

A spoonful of sugar.... is taxation a solution?



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Overview

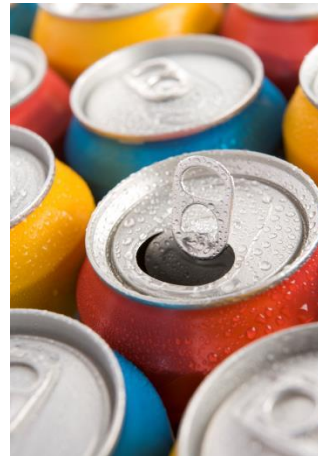
- ▷ Why tax sugar sweetened drinks (SSDs)?
- ▷ Recommendations to reduce sugar intake
- ▷ SSDs tax elsewhere
- ▷ Policy context in the UK and Ireland
- ▷ Consumption of SSDs across the island of Ireland
- ▷ Expected outcomes from a SSDs tax

Do we need a sugar sweetened drinks tax?

- ▷ Consumption of free sugars 2-3 times recommended intake
- ▷ SSDs contribute up to 30% of total sugar intake
- ▷ New WHO and SACN recommendations
- ▷ Links to obesity and a range of non-communicable diseases
- ▷ Empty liquid calories



Squashes or cordials
1-5 tsp/200ml



Carbonated drinks
3-6 tsp/200ml

Source:
safefood



Has a SSDs tax been effective elsewhere?

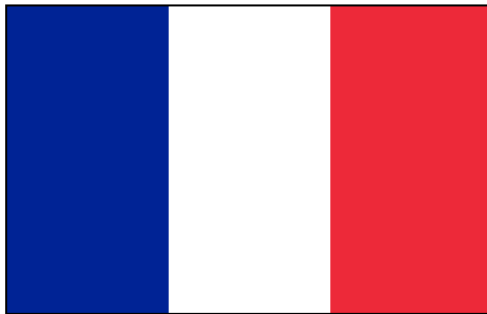
Hungary



Finland



France

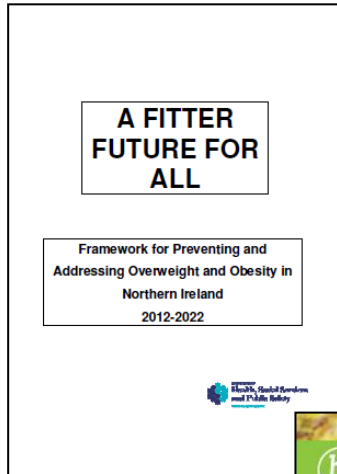


Mexico



Health and Taxation Policy

Northern Ireland



Republic of Ireland



Northern Ireland

Health (Miscellaneous Provisions) Act (2016)

UK

Soft Drinks Industry Levy

Republic of Ireland

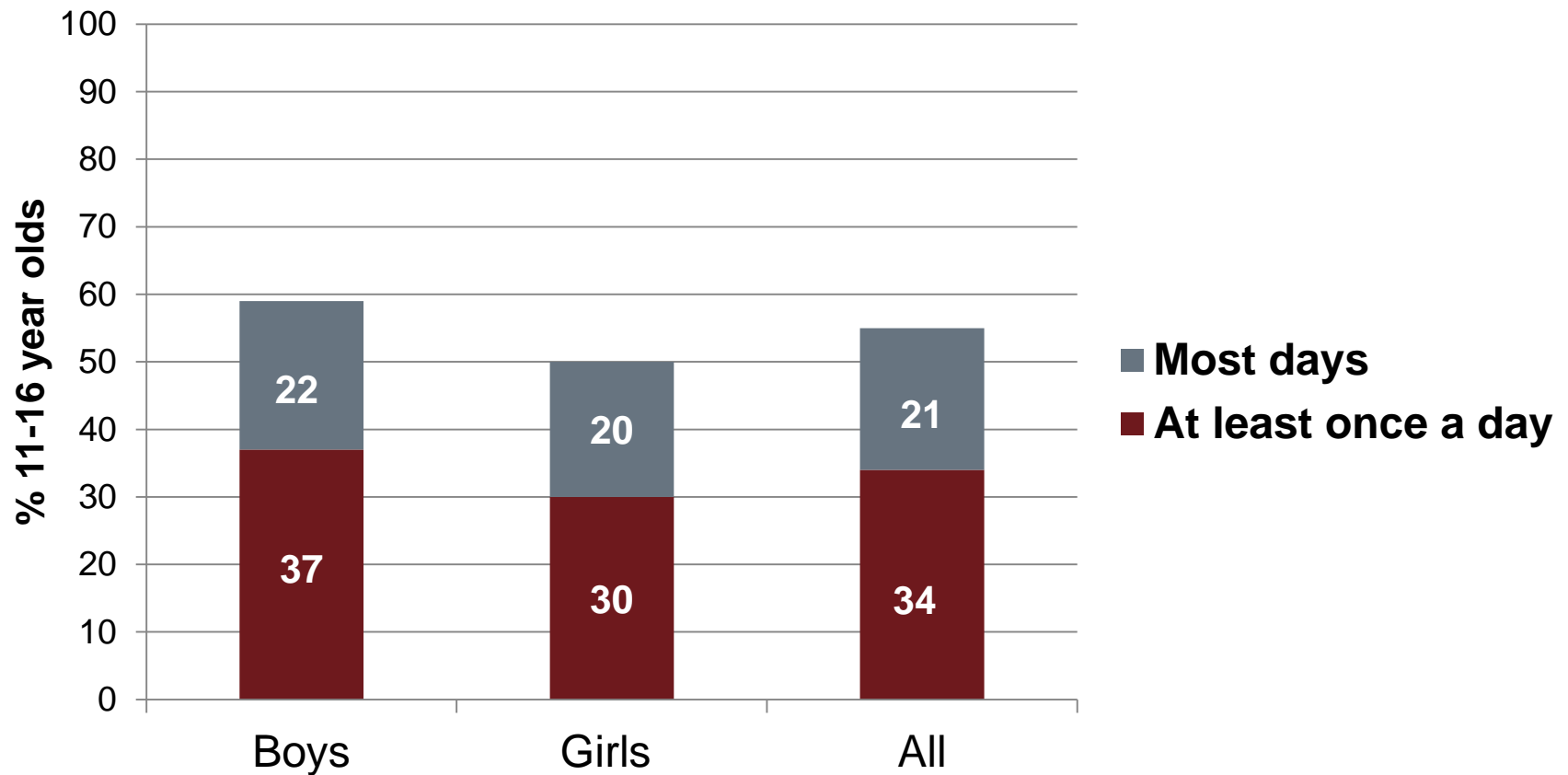
Programme for Government - levy on sugar sweetened drinks

Consumption of Sugar Sweetened Drinks

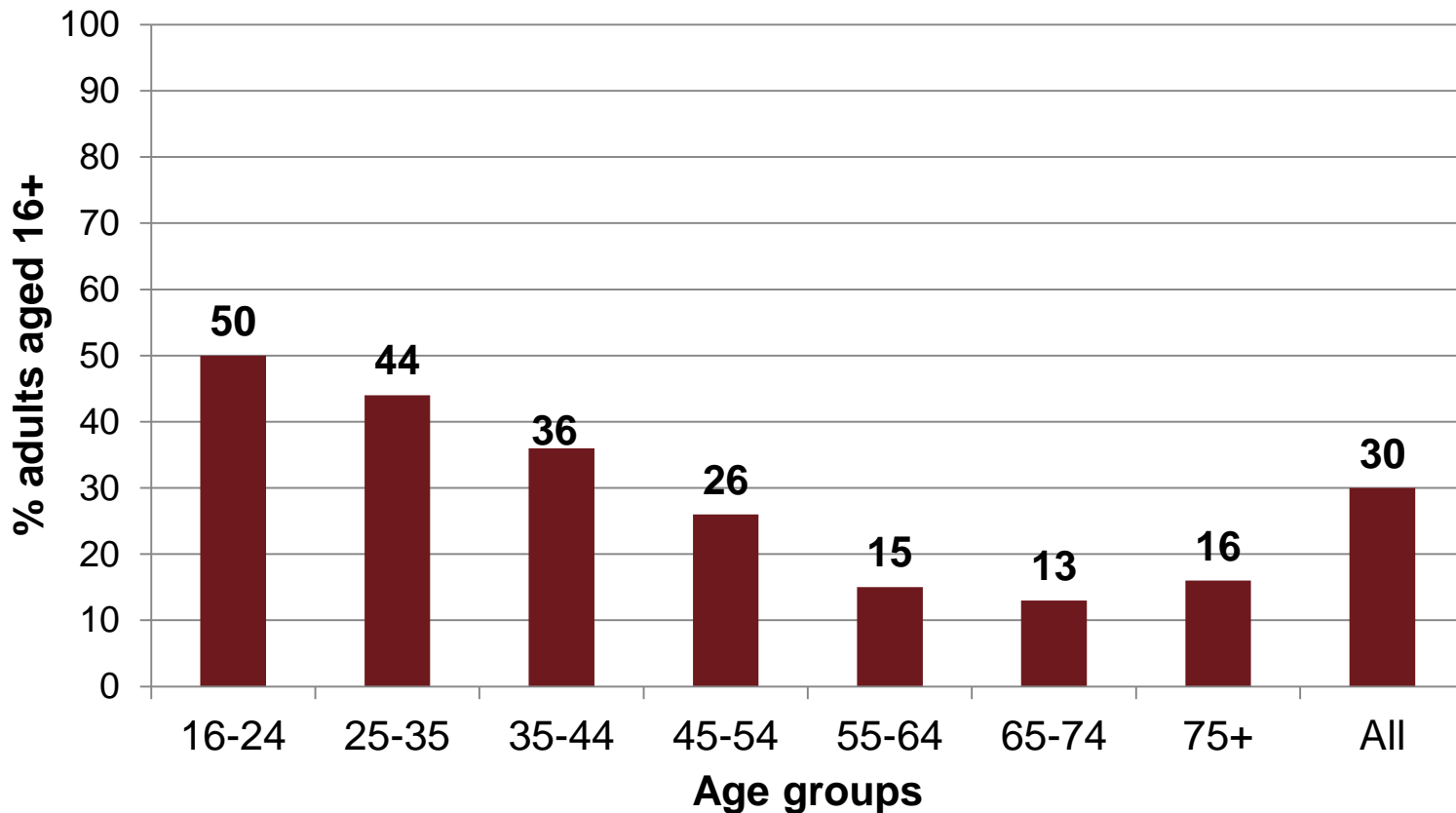


Across the island of Ireland, **males**, **young people** and those from **socio-economic groups** are the most frequent consumers of SSDs

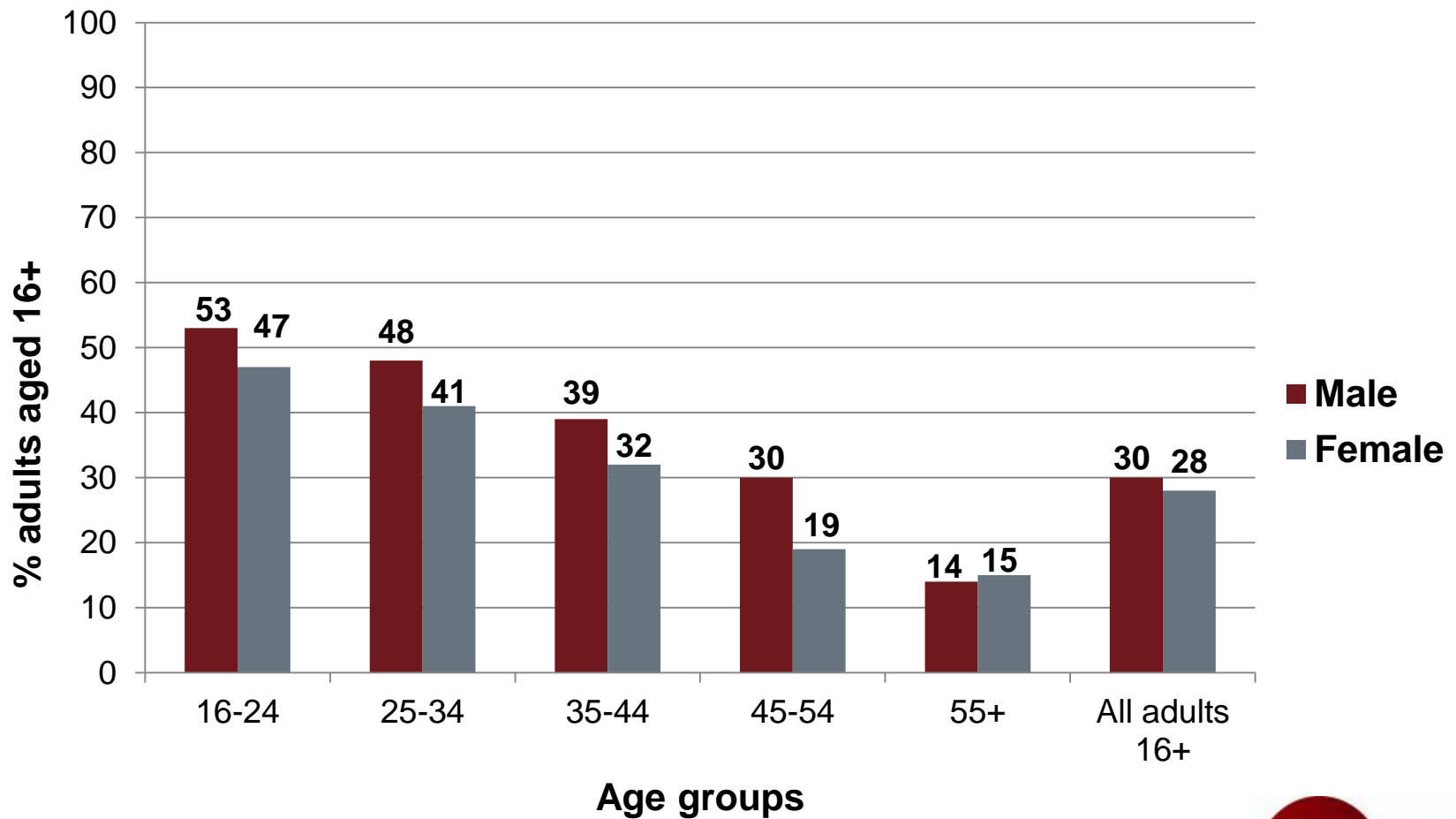
Proportion of 11-16 year olds in Northern Ireland consuming SSDs at least once a day or most days



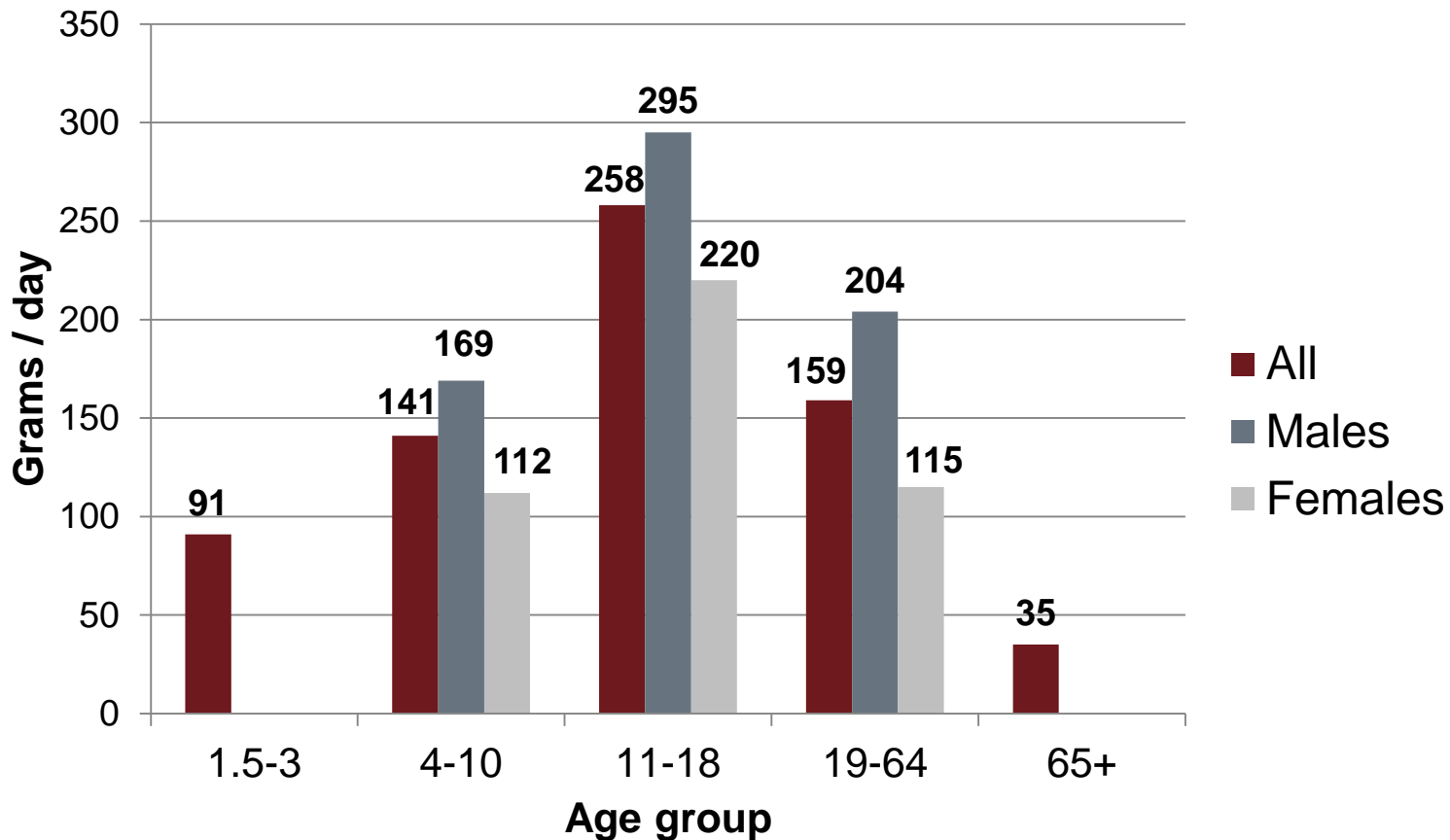
Proportion of adults aged 16+ in Northern Ireland consuming SSDs at least once a day or most days



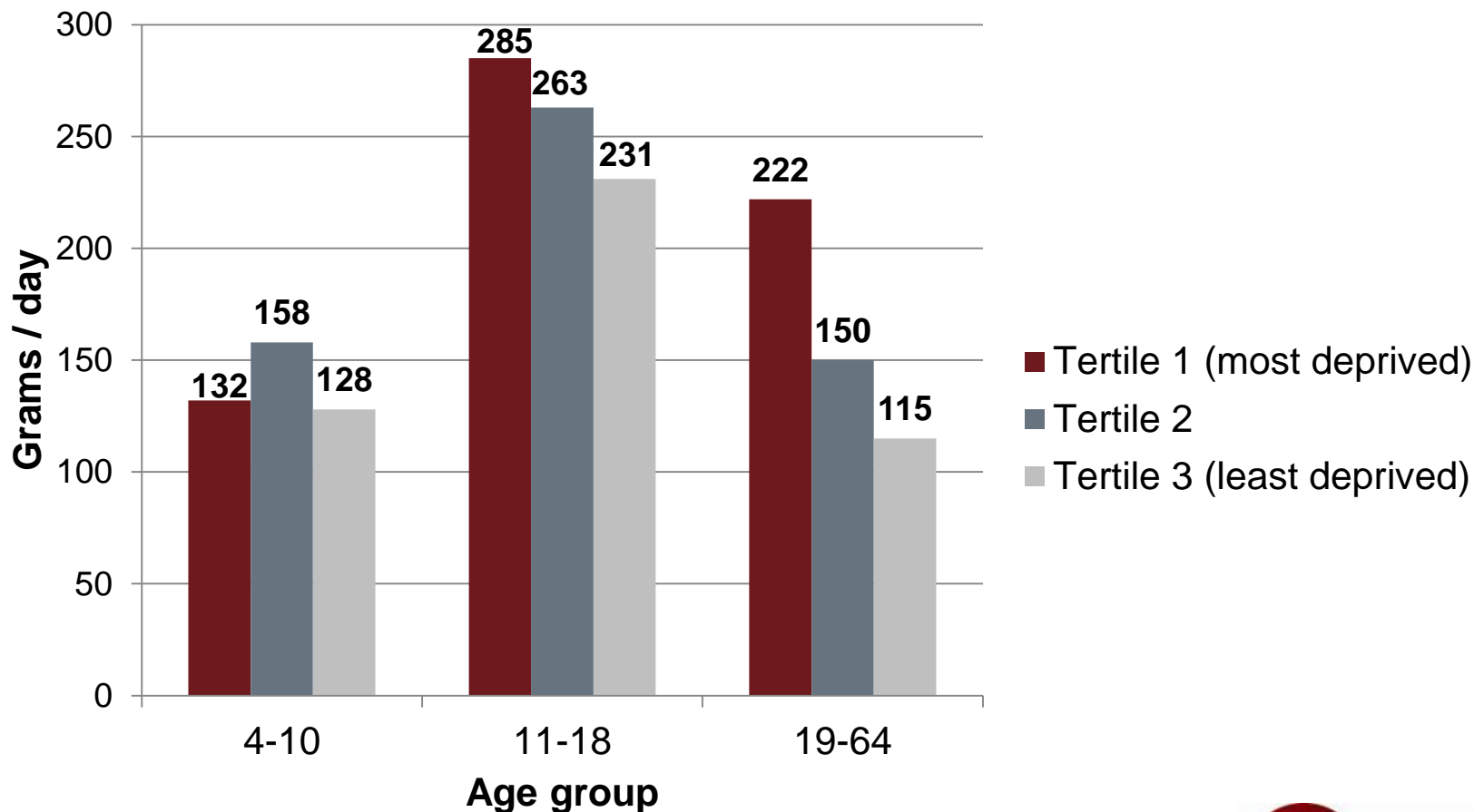
Proportion of adults aged 16+ in Northern Ireland consuming SSDs at least once a day or most days



Mean daily consumption (g/day) of SSDs among children and adults in Northern Ireland



Mean daily consumption (g/day) of SSDs among children and adults in Northern Ireland by Multiple Deprivation Measure

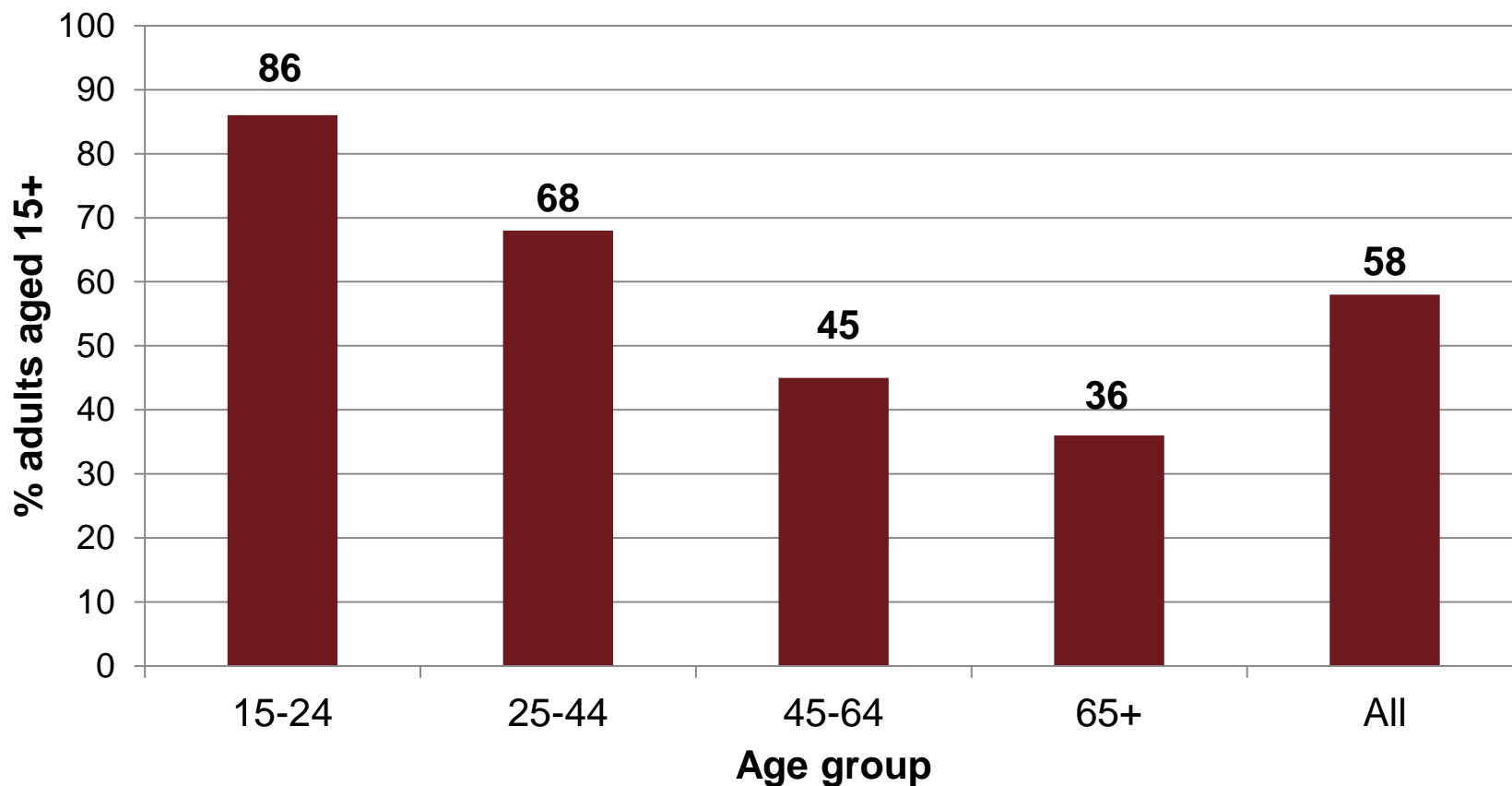


Consumption of SSDs in Northern Ireland – key findings

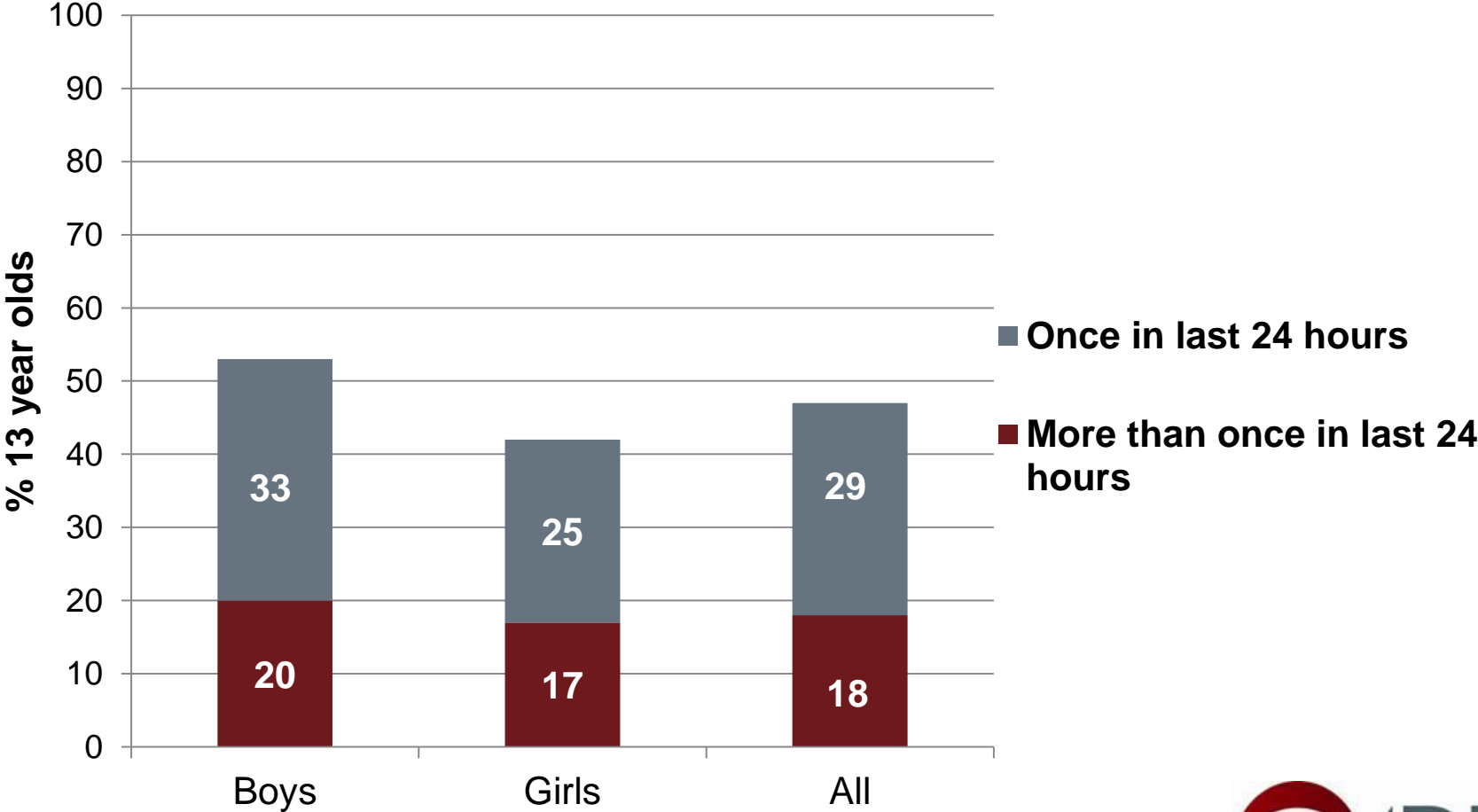
- ▷ 1/3 of 11-16 year olds consume SSDs at least once a day, with greater frequency among boys
- ▷ Three in ten adults consume SSDs most days of the week or more often
- ▷ Half of all 16-24 year olds consume SSDs most days of the week or more often, with more frequent consumption among men
- ▷ Boys and men of all ages consume a greater volume of SSDs than girls and women
- ▷ Lower socio economic groups tend to have a higher daily intake of SSDs



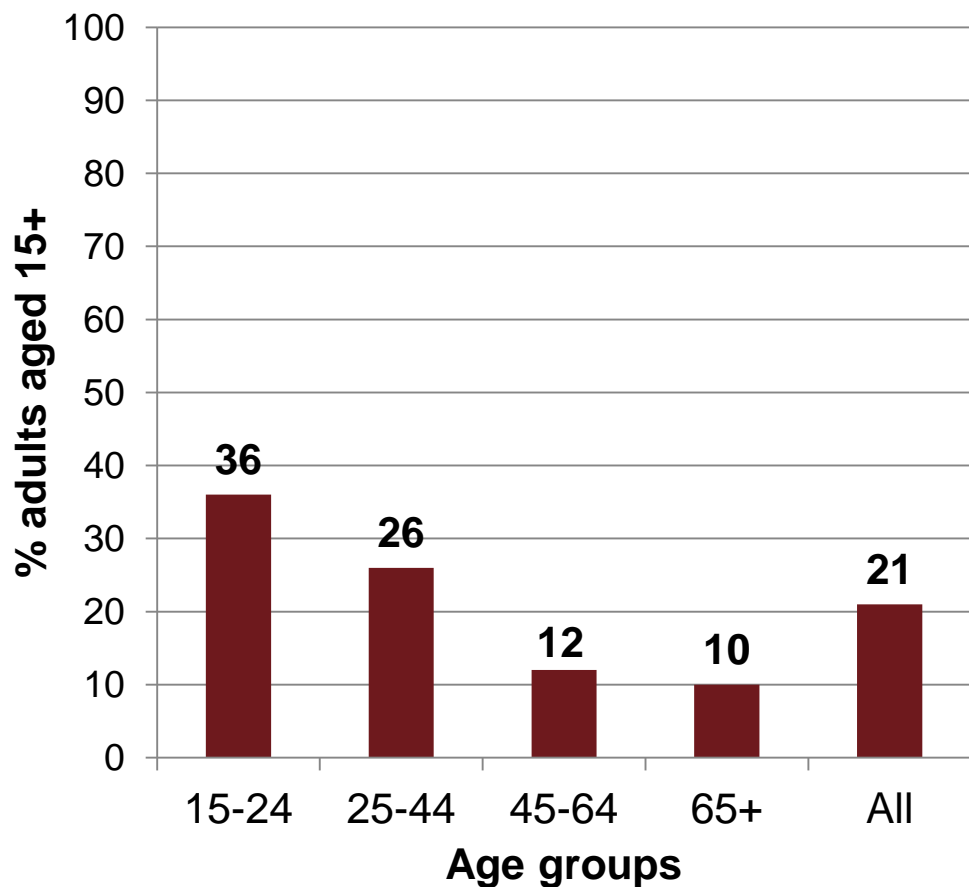
Proportion of adults aged 15+ in the Republic of Ireland who consume SSDs



Proportion of 13 year olds in the Republic of Ireland who consumed SSDs in the previous 24 hours



Proportion of adults aged 15+ in the Republic of Ireland consuming SSDs at least once a day or most days* of the week

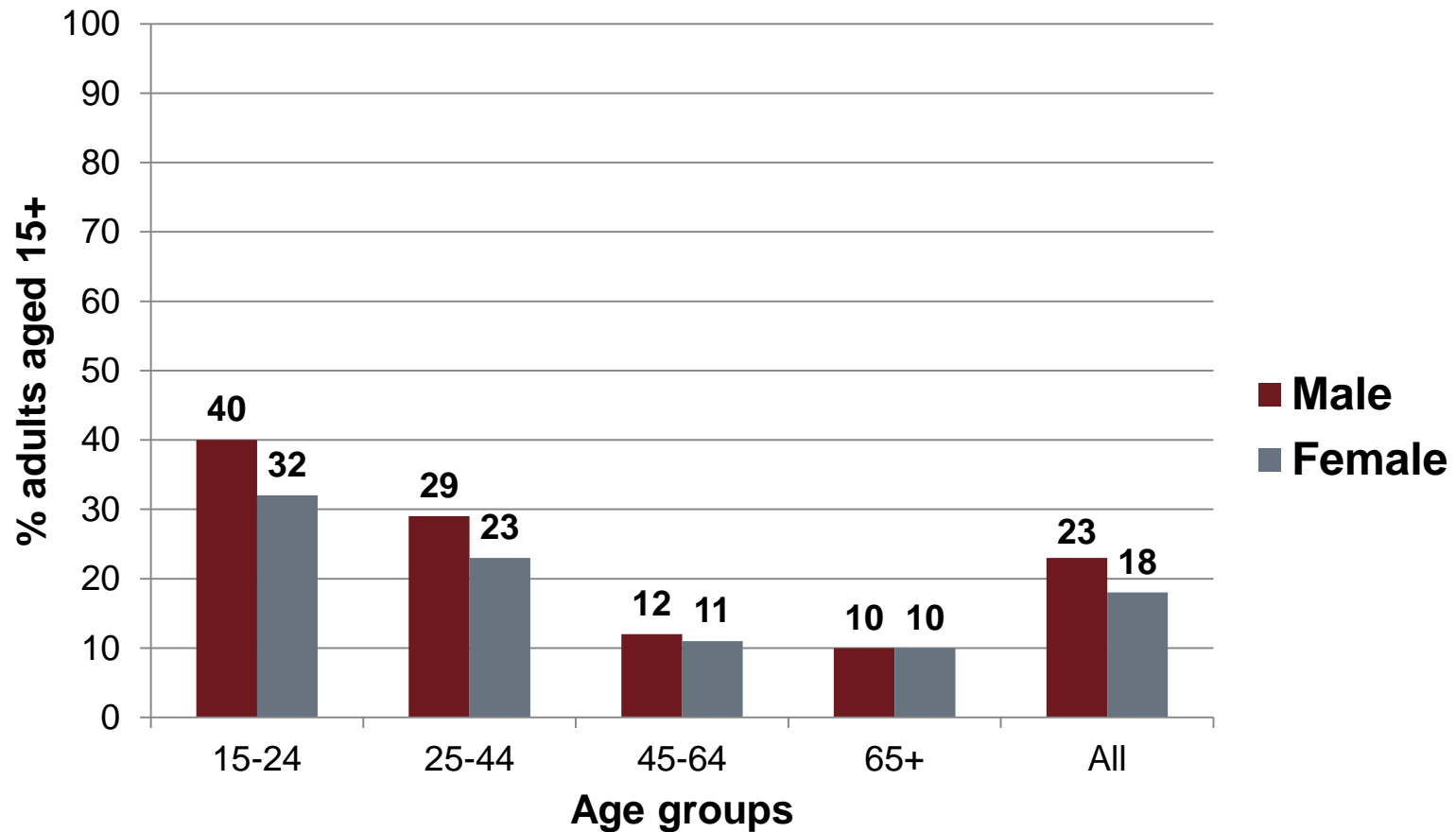


23% consume SSDs most days or more often

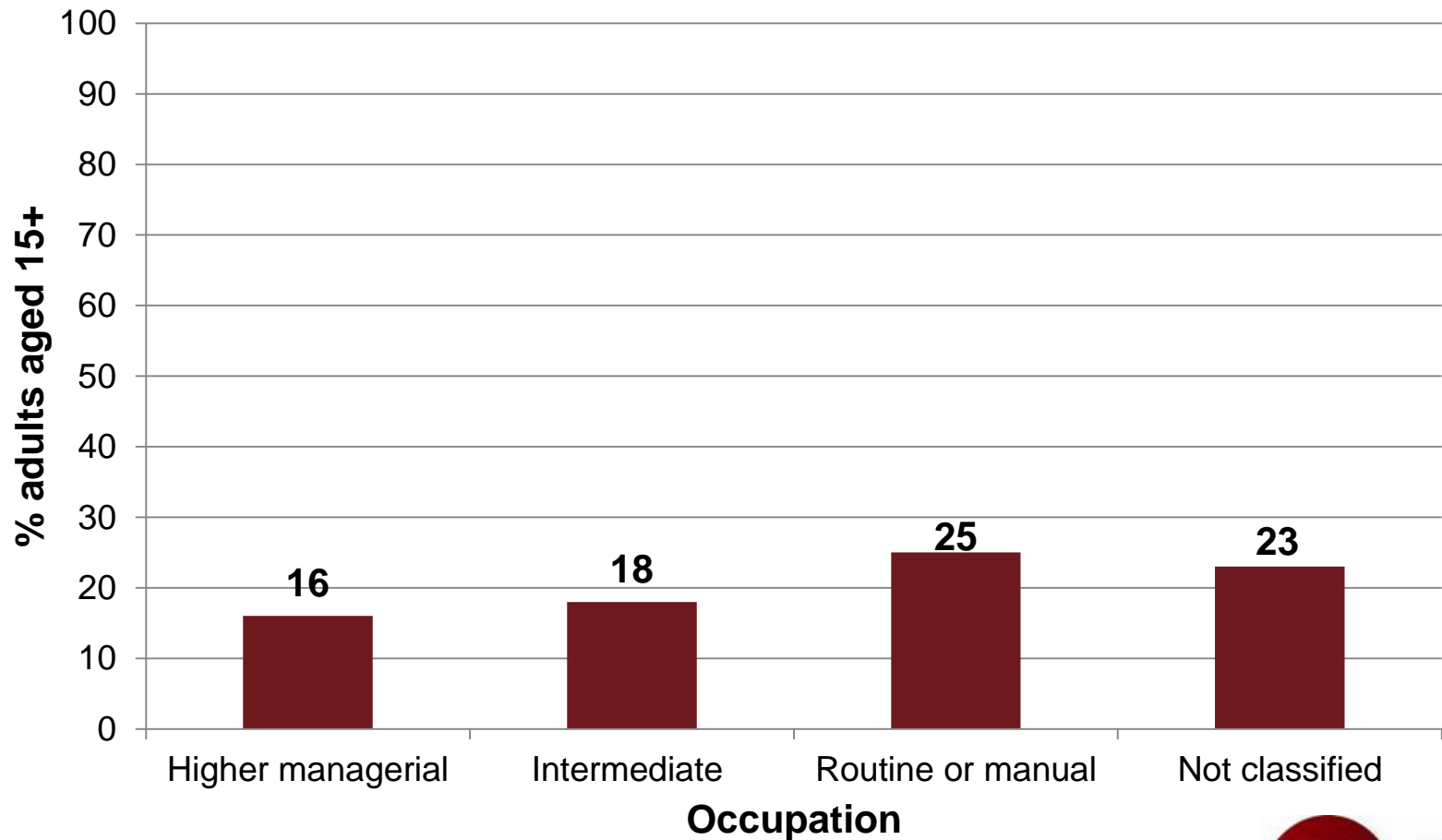


18% consume SSDs most days or more often

Proportion of adults aged 15+ in the Republic of Ireland consuming SSDs at least once a day or most days*



Proportion of adults aged 15+ in the Republic of Ireland consuming SSDs at least once a day or most days* by socioeconomic status



Consumption of SSDs in the Republic of Ireland – key findings

- ▷ Almost half of 13 year olds consume SSDs at least once a day
- ▷ Around $\frac{1}{5}$ of all adults consume SSDs most days of the week or more often
- ▷ Over $\frac{1}{3}$ of 15-24 year olds consume SSDs most days of the week or more often
- ▷ Men consume SSDs more often than women across all age groups
- ▷ Those in routine and manual occupations consume SSDs more frequently than other occupational groups



Expected outcomes from a SSDs tax

Short term	Medium term	Long term
<p>Increasing public awareness of sugar harm</p> <p>Sharp decrease in SSDs consumption</p> <p>Shift in consumer behaviour</p> <p>Industry push artificially sweetened beverages and bottled water etc.</p> <p>Private label response will depend on method of implementation</p> <p>Taxation gains for Government</p> <p>19</p>	<p>Slight increase in SSDs purchases but not back to original</p> <p>Greater consumer awareness about sugar</p> <p>Market shift to alternative beverages</p> <p>Advertising shifts to alternative beverages</p> <p>No significant impacts on industry or jobs anticipated</p>	<p>Decreased consumption of SSDs (cultural change)</p> <p>Public acceptance may lead to other health related levies</p> <p>Dip in population prevalence rate of overweight and obese</p> <p>Reduction in costs to the health service for overweight/obesity</p> <p>Marginal reduction in health inequalities</p> <p>Ever decreasing revenue stream for Government</p> <p>(Source: N Cotter)</p>

Acknowledgements

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Department of Health, Northern Ireland for data analysis of the Young Person's Behaviour and Attitudes Survey (2013) and Health Survey Northern Ireland (2014/15)

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Department of Children and Youth Affairs, the Irish Social Science Data Archive (www.ucd.ie/issda) and Growing Up in Ireland National Longitudinal Study of Children (2011)

Department of Health and Irish Social Science Data Archive for access to Healthy Ireland survey data (2015)



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Thank you

Any questions?

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