

UNHEALTHY FOOD ENVIRONMENTS UNDERMINE CHILDREN'S RIGHTS TO ADEQUATE NUTRITION

Millions of children worldwide are CONSUMING too many ultra-processed foods and drinks.



Unhealthy diets like these contribute to HEALTH ISSUES such as OBESITY, HEART DISEASE, TOOTH DECAY and TYPE-2 DIABETES, as well as the PSYCHOLOGICAL EFFECTS of SOCIAL STIGMA and UNHAPPINESS.



The FOOD ENVIRONMENT

-including how food is PRICED and MARKETED- plays a leading role in influencing children's diets.



In an UNHEALTHY FOOD ENVIRONMENT, children face PHYSICAL and FINANCIAL BARRIERS to ACCESSING NUTRITIOUS FOODS...

...and are CONTINUOUSLY exposed to CHEAP, UNHEALTHY & HEAVILY-PROMOTED foods.

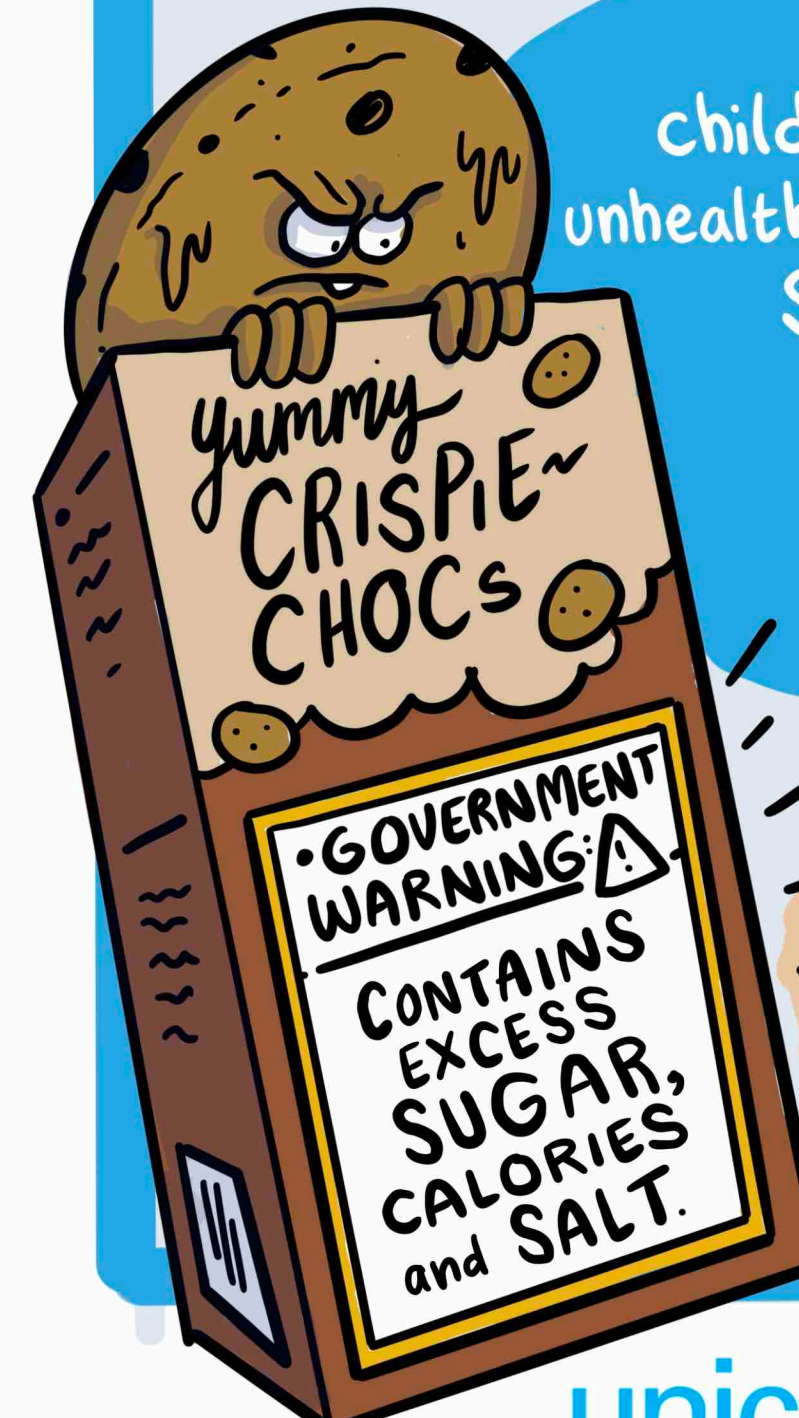


In addition to the negative health effects of poor diets, they also result in a significant FINANCIAL BURDEN on SOCIETY!

GLOBAL COST of UNHEALTHY FOOD - ENVIRONMENTS - ESTIMATED AT: 990 BILLION US DOLLARS!



Governments can protect children from the effects of unhealthy food environments with SUGARY DRINK TAXES, RESTRICTIONS on MARKETING UNHEALTHY FOOD AND BEVERAGES, and FRONT OF PACK NUTRITION LABELS.



THE CASE FOR IMPLEMENTING AN SSB TAX

SUGAR SWEETENED BEVERAGES...

...are a MAJOR part of UNHEALTHY DIETS.

SSBs are CHEAP, packed full of CALORIES, and are HEAVILY PROMOTED.

SSBs are linked to WEIGHT GAIN, DIABETES, and HEART DISEASE.

TAXES on SSBs...

No thanks!

... INCREASE PRICES and reduce children's consumption.

...ENCOURAGE a shift to HEALTHIER DRINKS, like WATER.

... and generate GOVERNMENT INCOME to REINVEST in SOCIETAL HEALTH.

DESIGNING, IMPLEMENTING AND DEFENDING AN SSB TAX

DESIGNING an SSB TAX:

Understand LOCAL CONTEXT.

PROTECT POLICY PROCESS from INDUSTRY INFLUENCE.

MINIMUM 20% TAX RATE.

Guarantee free, safe drinking water.

Establish BASELINE DATA.

Tax ALL SSBs.

DEFENDING an SSB TAX.

BUT-SSB taxes force the POOREST to SPEND more MONEY!

BUT-SSB consumption is about INDIVIDUAL CHOICE!

The ONLY thing they hurt is CORPORATE PROFITS.

The COST of SSB consumption falls on GOVERNMENT and SOCIETY.

Health benefits are GREATEST for LOW-INCOME FAMILIES.

Cheap SSBs UNDERMINE children's right to a HEALTHY FUTURE.

IMPLEMENTING an SSB TAX

Engage CHAMPIONS for SUPPORT.

Monitor the IMPACT.

Enforce with SANCTIONS.

Consult for TRANSPARENCY.

BUT-SSB taxes REDUCE EMPLOYMENT!

BUT... SSB taxes are TOO SIMPLISTIC a SOLUTION for such a COMPLEX PROBLEM!