Taxing sugar-sweetened beverages

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2 December 2015

@childrensfood
The story of sugar in 3 books

1. *Pure White and Deadly* by John Yudkin
2. *Fat Chance* by Dr. Robert Lustig
3. *Soda Politics: Taking on Big Soda (And Winning)* by Marion Nestle
The health impacts of too much sugar

- Hair loss
- Acne + skin problems
- Tooth decay
- Ages the body and causes wrinkles
- Increases your risk of pancreatic cancer
- Increases your risk of type 2 diabetes
- Anxiety, depression, hyperactivity, loss of concentration
- Insomnia
- Dizziness
- Increases your risk of heart disease
- Hypertension
- Causes imbalance of gut flora = bloating + gas
- Inflammation
- The white stuff makes you fat

New recommended maximum daily sugar intake:

- Adults & 11+: 30g
- 7-10 years: 24g
- 4-6 years: 19g

*Scientific Advisory Committee on Nutrition, 2015*
Sweet Tooth Nation
The average child consumes about 50% more sugar than the guidelines recommend

216 kcalories:
The average amount of energy a 15 year old consumes above what is required for a healthy body weight

Including 40g of excess sugar = 10 cubes per day

That's ~ 3,650 extra cubes of sugar per year

Which food and drinks are contributing the most sugar to our kids' diets?
- 30% from drinks including 17% from soft (high sugar) drinks
- 29% from cereals and cereal products
- 22% from sugar, preserves and confectionery

How much sugary soft drink do kids drink every day?
- 4-10 year-olds: 128g
- 11-18 year-old boys: 310g

just under one can of cola every day!
Introduce a tax on sugary drinks in the UK to improve our children's health.

Experts believe a tax of just 7p per regular-sized can of soft drink with added sugar could generate £1 billion per year. We believe this crucial revenue should be ring-fenced to support much needed preventative strategies in the NHS and schools around childhood obesity and diet-related disease.

More details
How would the duty effect you?
Use our tool to see the positive effect on health in your borough.

Select your London borough
Start typing and options will appear below. Click on an option to select it. Enter 'London' to see the effect across the capital.

London

Level of sugary drink duty
Select the level of duty that you would like to see.

20%

The impact in London
In London it is estimated that a 20% sugary drinks duty would reduce average energy consumption by 7 kcal per person per day. This duty would result in approximately:

6,359 Fewer cases of diabetes
4,334 Fewer cases of cardiovascular disease and stroke
1,137 Fewer cases of bowel cancer
106,958 Quality Adjusted Life Years gained
£38,725,539 In healthcare cost savings

About the sugary drinks duty tool
Additional benefit of tax:

the revenue – £300million to £1billion

- should be hypothecated
- to be spent on programmes that protect children’s health and the environment they grow up in
- can target those communities and socio-economic groups currently with highest rates/risk of diet-related ill health
Tax as a symbol to public to reduce sugar consumption

‘You had me worried. For an awful moment I thought that was sugar’
Tax as an incentive to manufacturers to reduce sugar content (reformulation)
Tax as a symbol by government that they are taking strong measures to reduce sugar consumption
Tommor drinks should be restricted just the same as cigarettes and alcohol. Jamie Oliver says. 'In my view, the regulation of sugar, in the form of the sugar tax, will be the hottest issue on the political agenda in the next five years.'

Ban children from buying energy drinks, Jamie tells MPs

The government has been told radical action is needed...
People power: the campaigning continues

www.childrensfood.org.uk