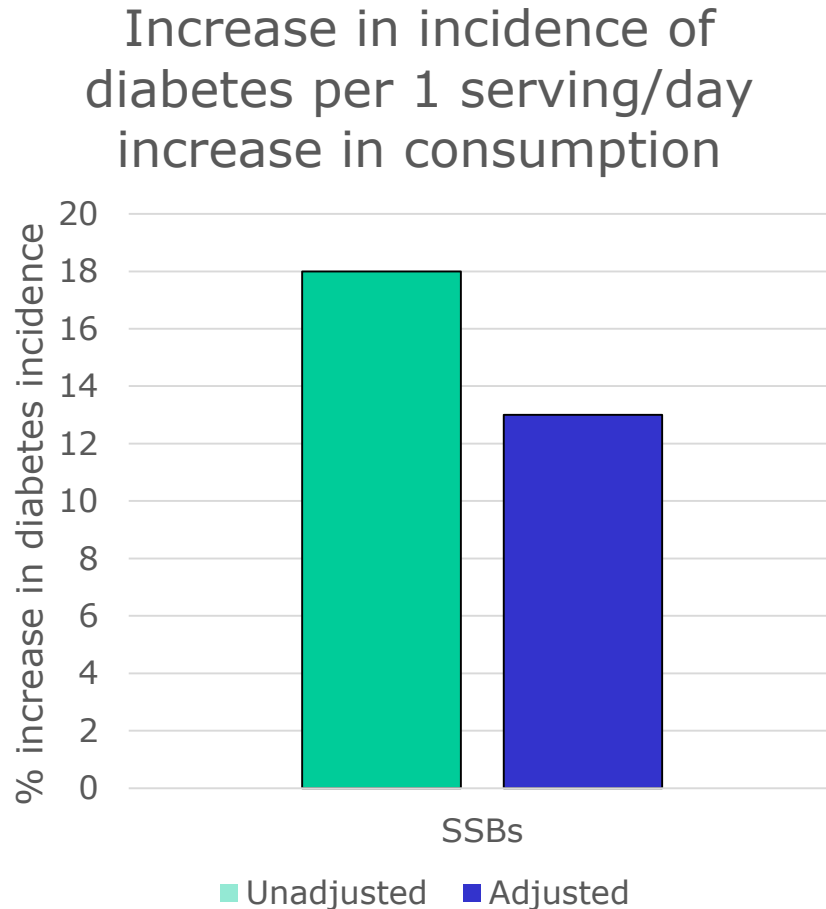


The challenge of evaluating soda taxes – a UK perspective

Jean Adams

Centre for Diet and Activity Research

Sugary drinks and diabetes



Attributable risk:
USA: over 10 years, 1.8m of 20.9m (8.7%) expected new cases of diabetes due to SSBs
UK: over 10 years, 79k of 2.6m (3.6%) expected new cases of diabetes due to SSBs

Predicted UK effect of 20% tax on obesity



Predicted UK effect of 20% tax on obesity



“Does it work?”

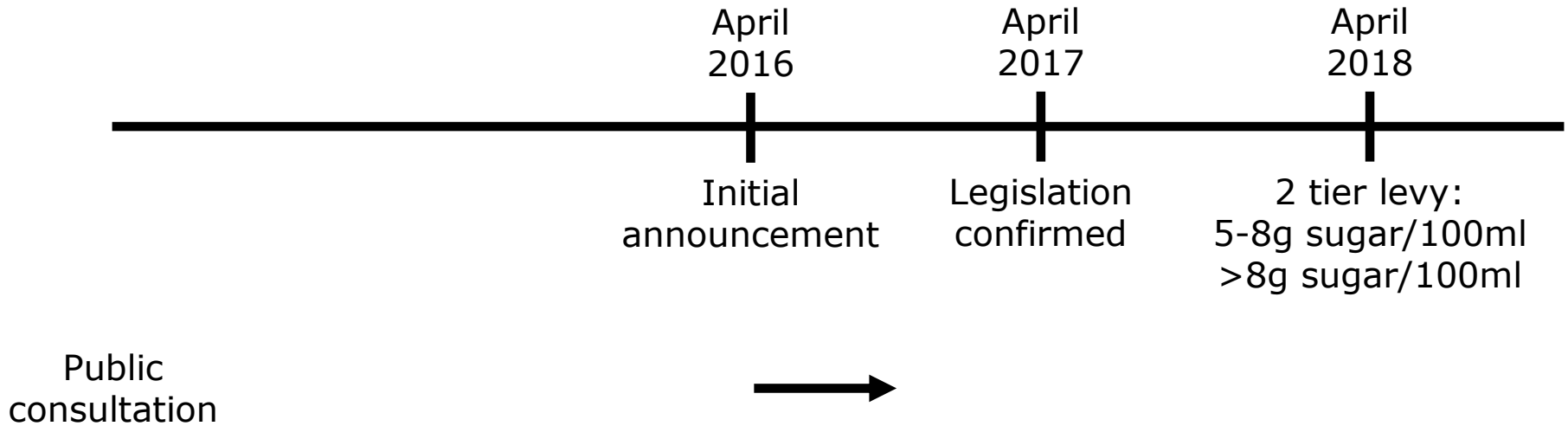
“Does **it** work?”

What do you mean by “it”?

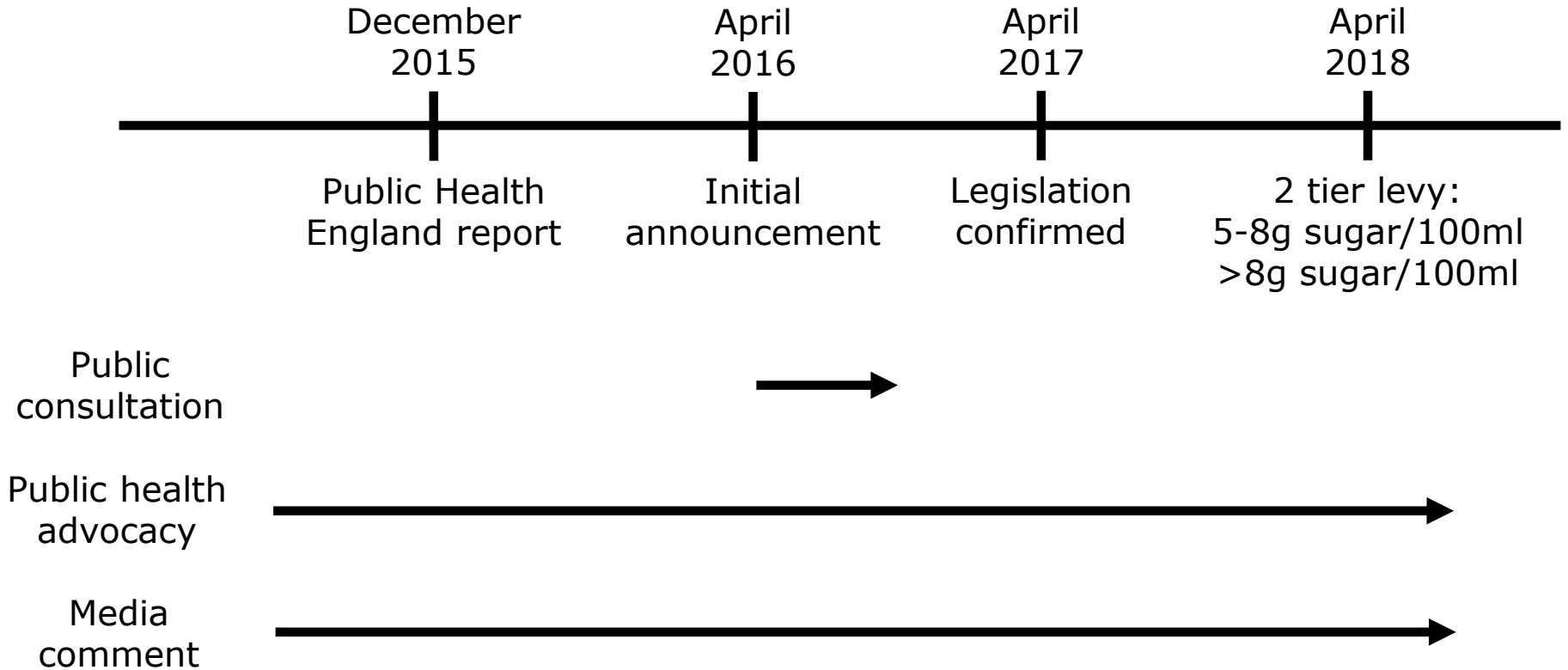
April
2018

2 tier levy:
5-8g sugar/100ml
>8g sugar/100ml

What do you mean by “it”?



What do you mean by “it”?

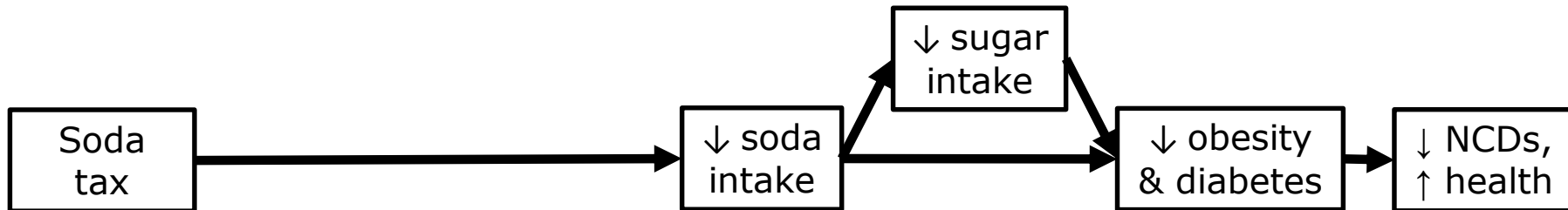


“Does it **work?**”

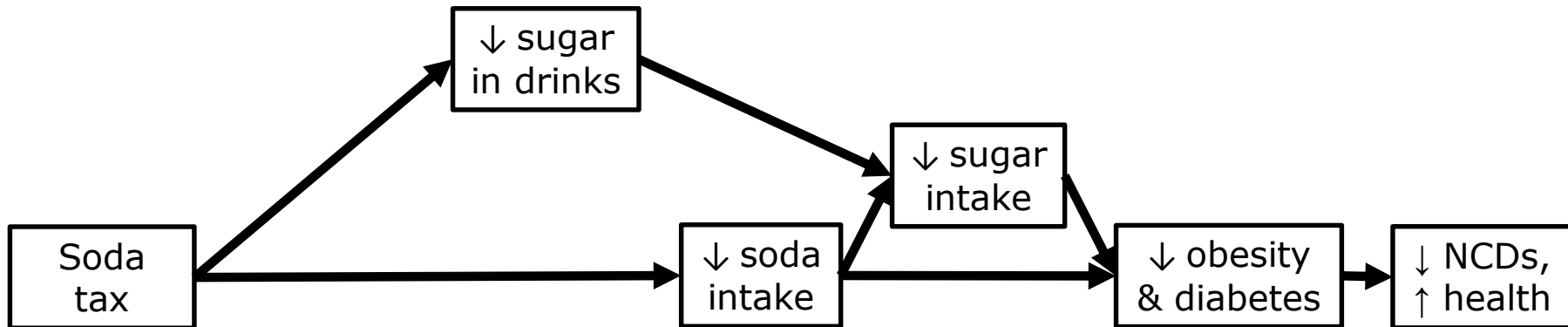
What do we mean by “work”?



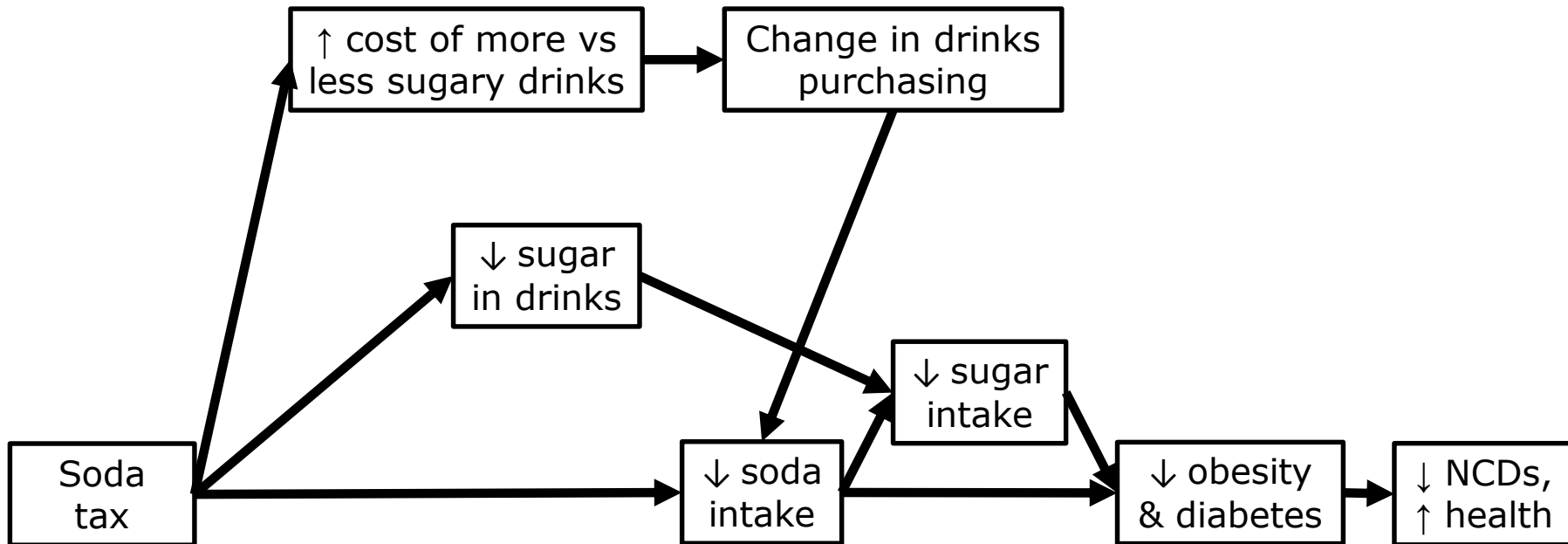
What do we mean by “work”?



What do we mean by “work”?



What do we mean by “work”?



“Does it work?”

What do we mean by “does”?

Should we abandon the soda tax in our country?

Did the Barbados soda tax change soda prices in Barbados?

Should we implement a soda tax in our country?

How do soda taxes work?

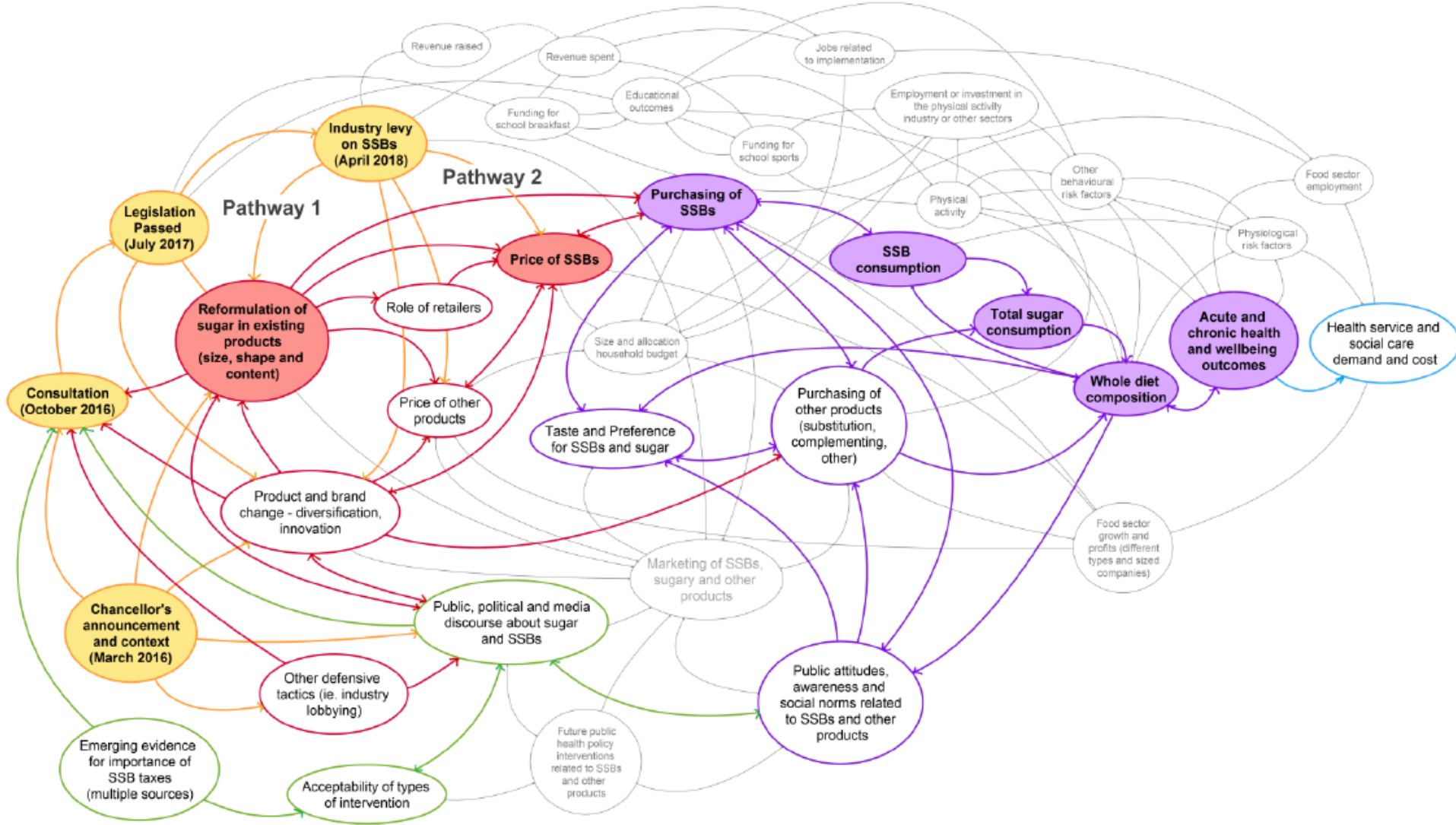
DO SODA TAXES WORK?

How can we optimise NCD strategies?

How can we optimise soda taxes?

Did the UK soda tax change soda intake in the UK?

The UK evaluation?



The UK evaluation?

- Short term impacts up to 2 yrs
 - Commercial data – purchases
 - Routine dietary data – consumption
 - Routine childhood measurement data – health
 - Supermarket data – diversification, formulation, price
- Microsimulation of health outcomes over 5-15 yrs
- Economic modelling of impacts on food sector, treasury, and health & social care sectors
- Acceptability to public, politicians & professionals up to 2 yrs

How much is enough evaluation?

- How can we optimise design and delivery of soda taxes to achieve the outcomes of interest in any particular context?

Acknowledgements

- On the UK evaluation
 - Cambridge: Martin White, Oli Mytton, Tarra Penney
 - LSHTM: Steve Cummins, Rich Smith, Harry Rutter, Laura Cornelson
 - Oxford: Pete Scarborough, Mike Rayner, Adam Briggs, Richie Harrington
- On the Barbados evaluation
 - Miriam Alvarado, Nigel Unwin and new friends in Barbados
- Elsewhere
 - David Ogilvie