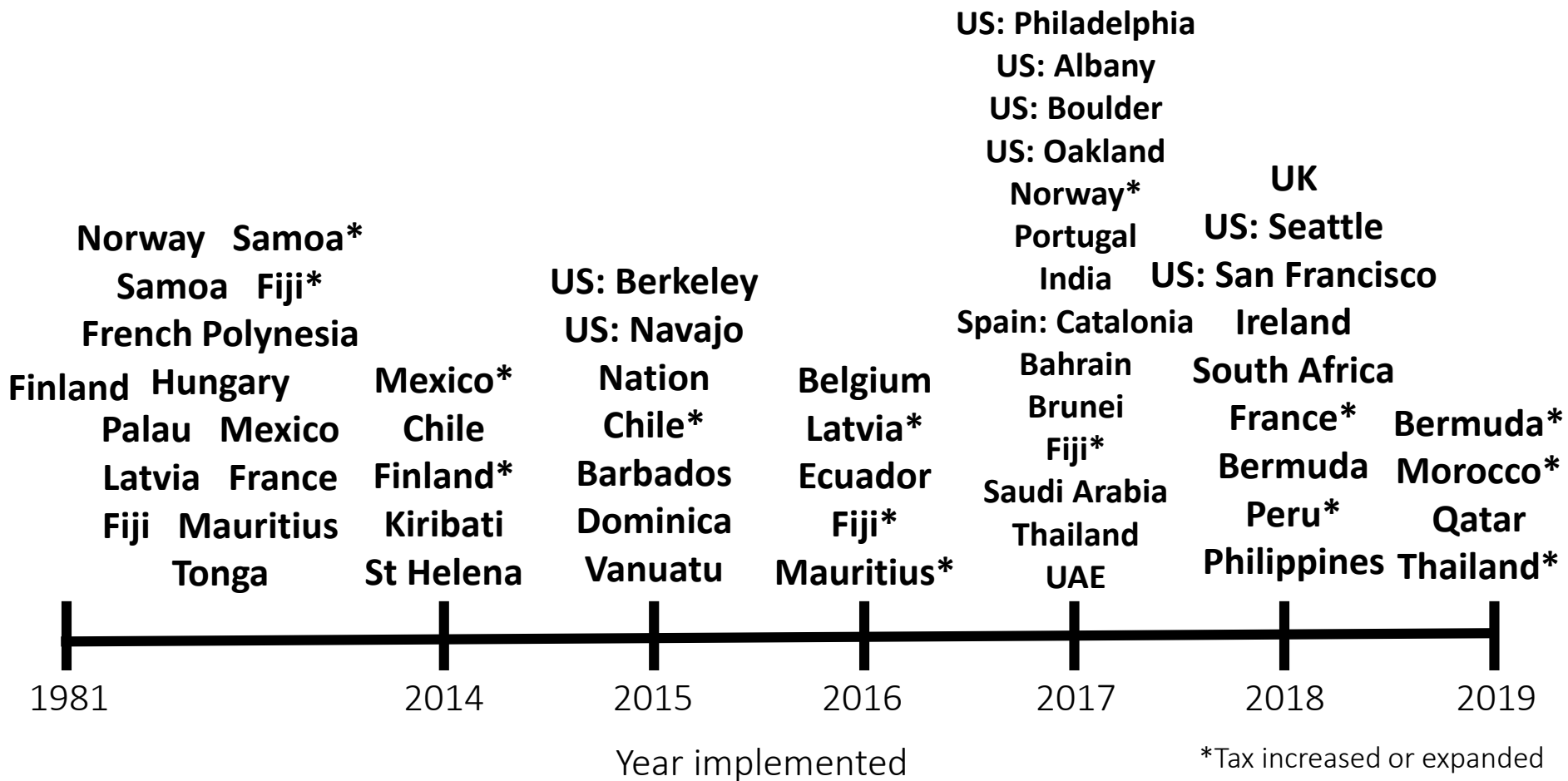
More reasons to focus on sugary drinks

- ➔ Children and youth are highest consumers
- ➔ Sugar is less obvious in foods
- ➔ Discretionary
- ➔ Suitable alternatives



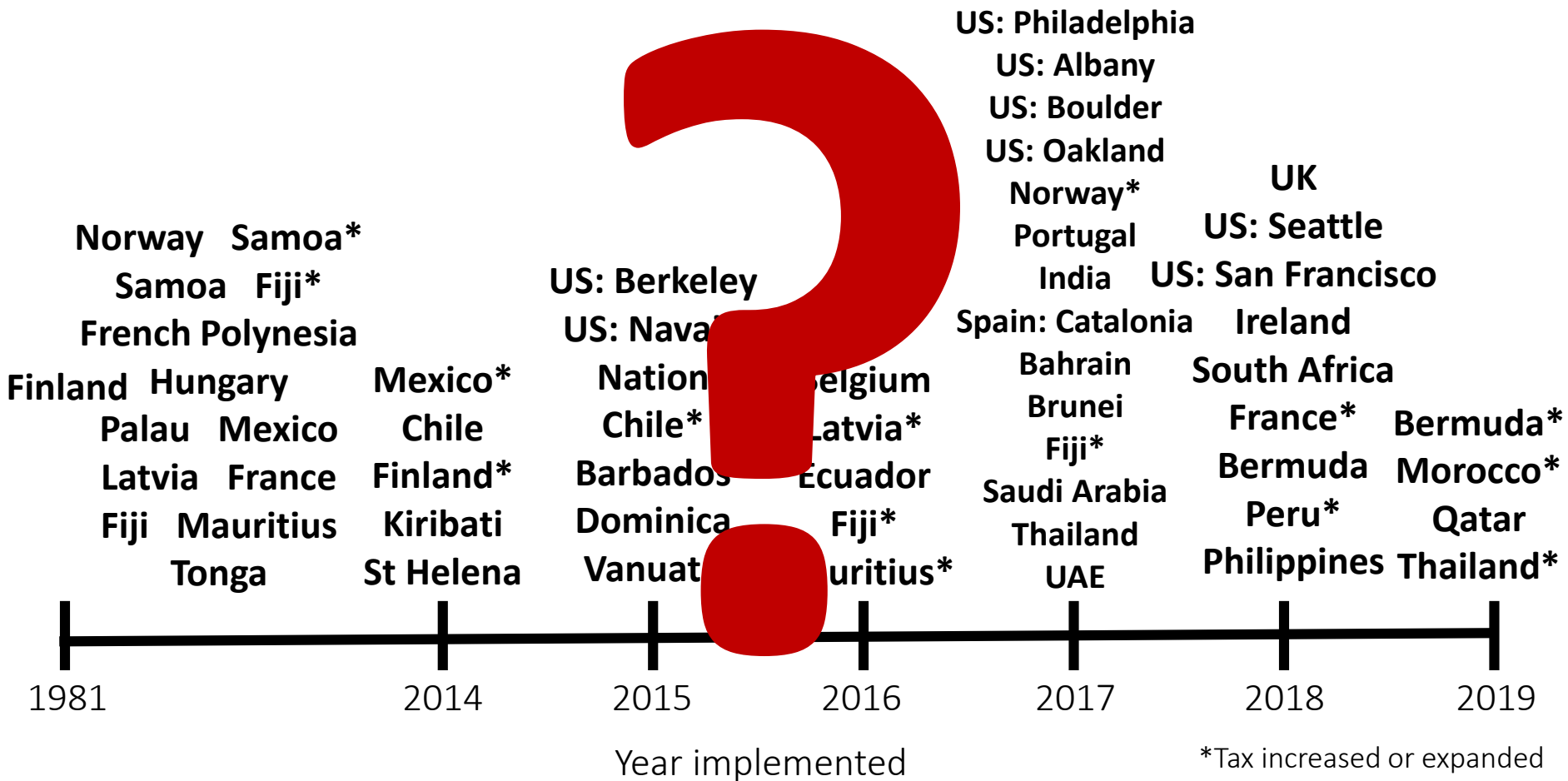
Jurisdictions with sugary drink taxes

As of May 2019



Jurisdictions with sugary drink taxes

As of May 2019



Real-world sugary drink taxes research

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PUBLIC HEALTH

WILEY **obesityreviews**

Impact of sugar-sweetened beverage taxes on purchases and dietary intake: Systematic review and meta-analysis

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Summary

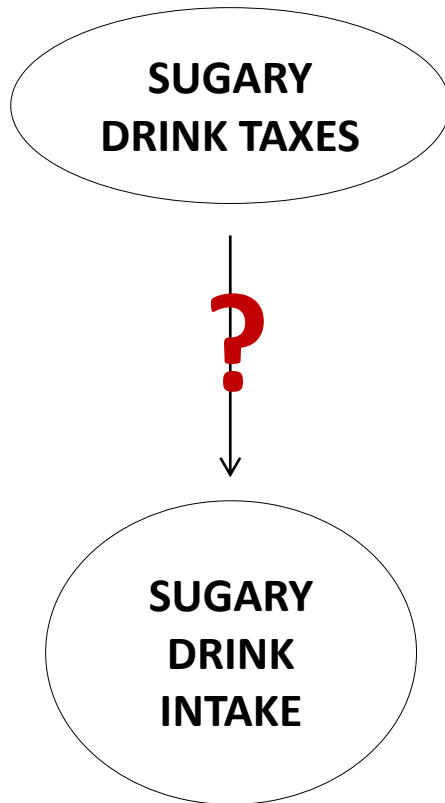
The aim was to conduct a systematic review of real-world sugar-sweetened beverage (SSB) tax evaluations and examine the overall impact on beverage purchases and dietary intake by meta-analysis. Medline, EconLit, Google Scholar, and Scopus databases were searched up to June 2018. SSB tax evaluations from any formal jurisdiction from cities to national governments were eligible if there was a comparison between pre-post tax ($n = 11$) or taxed and untaxed jurisdiction(s) ($n = 6$). The consumption outcome comprised sales, purchasing, and intake (reported by volume, energy, or frequency). Taxed and untaxed beverage consumption outcomes were



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Obesity Reviews, 2019;20:1187-1204.

Research question



In the real world, did sugary drink consumption change after a tax?

Did untaxed beverage consumption change (eg, water)?

Methods

- ➔ Systematic international search of research databases, looking for studies with:
 - ✓ Real world setting
 - ✓ Any consumption outcome (sales, purchases, intake)
- ➔ Adjusted for different tax rates
- ➔ Meta-analysis

Results

Berkeley → 3 studies

Other US → 6 studies

France → 1 study

Chile → 2 studies

Mexico → 4 studies

Catalonia (Spain) → 1 study



**Total of 17
studies included**

Results

- 1. In every location**, sugary drinks were **lower** after the tax
- On average, a 10% increase in price was associated with a **10% reduction in sugary drinks**
- Pattern suggesting that untaxed **substitute beverages increased** (eg, water)



Do sugary drink taxes work?

Yes. Sugary drink taxes reduce consumption.



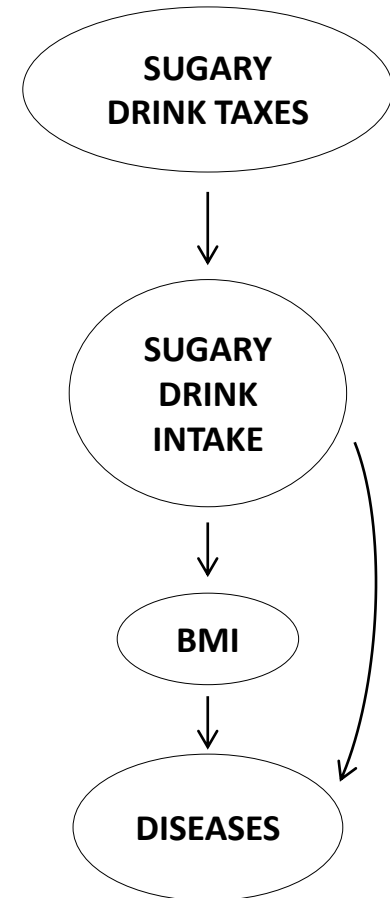
Sugary drink taxes work as expected

- ➔ Consistent with economic research
- ➔ Consistent with research on other health risk factor excise taxes (eg, tobacco, alcohol)
- ➔ Bonus effect: reformulation (eg, UK)

Sugary drink taxes are good for health

Reduce an important dietary risk factor

Reduce the leading source of free sugars



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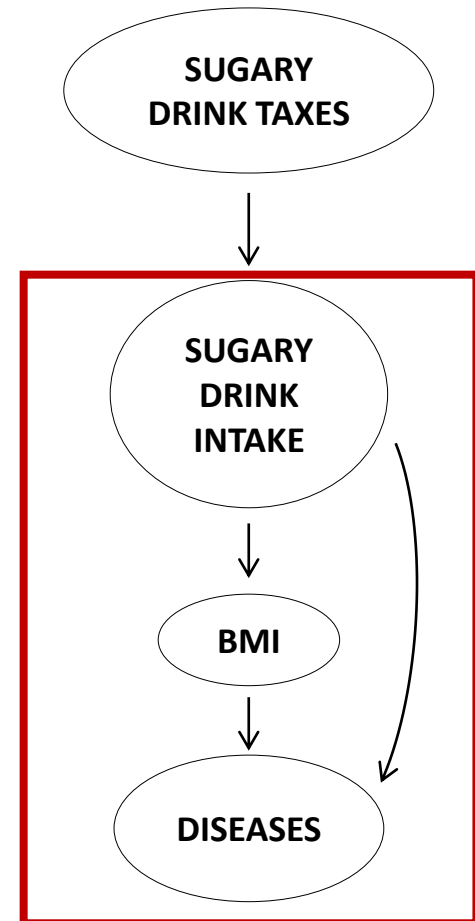
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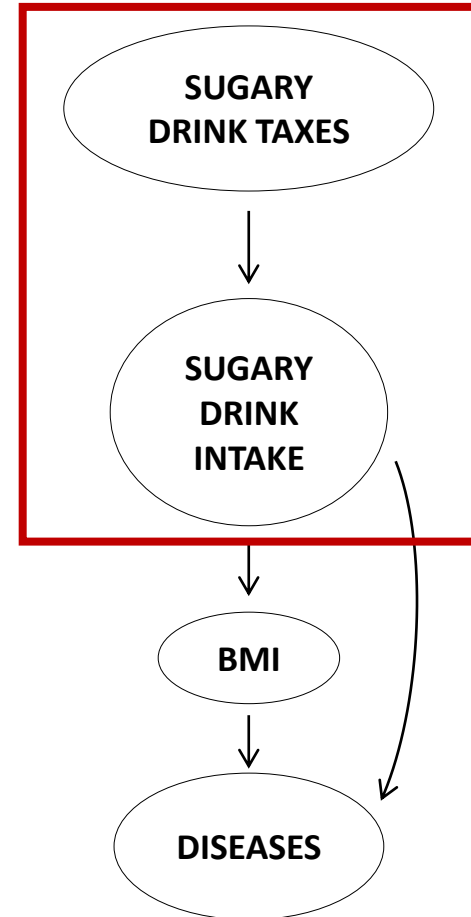
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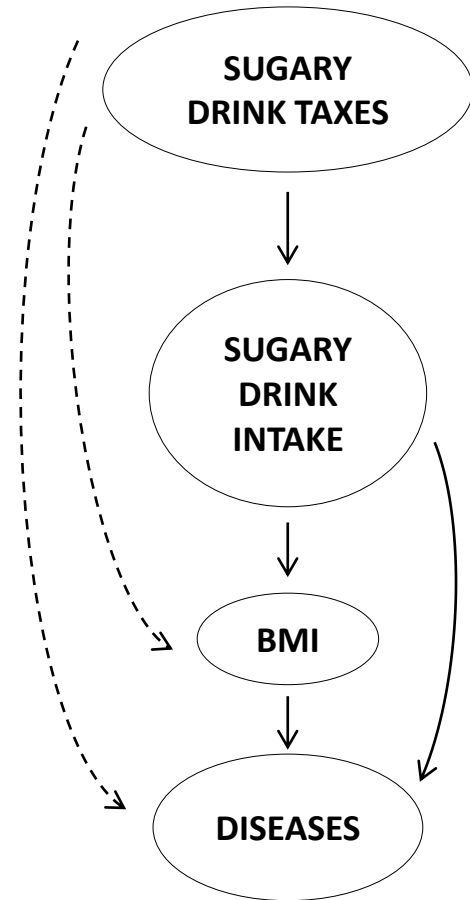
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Sugary drink taxes are good for health

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Expect changes in other health outcomes



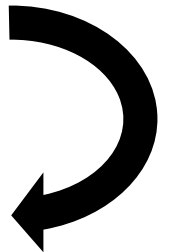
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Multi-component strategy (taxes+++)

- + Front-of-package warning labels
- + Taxing junk food
- + Mandatory food reformulation
- + No advertising targeting children
- + Strong school food policies, including water only policies
- + Removal of vested interests from decision-making



Aotearoa New Zealand
will benefit from a
sugary drink tax.

A sugary drink tax in NZ:

- ➔ UK-style sugary drinks industry levy (stimulate reformulation)
- ➔ Tax a wide array of sugary drinks (eg, include fruit juices)
- ➔ Use the tax revenue for additional benefits (eg, kids lunches)
- ➔ Multi-component strategy
- ➔ Expect strong ongoing opposition from the beverage industry

INDUSTRY OPPOSITION



“Plain packaging passes the tobacco ‘scream test’ — the more the industry screams, the more impact we know a measure will have.”

Prof Simon Chapman,
University of Sydney

Sugary drink taxes pass the scream test

- ➔ Millions of dollars spent trying to block sugary drink taxes
- ➔ Lobbying to stop UN recommendations and to influence policy development
- ➔ Misrepresenting health research
- ➔ Encouraging ineffective approaches

NZ is in a nutritional health crisis

stuff ≡

life & style

Child obesity: NZ second worst in OECD, 39 per cent of kids overweight or obese ▶

A new report has ranked NZ second worst in the world for child obesity.

CONCLUSION

Sugary drink taxes work.

It's time for Aotearoa
New Zealand to have a
sugary drink tax.

