Taxing sugar-sweetened beverages

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@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 heart disease
Hypertension
Increases your risk of pancreatic cancer
Causes imbalance of gut flora = bloating + gas
Fertility issues
Inflammation
The white stuff makes you fat

I QUIT SUGAR
with Sarah Wilson

New recommended maximum daily sugar intake*

- Adults & 11+
  - x 7
  - 30g

- 7-10 years
  - x 6
  - 24g

- 4-6 years
  - x 5
  - 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
Ban children from buying energy drinks, Jamie tells MPs

Tamara Cohen, 9, has told MPs that she wants energy drinks banned due to the high levels of sugar they contain. She said she was not sure if the drinks were good for her and asked why they were allowed to be sold to children.

Prime Minister David Cameron has been asked to ban energy drinks by MPs. He is expected to give a response to the debate on the issue today.

FOR ADULTS ONLY?

- Reconstituted Orange Juice (500ml) 19p
- Fizzy Blackcurrant (320ml) 15p

Tough Jamie Oliver showing sugary drinks to MPs yesterday.
People power: the campaigning continues

www.childrensfood.org.uk