

ASO London

Taxing sugar-sweetened beverages



Malcolm Clark

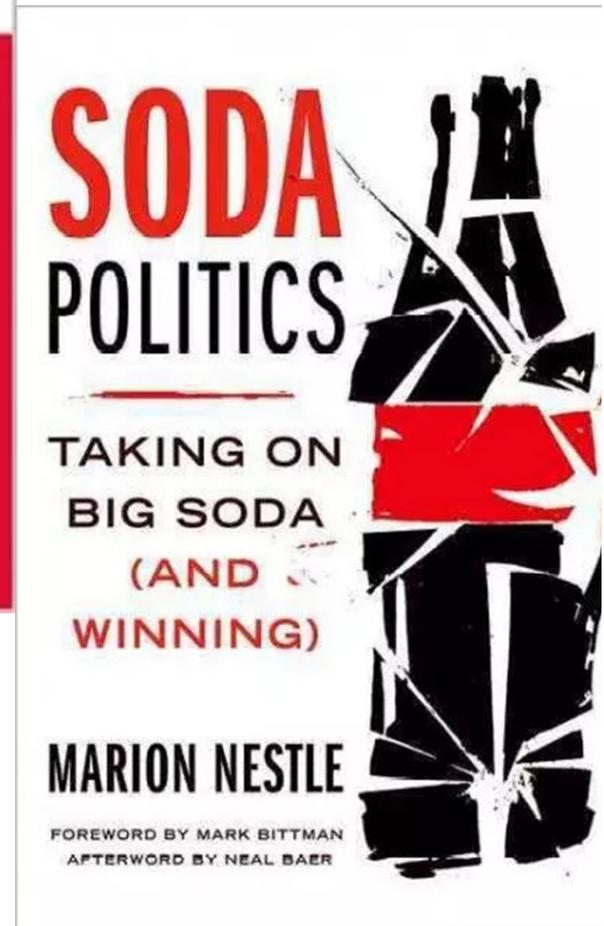
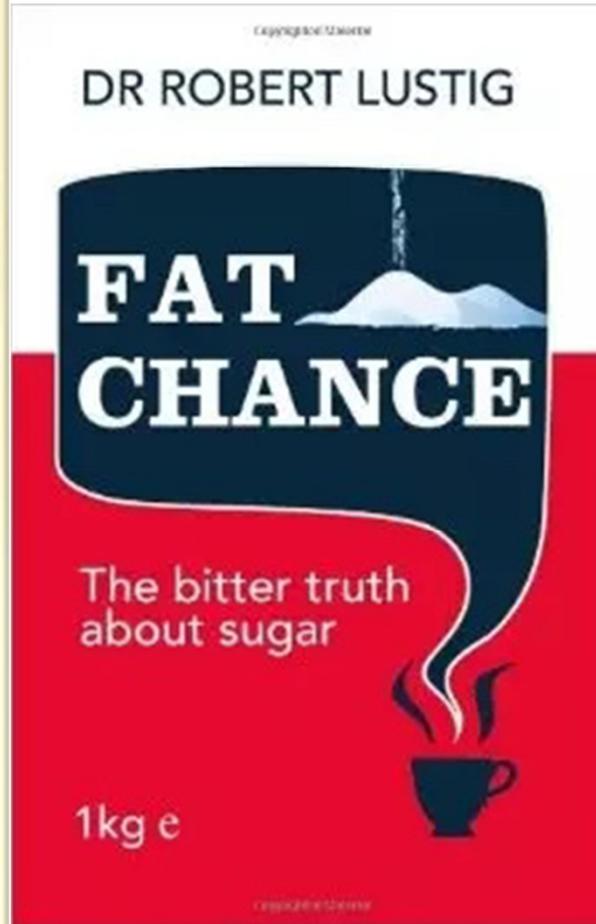
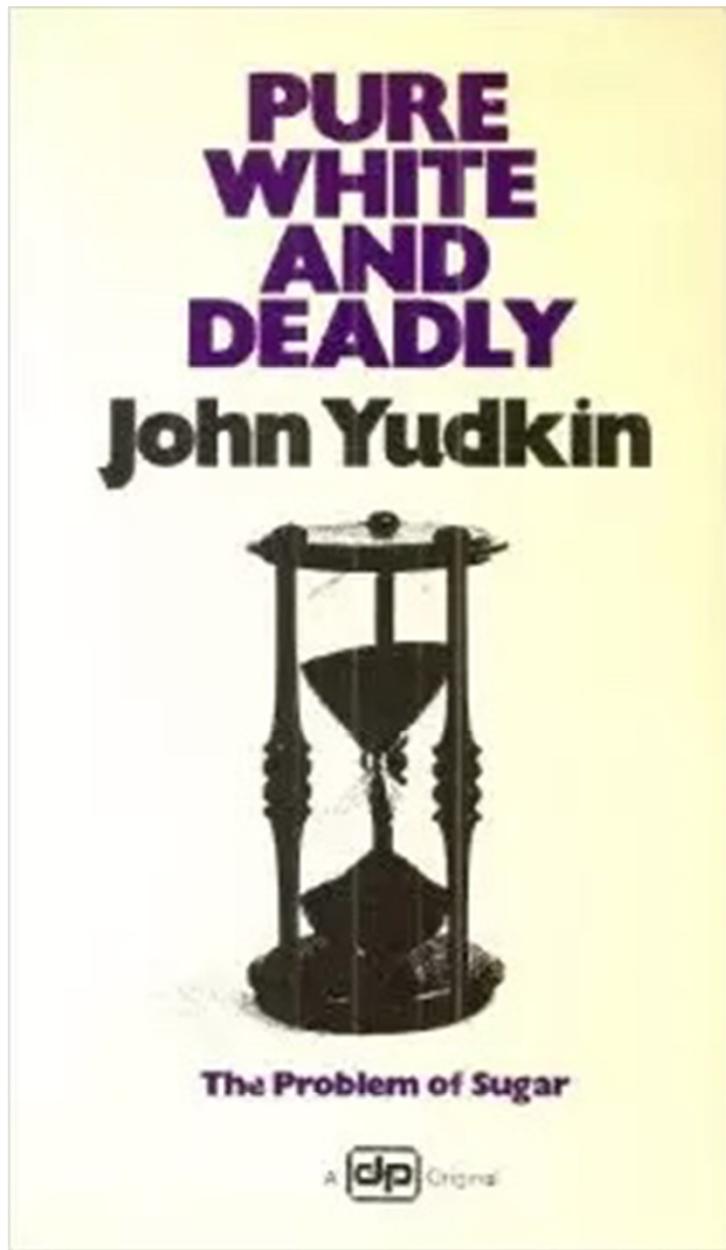
Children's Food
Campaign

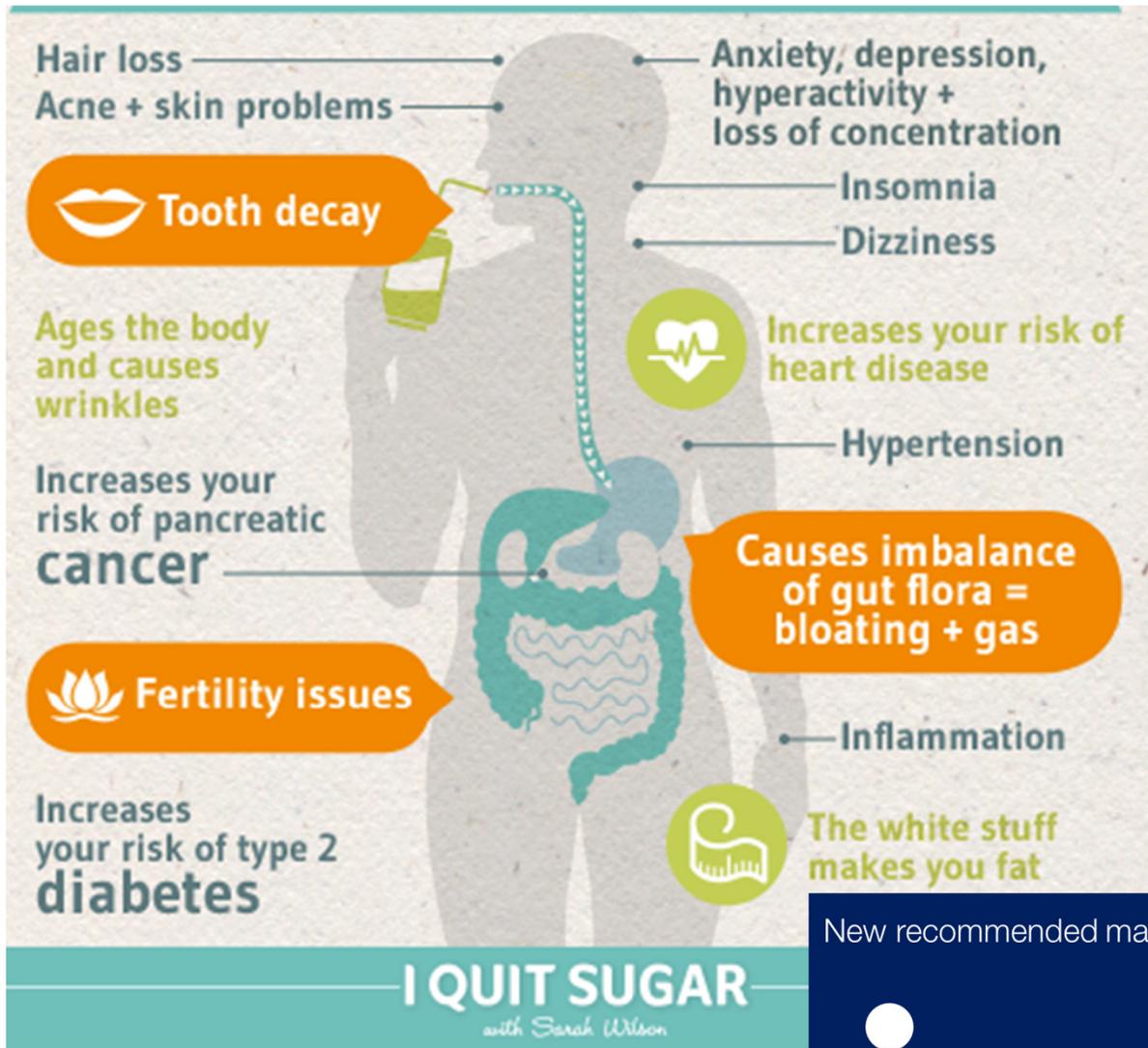
2 December 2015



@childrensfood

The story of sugar in 3 books





The health impacts of too much sugar

New recommended maximum daily sugar intake*



*Scientific Advisory Committee on Nutrition, 2015



Sweet Tooth Nation

The average child consumes about

50% 

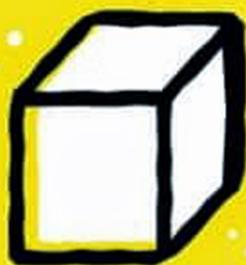
more sugar than the guidelines recommend



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

calculations based on 4g sugar cubes

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

0g 100g 200g 300g 400g 500g

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](#)

PULLING OUT KIDS' TEETH

BECAUSE OF **SUGAR**

COSTS THE NHS AROUND

£30 MILLION PER YEAR

#SugarRush



#SugarRush

1/3 OF UK KIDS LEAVE PRIMARY SCHOOL OVERWEIGHT OR OBESE

26,000

PRIMARY AGE **KIDS**

WERE ADMITTED TO

HOSPITAL

LAST YEAR BECAUSE OF

TOOTH DECAY

CAUSED BY **SUGAR**

#SugarRush



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.

Level of sugary drink duty

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

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



CHILDREN'S HEALTH FUND

Tax as a symbol to public to reduce sugar consumption



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

Daily Mail
 WEDNESDAY, OCTOBER 21, 2015 www.dailymail.co.uk 60p

Would YOU dare let your other half do your make-up?

SEE PAGES 22-23

Official report backs levy to beat obesity. So why was it buried?

EAT SUGAR TAX COVER UP

By Tamara Cohen
 Political Correspondent

TAKING sugar would curb the nation's obesity crisis, a secret government report has found.

The study, which ministers shied in July, says a levy would rein in demand for unhealthy food and drink.

All the evidence shows a sugar tax does decrease purchases. MPs were told yesterday Alison, Director of Public Health, England, which drew up the report, added: "The higher the tax increase, the greater the effect."

Her disclosure fuels fears that ministers have suppressed the report for fear of angering food giants set against a tax on fizzy drinks and sweets. No date has been set for its publication. The official health watchdog also calls for a crackdown on the promotion of junk food to children. Other obesity dangers it cited included:

- The Coca-Cola monopoly which is used to sell the chocolate breakfast cereal.
- Newspaper promotions where customers are offered discounted confectionery.
- Sports stars advertising junk food on TV.
- Advertising supermarket mascot offers.
- Bottomless fizzy drinks in restaurants.

Public Health England had been asked to view evidence about how best to reduce the nation's sugar intake and filed its report in September. But confirmation that it had reviewed a sugar tax only came when Dr Tedstone gave evidence to the Commons health select committee yesterday.

She said her agency saw a role for a fiscal approach to reducing sugary drink consumption. "The point of the tax is to nudge people away from purchasing these things towards purchasing things that are more consistent with a healthy balanced diet," she said.

Dr Tedstone said rules on junk food advertising on children's TV were "not deep enough."

"The evidence is that things like those one Pope monkeys do engage children and their fast food preferences and choice. We are in Page 2

A tiara and a dazzling smile... Kate at the state banquet



Lady in red: Kate arrives at the Palace wearing the Queen Mother's tiara

SEE PAGES 4-7

DEBATE

It's official: we do need a sugar tax

- Review that the Government tried to suppress is finally published
- Case for fiscal action to protect children and curb obesity is unanswerable

CHARLIE COOPER
 WHITEHALL CORRESPONDENT

An official review into ways of combating childhood obesity has concluded that a sugar tax would be effective, a senior public health official has revealed amid claims that the evidence is being suppressed by the Government.

Crackdowns on price promotions and advertising of junk food to children - including the use of cartoon characters like the Coca-Cola monkey - should also form part of a radical plan to bring down the UK's soaring obesity rates and protect children's health, Public Health England's (PHE) advice to Government says.

Details of a major evidence review were revealed to MPs yesterday by PHE's director of diet and obesity, Dr Alison Tedstone, after weeks in which officials at Public Health England and the Department of Health had declined requests to publish the findings.

The Government has previously resisted calls for a tax on sugary drinks or other products, and the Health Secretary has faced allegations of political interference to delay the publication of PHE's evidence. Appearing before the Health Select Committee yesterday, Dr Tedstone said the review had concluded that "universally all the evidence shows that a soft drinks tax has led to a 6 per cent reduction in purchases."

"PHE does see there is a role for a fiscal approach in reducing sugary drink consumption. The higher the tax increase the greater the effect," she said.

The evidence review, said to be the most comprehensive carried out anywhere in the world, highlights evidence from Mexico, where a soft drinks tax has led to a 6 per cent reduction in purchases.

"The point of the tax is to nudge people away from purchasing these things towards purchasing things that are more consistent with a healthy balanced diet," Dr Tedstone said. She said other measures

Continued on P18

CAMERON SAYS NO TO SUGAR TAX

Finally! Tom Watson apologises for Brittan abuse slur

LABOUR deputy leader Tom Watson has finally made a grovelling apology to Lady Brittan after repeating untrue rape claims against her husband.

Mr Watson yesterday said he was "sincerely sorry" for the accusation (including a description of the late Lord Brittan as "close to evil as a human being could get").

Speaking at a meeting of the Commons home affairs committee, Watson said: "I do regret using that emotive language. I shouldn't have done, and I am sincerely sorry repeating it. It was unnecessary. I felt at the time that some people's voices were not being heard. I used the wrong language. I'm sorry about that."

He also apologised to the late 100-year-old "wider family" who "loved Lord Brittan", he said.

The MPs were again humbled after Detective Chief Inspector Paul Suter - the Scotland Yard officer who first investigated the alleged rape - revealed he had shared the probe would turn to "besides which".

SEE PAGE FOUR

David Cameron has vetoed taxes on sugar without even reading an official report that backs the plan.

The report says a levy would tackle the obesity crisis by curbing demand for unhealthy food and drinks.

But the document has neither been published nor reviewed by the Prime Minister.

And Government sources say he has ruled out a sugar tax as a "blunt weapon" that would hit struggling families. Campaigners claim Mr Cameron has been "let off" by food industry lobbyists.

Last night it emerged that he hosted Mars, Coca-Cola, Heineken and the major supermarkets in Downing Street last year.

Tim Fry of the National Obesity Forum said it was a "blatant lie".

It is easy to rule out a sugar tax without even looking at the evidence the Govern-

ment has commissioned," he added. "You have to think he has been got at by an industry that doesn't want him to tax their products. If he made up his mind without weighing in the evidence before him, he's involved."

Jamie Oliver, who is campaigning for a tax on sugar, also accuses politicians of being in their "big business".

Writing exclusively in today's Mail, the chief says the report was buried because of "pressures exerted by the powerful food and drink lobby". Ministers commissioned.

Turn to Page 2



The government has been told radical action is needed... campaigners and star names such as Jamie Oliver means that a sugar tax gets the most attention... used the Food Standards Agency's... ahead with some reformulations, usually... of salt, but obesity levels kept rising... approach to the same

Tamara Cohen
BBC Correspondent

ENERGY drinks should be restricted just like cigarettes and alcohol, Jamie Oliver told MPs yesterday. The chef said he was shocked the number of primary school children consuming the drinks - which can contain up to 20 teaspoons of sugar - every day. He said it was time for ministers to consider radical action, including banning the sale of energy drinks to children below a certain age and forcing them to show identification. Oliver, who is also lobbying the government to impose a sugar tax on fizzy drinks, was asked to give evidence to the health select committee on ways to tackle the rise of childhood obesity. During his suggestions, he said that companies should be forced to show how much sugar each bottle contains in teaspoons rather than grams. To make the amount clearer, Oliver said he had labelled one bottle of Rubena with 13 teaspoons of sugar, while there were up to 14 in a small Pepsi. He said sugary beverages should be a rare treat, adding: "I'm not saying when you go to a cinema don't buy your kids a box of biscuits. I think we're normalising the consumption of sugary drinks at home." He said he had also brought a picnic box to show the MPs. "Is it right that the person who works in a corner shop or a supermarket sells this stuff and at what age? I am

We've got to get medieval!

ing to similar structures of alcohol and cigarettes, say. Have you got some ID?" Little Johnny, who is nine, went into a shop and wanted these, we've got to get rid on this stuff! He said there is no label on fizzy drinks telling parents it is inappropriate for children and that he had found many of them in pupils' packed lunches. He said his campaign work. He said teachers to be allowed

Ban children from buying energy drinks, Jamie tells MPs



Tough: Jamie Oliver showing sugary drinks to MPs yesterday

FOR ADULTS ONLY?	
■ Red Bull Punched Guava (500ml)	19.5 tsp of sugar
■ Lacedoze Energy Pink (500ml)	17 tsp
■ Mountain Dew Citrus Blast (500ml)	16.5 tsp

TV CHEF'S KID OBESITY CRUSADE

SUGAR TAX? YES WE CAN!

Jamie pushes PM on fizzy drinks

52g sugar in 330ml can of fizzy drink

TELLY chef Jamie Oliver yesterday urged David Cameron to "be brave" and slap a sugar tax on sweetened

By LYNN DAVIDSON
as a treat for children, but consumption had been "normalised". Jamie outlined steps to cut sugar intake, which experts say should not

Once more unto the breach with Jamie in the battle of sugar hill

Patrick Kidd
Political Sketch

Hi guys, said Jamie Oliver. Not many Commons select committee hearings begin in such a casual fashion, but Oliver is not your run-of-the-mill witness. For a start, he answered all the health committee's questions with honesty, frankness and cockier chirpiness. He had also brought a picnic with him. "I'm a chef, a campaigner, an author and, most importantly today, a dad," Oliver said, when asked to identify himself at the outset of a hearing into childhood obesity. "Frankly," he said later, "we need to act like a parent."

Oliver wanted the government's permission to put Pepsi Cola, Haribo, Red Bull and Curly Wurly on the naughty step. These are not the names of his children, although they bear a similar Gelfoian burden (Poppy Honey, Daisy Bloss, Petal Blossom and Bobby Bear), but the sweets and fizzy drinks that are swelling our children's waistlines and their shareholders' pockets. He was not after an outright ban on such things. "Cut it down," he almost said. "I'd be kicked out of Britain" - but he had what he called a shopping list of requests: a sugar tax with the profits to go into the NHS and schools, a ban on junk food advertising around free online games and on television before 9pm and a simple labelling system to show how much sugar is in junk food. At this, he opened his picnic box and produced an arsenal of drinks to pass round the room. On each, he had attached a small label with a picture of a teaspoon and how many spoonfuls of sugar they contained. "Hold

it up, Helen," he shouted at Mr Whiteley, the Conservative MP for Epsom and Mole Valley, who had been given a bottle of Pepsi. She read to the room that it contained 14 teaspoonfuls of sugar, or the same as a couple of mugs of bottled fruit-flavoured water and found it still contained (gulp) five spoonfuls. "The industry don't want you to have that labelling because the impact is visceral," Oliver said. Witnesses should use props more often. Perhaps the next time the defence secretary is giving evidence, he could whizz his dossier across the room by drone. Or the permanent secretary at the department for the environment could slip a couple of badgers into his satchel to produce when they are discussing IB. At least Oliver had brought something. He was preceded by the chief executive of Public Health England, who was given a barbecuing over his failure to provide the evidence behind his recent advice to the health secretary on sugar consumption. He, fairly enough, did not want to reveal his advice. The committee, even more fairly, couldn't see why he wouldn't publish the impartial evidence. "Can't those pages be unstapled?" asked Philippa Whitford, an SNP member and former surgeon who finds the can-do ways of Whitehall baffling. Apparently not.

Back to the Naked Chef, though, and Oliver was full of common sense. If you give the British public clear information about their choices, generally they make good decisions, he said. Trust the people, there's something rarely heard in Westminster. "Nothing in my plan is radical," Oliver said. "It's necessary. The French are doing it. They are being brave, why can't we? We have got to get medieval on this stuff."

A bold call, perhaps, on the eve of the 50th anniversary of Agincourt. Time for the prime minister to stiffen the sinews and summon up the blood sugar? Cry God for England, Jamie and St Pukka.



DAILY MIRROR WEDNESDAY 23RD 2015

Jamie sugar tax backed by docs

JAMIE Oliver's campaign to fight childhood obesity with a sugar tax has been backed by health officials. The TV chef is calling for a 7p levy on soft drinks with added sugar - which would raise up to £1 billion a year to fight between the NHS and primary schools. And Public Health England chief Dr Alison Tedstone told MPs last night: "The NHS does not see a role for a fiscal approach in reducing sugary drink consumption. The higher the tax increase, the greater the effect." But she said restrictions on promotion, plus reformulating foods, could be more effective. Dr Tedstone also claimed advertising rules on kids' TV did not go far enough, adding: "Things like those Coco Pop monkeys do engage children." A full report on how to tackle the nation's own teeth will be published after the Government releases its strategy on childhood obesity in January. Oliver's campaign for a sugar tax has 148,000 signatures on a petition. It has emerged the chef, 40, was given a £100,000 home in Putney Hill, London, by the



CAMPAIGN Jamie Oliver

People power: the campaigning continues



www.childrensfood.org.uk