

Public Policy to Improve the Food Environment

October 9, 2018



Bloomberg Obesity Prevention Program



Strategy:

Partner with top advocacy and research organizations to raise awareness of obesity and to identify, implement, and evaluate effective obesity prevention policies in low- and middle-income countries



Where We Work:

Barbados, Brazil, Colombia,
Jamaica, Mexico, and South Africa

Evaluation Only: Chile, US cities

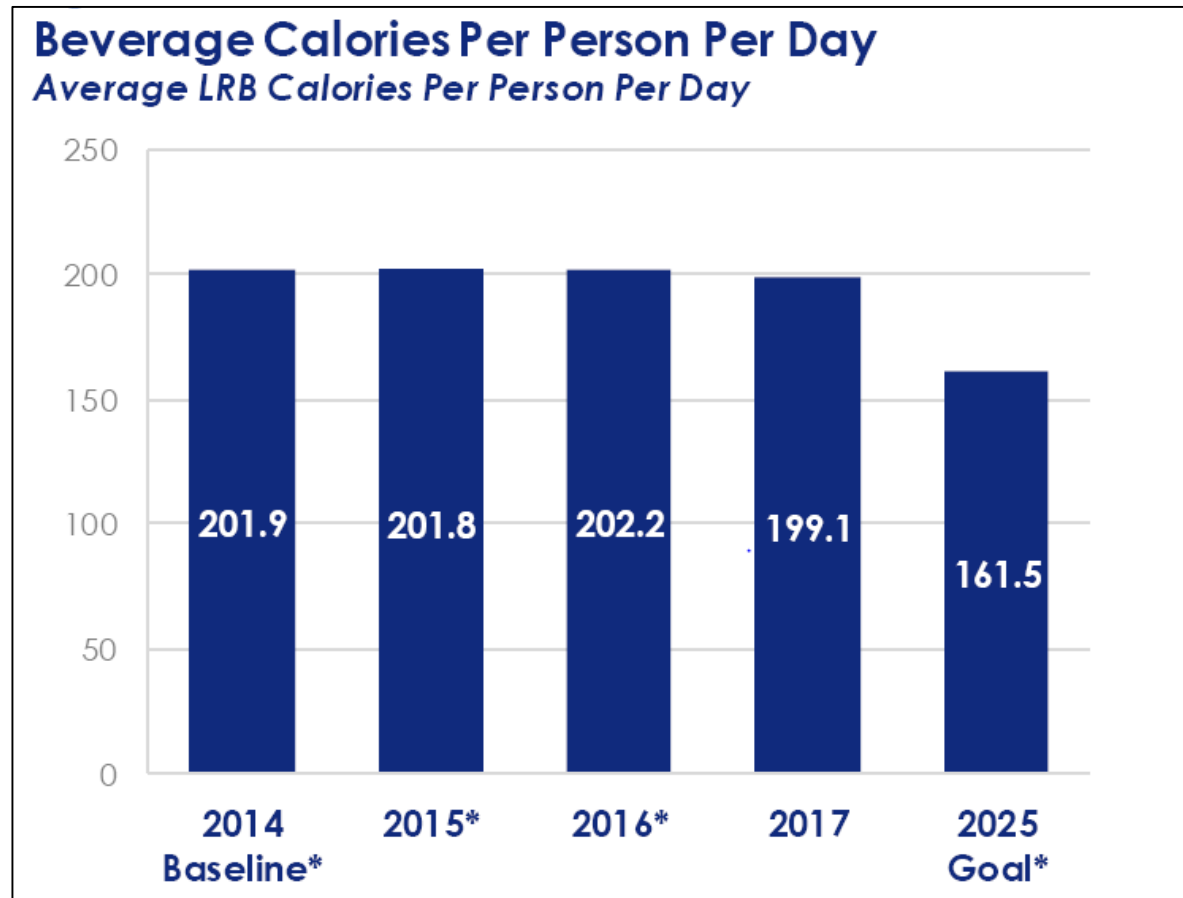
Our Approach



Goal: Improve the food environment so that healthier options are the default.

Voluntary vs Regulatory

Keybridge Report (August 2018) on the impact of ABA's 2025 Beverage Calorie Initiative



Voluntary vs Regulatory

2015
Original Fanta



	Per 100 mL	Per Container (200 ml)
Calories	51 kcal	102 kcal
Sugar	12.1 g	24.2 g



Chilean warning label reg
takes effect June 2016

2017
Original Fanta



	Per 100 mL	Per Container (200 ml)
Calories	20 kcal	40 kcal
Sugar	4.8 g	9.6 g

2017
Fanta Zero



	Per 100 mL	Per Container (200 ml)
Calories	1 kcal	2 kcal
Sugar	0 g	0 g

Voluntary vs Regulatory

Public Health England (May 2018): Sugar reduction and wider reformulation programme

- Impact of UK's Soft Drinks Industry Levy (regulatory)

“For products included in the SDIL as a whole, SWA sugar levels per 100ml fell by 11% between 2015 and 2017...”

- Impact of UK's challenge to industry to achieve a 5% reduction in sugar in first year (voluntary)

“SWA sugar levels have reduced by 2% over the programme as a whole between baseline and year 1...”

Evidence-based advocacy



Article

Are front-of-package warning labels more effective at communicating nutrition information than traffic-light labels? A randomized, controlled experiment in a Brazilian sample

Neha Khandpur^{*1}, Priscila de Moraes Sato¹, Laís Amaral Mais², Ana Paula Bortoletto Martins², Mariana Constantino²

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Sugary beverage taxation in South Africa: Household expenditure, demand system elasticities, and policy implications

Nicholas Stacey^{*}, Aviva Tugendhaft, Karen Hofman

Priority Cost Effective Lessons for Systems Strengthening, MRC Wits Rural Public Health and Health Transitions Unit, School of Public Health, University of the Witwatersrand, 27 St Andrews Road, Parktown, 2193 Johannesburg, South Africa



ARTICLE INFO

ABSTRACT



RESEARCH ARTICLE

Projected Impact of Mexico's Sugar-Sweetened Beverage Tax Policy on Diabetes and Cardiovascular Disease: A Modeling Study

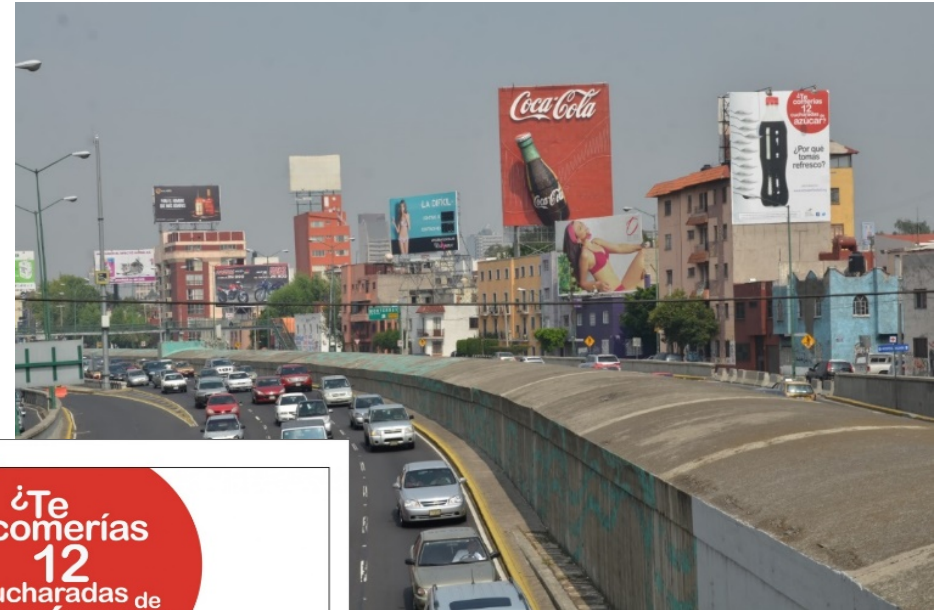
Luz Maria Sánchez-Romero^{1,2}, Joanne Penko^{3,4}, Pamela G. Coxson^{3,4}, Alicia Fernández^{3,4}, Antoinette Mason^{3,4}, Andrew E. Moran⁵, Leticia Ávila-Burgos⁶, Michelle Odden⁷, Simón Barquera¹, Kirsten Bibbins-Domingo^{3,4,5,8*}

RESEARCH ARTICLE

Sugary drinks taxation, projected consumption and fiscal revenues in Colombia: Evidence from a QUAIDS model

Juan Carlos Caro¹, Shu Wen Ng², Ricardo Bonilla³, Jorge Tovar⁴, Barry M. Popkin^{2*}

Raising public awareness



“12 spoonfuls of sugar”

Raising public awareness



South Africa – Are You Drinking Yourself Sick?

Raising public awareness



Coalition-building



Mexico



South Africa



Brazil

Evaluation post-policy implementation



RESEARCH ARTICLE

Changes in prices, sales, consumer spending, and beverage consumption one year after a tax on sugar-sweetened beverages in Berkeley, California, US: A before-and-after study

Lynn D. Silver¹
Marta Induni¹, et al.

HealthAffairs

WEB FIRST

HEALTH AFFAIRS > VOL. 36, NO. 3 : DELIVERY SYSTEM INNOVATION

In Mexico, Evidence Of Sustained Consumer Response Two Years After Implementing A Sugar-Sweetened Beverage Tax

M. Arantxa Colchero¹, Juan Rivera-Dommarco², Barry M. Popkin³, and Shu Wen Ng⁴

RESEARCH

Beverage purchases from stores in Mexico under the excise tax on sugar sweetened beverages: observational study

M Arantxa Colchero,¹ Barry M Popkin,² Juan A Rivera,³ Shu Wen Ng²

ABSTRACT

STUDY QUESTION

What has been the effect on purchases of beverages from stores in Mexico one year after implementation of the excise tax on sugar sweetened beverages?

METHODS

In this observational study, we examined the purchase of beverages

WHAT THIS STUDY ADDS

The tax on sugar sweetened beverages was associated with reductions in purchases of taxed beverages and increases in purchases of untaxed beverages. Continued monitoring is needed to understand purchases longer term, potential substitutions, and



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Preventive Medicine

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Employment changes associated with the introduction of taxes on sugar-sweetened beverages and nonessential energy-dense food in Mexico

Carlos M. Guerrero-López[✉], Mariana Molina, M. Arantxa Colchero[✉]

Sugary Beverage Taxes Since 2014



Where are we heading?

1. Diverse policies implemented in focus countries.
2. Evaluation of the early impact of policies in focus and non-focus countries.
3. The beginnings of a policy package that any country can begin to adopt.



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Philanthropies

Thank you

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