

# Health in All Policies

## Fiscal response

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SA Health



# Why a sugared drink tax?

- > Health effects include association with:
  - type 2 diabetes independently of obesity status, RR1.13 (1.06-1.21) per serving/day
  - increased body weight
  - dental caries
- > Estimated sugared drinks contribute 10% to obesity in Australia
- > Generally no nutritional value, absorbed quickly and can induce hunger

Bucher Della Torre et al. *Journal of the Academy of Nutrition and Dietetics*. 2016;116(4):638-59.

Duckett S et al. Grattan Institute, 2016.

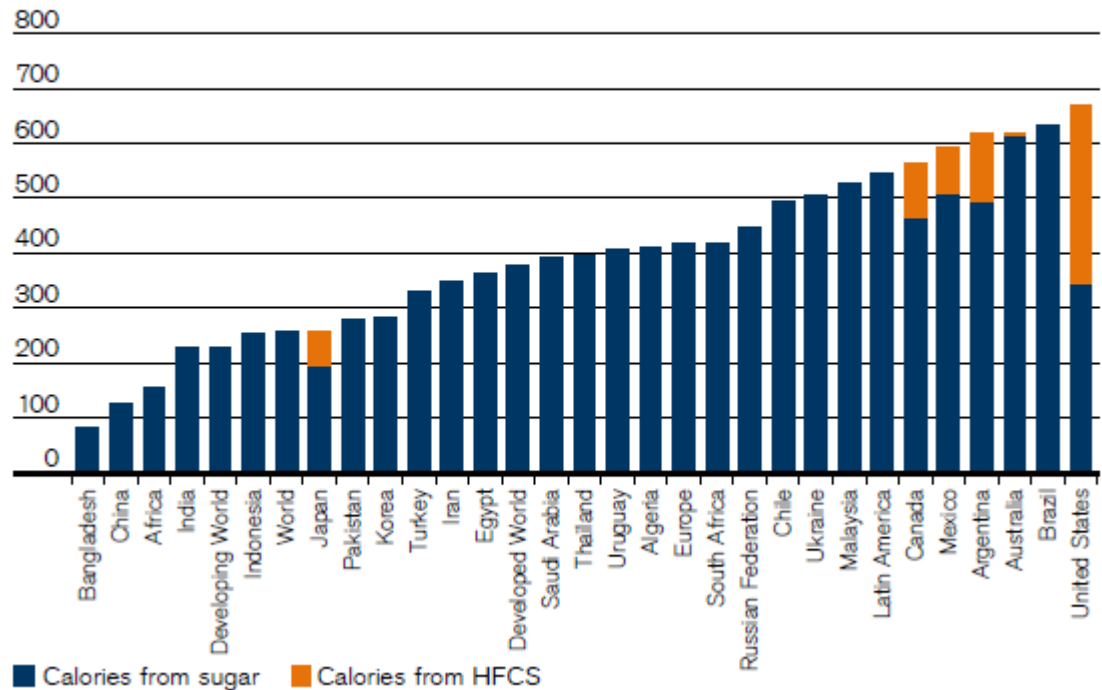
Malik et al. *The American Journal of Clinical Nutrition*. 2013;98(4):1084-102.

Imamura F et al. *British Medical Journal*. 2015;351:1-12

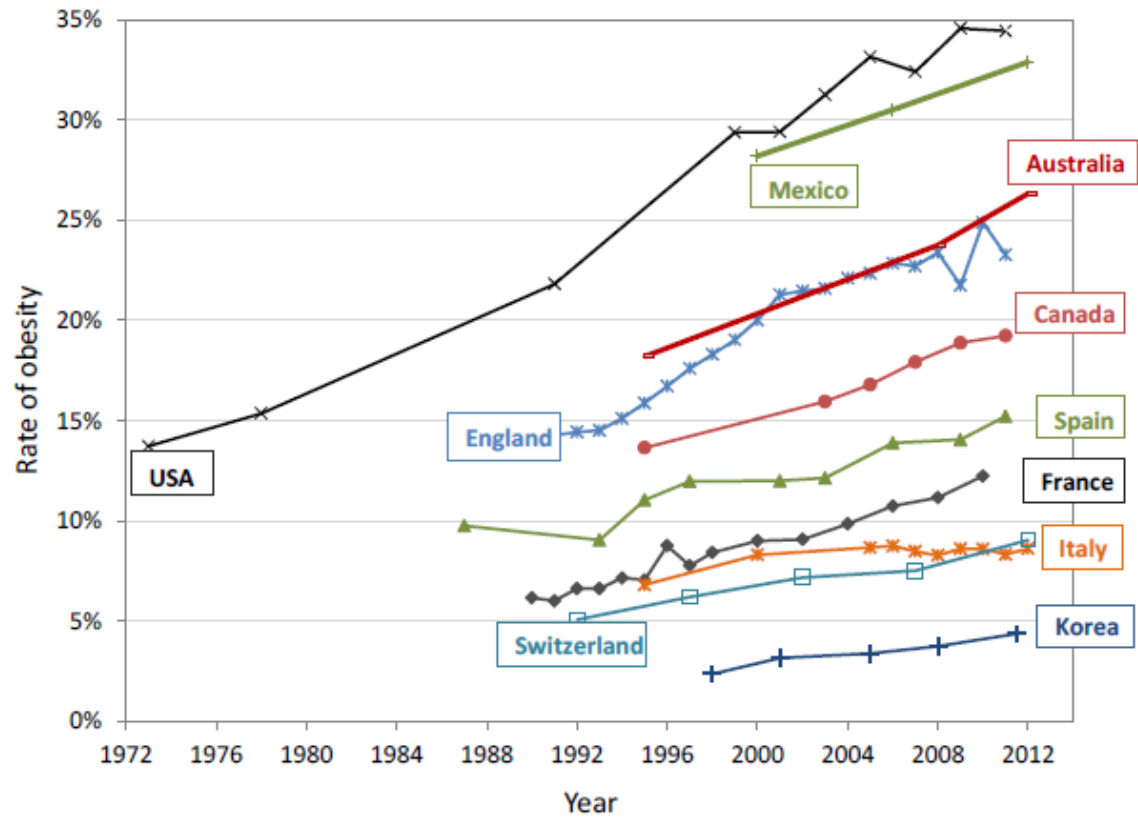
# Why a sugared drink tax?

## Caloric intake of sweeteners by country

Source: USDA-ERS, Conadesuca, OECD, Credit Suisse Research



# Obesity rates - OECD

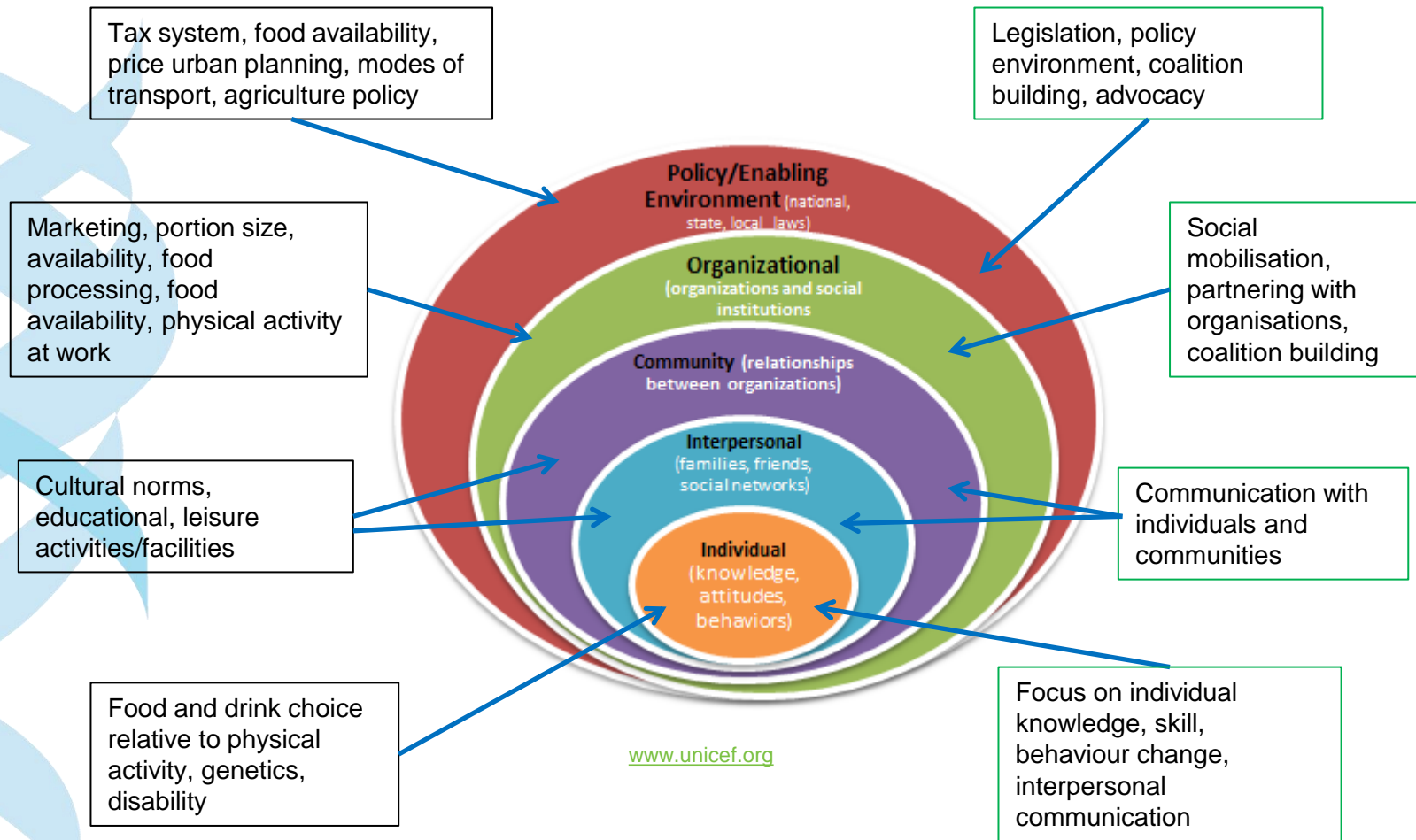




# Legislation and population health

- > Focus on obesity control has been on individual responsibility
- > Used effectively in tobacco control and road safety
  - Complex issues, multi-faceted interventions
  - Behaviour change at the population level
- > When are taxes justified?

# Social-Ecological Model of obesity





# Corporate political activity in Australia

- > Information and messaging – framing the debate including personal responsibility
- > Shaping the evidence base
- > Political donations
- > Constituency building including corporate social responsibility, establishing relationships
- > Policy substitution – voluntary initiatives and self-regulation

Mialon et al. *BMC Public Health*, 2016;16:283

Brownell & Warner. *The Milbank Quarterly*, 2009;87(1):259-294.



# Australian Food & Grocery Council, peak body – information and messaging

## FOOD AND BEVERAGE SECTOR: A KEY PARTNER IN DRIVING HEALTHIER OUTCOMES

The Australian Food and Grocery Council (AFGC) said the release of a national obesity plan by a group of academics and activists ignored the work already underway across the food and beverage sector to drive healthier choices.

AFGC CEO Mr Gary Dawson said the report was big on bans and taxes but short on common sense.

“Highly interventionist policies like banning certain foods and imposing new food taxes are like putting a bureaucrat in every kitchen, when we know that for most people the answer is simply to move a bit more and eat a bit less,” Mr Dawson said.

“The report ignores the strong commitment of Governments, Australia’s food and beverage sector and health bodies in driving improved health outcomes which are empowering consumers through improved food labelling, reformulation, reducing portion sizes of products and encouraging increased physical activity.

“The work being done collaboratively under the Federal Government’s Healthy Food Partnership program and the rapid uptake of the Health Star Rating food labelling scheme are examples of practical action to encourage healthier choices.

“By contrast, this tired agenda of more and more food taxes, and nanny-state bans has been tried in other countries with no evidence of an improvement in obesity rates.

“Giving consumers, and parents, the information and range of choices they need to improve the diet of themselves and their families is a more effective strategy than putting a bureaucrat in every kitchen.

<http://www.afgc.org.au/2017/02/food-and-beverage-sector-a-key-partner-in-driving-healthier-outcomes/>





# Evidence of effectiveness of soft drink taxes

- > Implemented in over 20 countries/states
- > Where there is at least 10% tax there is reduced consumption
- > Most effective with tax plus subsidies
- > Uncertain long term effects on health outcomes

Colchero M, et al. *British Medical Journal*. 2016;352:1-9  
Niebylski M, et al. *Nutrition*. 2015;31:787-95.



# Challenge for Health in All Policies

- > Role in range of potential cross government policy initiatives e.g urban planning, transport, food policy in government institutions
- > Potential for partnering with industry e.g. removal of trans fats
- > Balanced against the need to intervene comprehensively including use of fiscal policy

# References

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- > Brownell K, Warner K. The perils of ignoring history: Big tobacco played dirty and millions died. How similar is big food? *The Milbank Quarterly*. 2009;87(1):259-94.
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- > Colchero M, Popkin B, Rivera J, et al. Beverage purchases from stores in Mexico under the excise tax on sugar sweetened beverages: observational study. *British Medical Journal*. 2016;352:1-9



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