

What's so complex about a sugary drink tax?

@harryrutter | London School of Hygiene and Tropical Medicine





The US had no soda taxes in 2013. Now nearly 9 million Americans live with them.

Seattle just became the eighth municipality to enact a soda tax aimed at curbing consumption.

Updated by Julia Belluz | @juliafortonto | julia.belluz@voxmedia.com | Jun 8, 2017, 9:06am EDT

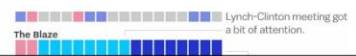
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Sugar tax sets a dangerous precedent

24 Aug 2016 | Gavin Partington

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Soft drinks manufacturers and retailers have been taking action for several years to reduce sugar and calorie intake from soft drinks. Reformulation, increased availability of smaller pack sizes, investment in promoting low and no-calorie products - all these actions have helped reduce consumers' sugar intake from soft drinks by over 16% since 2012.



"There is no evidence worldwide that tax has an impact on levels of obesity"

Gavin Partington, director general, British Soft Drinks Association

In 2015 the soft drinks industry also agreed to a collective calorie reduction goal of 20% by 2020. So for soft drinks to be singled out for a tax on sugar content, in a childhood obesity plan that otherwise sets voluntary targets for sugar reduction by 2020 for other categories - which in soft drinks we are already well on the way to achieving - is very odd.

There is no evidence worldwide that tax has an impact on levels of obesity. An Oxford Economics report commissioned by BSDA shows the tax will lead to over 4,000 job losses across

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Sugar

Soft drinks tax raises less money than forecast as firms cut sugar content

Chancellor says yield will be about £385m a year, with Irn-Bru maker among those 'reformulating sugar out of their drinks'



This article is 3 months old

22 48

Rob Davies

@ByRobDavies

Wednesday 8 March 2017 18.52 GMT



Irn-Bru maker AG Barr has already moved to making the drink less sugary. Photograph: Andrew Milligan/PA

A [sugar tax on soft drinks](#) will raise less money than expected because companies have started making their products less sweet to avoid extra costs, the chancellor

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Coca-Cola cancel €40m Portugal investment due to 'Soda Tax'

BY BRENDAN DE BEER, IN NEWS · 17-11-2016 14:32:00 · 2 COMMENTS

Soft drink brand Coca-Cola has reportedly cancelled plans to invest an additional 40 million euros at its production unit in Portugal due to a sugar tax which will be levied on fizzy drinks from the beginning of 2017.



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Sugar
tax



Increased
price



Reduced
sales



Reduced
consumption



Reduced
obesity

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WE'RE LISTENING TO CONSUMERS AND TAKING ACTION TO REDUCE SUGAR - A TAX WON'T HELP

26 May 2016

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Jon Woods, General Manager of Coca-Cola Great Britain and Ireland, with a can of new and improved [Coca-Cola Zero Sugar](#).

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MATTHEW HEPBURN

5 WAYS WE'RE HELPING YOU ENJOY LESS SUGAR

MATTHEW HEPBURN

While we agree with the Government that obesity rates are too high and need to be reduced, we do not believe additional taxes are the solution. There is no reliable evidence from anywhere in the world that shows taxing food and drink – let alone just some soft drinks - has changed people's behaviour and made them thinner.

Jon Woods, General Manager of Coca-Cola Great Britain and Ireland

26 May 2016

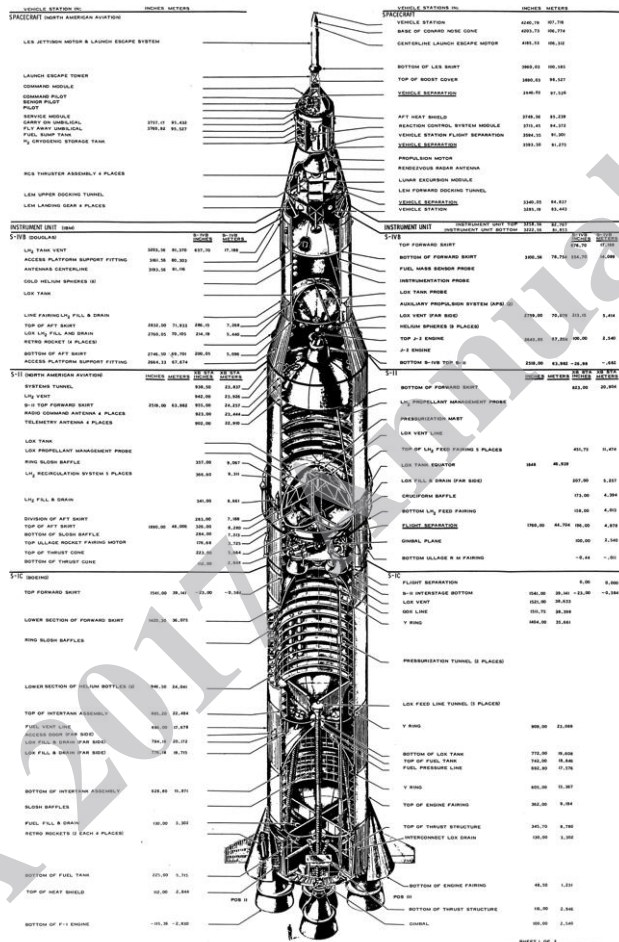
<http://www.coca-cola.co.uk/blog/were-listening-to-consumers-and-taking-action-to-reduce-sugar-a-tax-wont-help>







SATURN V APOLLO FLIGHT CONFIGURATION



VEHICLE STATION IN	INCHES	METERS
SPACE(SH) NORTH AMERICAN DIVISION		
LES JETTISON MOTOR & LAUNCH ESCAPE SYSTEM		
LAUNCHED ESCAPE TOWER		
COMMAND MODULE		
COMMAND PILOT		
REAR PILOT		
SERVICE MODULE		
3702.01	81.533	
3706.50	81.527	
RCS THRUSTER ASSEMBLY - 4 PLACES		
LES UPPER BOOSTING TUNNEL		
LES LAUNCH SEAT & PLACES		

INSTRUMENT UNIT (IU)	INCHES	METERS
S-105 (BOEING)		
L ₂ TANK VENT		
3881.36	81.258	81.258
ACCESS PLATFORM SUPPORT FITTING		
3881.36	81.258	
ATTACHED STRUCTURE		
3923.10	81.258	
COLD HELIUM BRIDGES (2)		
LES TANK		
LINE FANINALLY FILL & DRAIN		
3931.00	81.333	81.333
TOP OF AFT SHORT		
3931.00	81.290	81.290
RETRO ROCKET (2) PLACED		
3716.30	81.290	81.290
BOTTOM OF AFT SHORT		
3862.11	81.018	
ACCESS PLATFORM SUPPORT FITTING		

VEHICLE STATION IN	INCHES	METERS
S-111 (NORTH AMERICAN DIVISION)		
SYSTEM TUNNEL		
3916.36	81.290	81.290
L ₂ VENT		
3916.36	81.290	
S-111 TOP FORWARD SHORT		
3119.00	81.290	81.290
WIND COMMAND ANTENNA & PLACES		
3119.00	81.290	
TELEMETRY ANTENNA & PLACES		
3016.00	81.290	
LES TANK		
LES PROPELLANT MANAGEMENT PROBE		
3016.00	81.290	
WIND SENSITIVE		
3016.00	81.290	
L ₂ REGULATIONS SYSTEM'S PLACES		
3016.00	81.290	
L ₂ FILL & DRAIN		
3016.00	81.290	
DIVISION OF AFT SHORT		
3016.00	81.290	
TOP OF AFT SHORT		
3016.00	81.290	
TOP GLOSS BAFFLE		
3016.00	81.290	
TOP GLOSS ROCKET FANING MOTOR		
3016.00	81.290	
TOP OF ROCKET LINE		
3016.00	81.290	
TOP OF THRUST GING		
3016.00	81.290	

VEHICLE STATION IN	INCHES	METERS
S-112 (BOEING)		
TOP FORWARD SHORT		
3761.00	81.290	81.290
LOWER SECTION OF FORWARD SHORT		
3761.00	81.290	
RING GLOSS BAFFLES		
LOWER SECTION OF GLOSS BAFFLES (2)		
3761.00	81.290	
TOP OF INTERSTAGE ASSEMBLY		
3761.00	81.290	
FUEL FEED LINE		
3761.00	81.290	
ACCESS SHORT (2) PLACES		
3761.00	81.290	
LES FILL & DRAIN (2) PLACES		
3761.00	81.290	
BOTTOM OF INTERSTAGE ASSEMBLY		
3761.00	81.290	
GLOSS BAFFLES		
3761.00	81.290	
FUEL FILL & DRAIN		
3761.00	81.290	
RETRO ROCKET (2) EACH PLACED		
3761.00	81.290	
BOTTOM OF FUEL TANK		
3761.00	81.290	
TOP OF HEAT SHIELD		
3761.00	81.290	
BOTTOM OF F-11 ENGINE		
3761.00	81.290	

VEHICLE STATION IN	INCHES	METERS
VEHICLE STATION		
4062.70	81.290	81.290
BASE OF GLOSS WIND GING		
4062.70	81.290	
CENTRAL LINE LAUNCH ESCAPE MOTOR		
4062.70	81.290	
BOTTOM OF LES BODY		
3982.00	81.290	81.290
TOP OF HEAT SHIELD		
3982.00	81.290	
VEHICLE SEPARATION		
3440.00	81.518	
AFT HEAT SHIELD		
3762.00	81.290	81.290
REACTION CONTROL SYSTEM MODULE		
3762.00	81.290	
VEHICLE STATION FLIGHT SEPARATION		
3762.00	81.290	
VEHICLE SEPARATION		
3591.00	81.290	81.290
PROPULSION MOTOR		
REDEPLOYABLE RADAR ANTENNA		
LAUNCH ESCURSION MODULE		
LES FORWARD BOOSTING TUNNEL		
VEHICLE SEPARATION		
3340.00	81.290	81.290
VEHICLE STATION		
3340.00	81.290	

INSTRUMENT UNIT (IU)	INCHES	METERS
S-113		
TOP FORWARD SHORT		
3881.36	81.258	81.258
FUEL WIND SENSITIVE PROBE		
3881.36	81.258	
INSTRUMENTATION PROBE		
3881.36	81.258	
LES TANK PROBE		
3881.36	81.258	
JUNCTION PROPELLANT SYSTEM (2) PLACES		
3716.30	81.290	81.290
LES VENT (2) PLACES		
3716.30	81.290	
HELIUM BRIDGES (2) PLACES		
3716.30	81.290	
TOP - F-11 ENGINE		
3716.30	81.290	
F-11 ENGINE		
3716.30	81.290	
BOTTOM OF LES TOP GING		
3716.30	81.290	

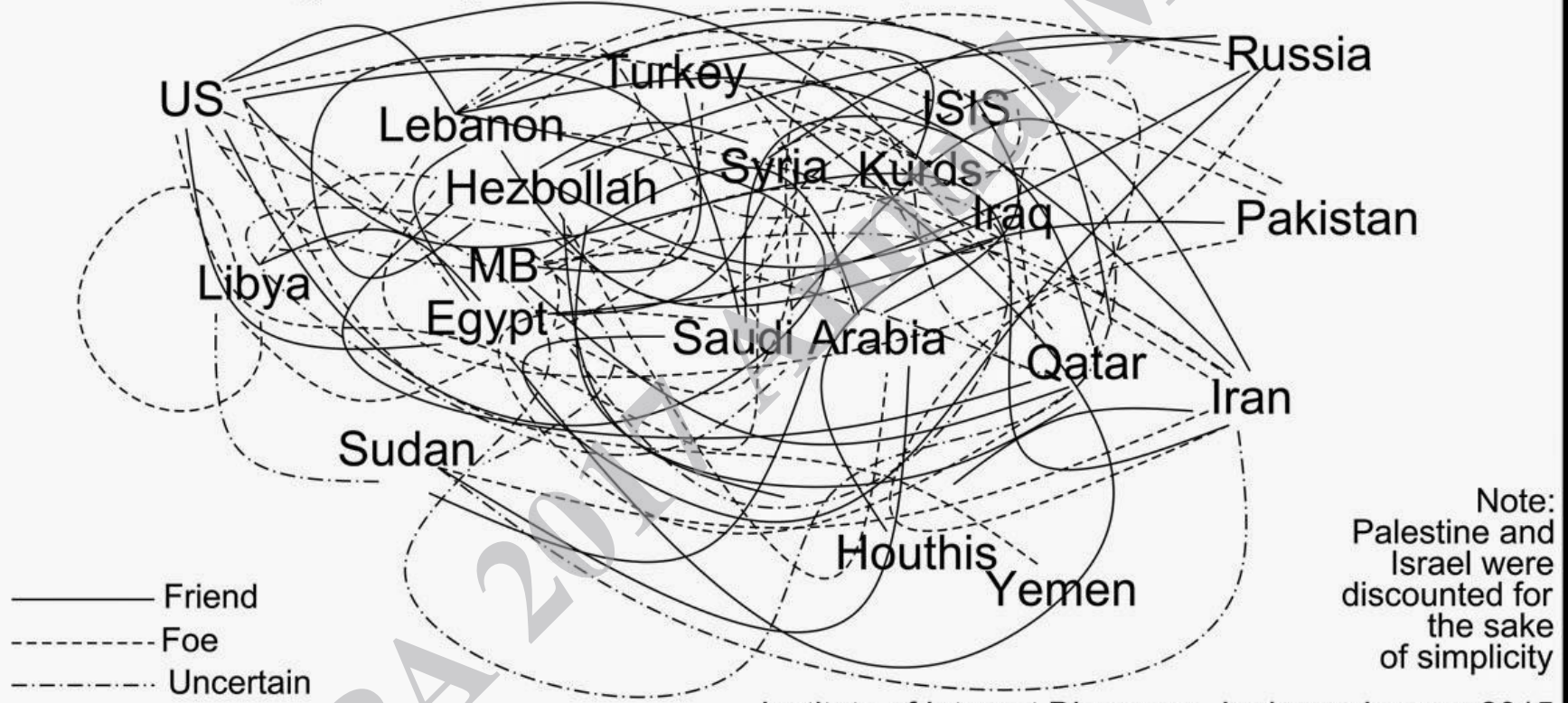
VEHICLE STATION IN	INCHES	METERS
S-111		
BOTTOM OF FORWARD SHORT		
3881.36	81.258	81.258
L ₂ PROPELLANT MANAGEMENT PROBE		
3881.36	81.258	
PROPELLANT MAST		
3881.36	81.258	
LES VENT LINE		
3881.36	81.258	
TOP OF L ₂ F-11 ENGINE (2) PLACES		
3881.36	81.258	
LES TANK ISOLATOR		
3881.36	81.258	
LES FILL & DRAIN (2) PLACES		
3881.36	81.258	
GROUPING BAFFLE		
3881.36	81.258	
FUEL SEPARATION		
3881.36	81.258	
SERIAL PLANE		
3881.36	81.258	
BOTTOM GLOSS W-11 FANING		
3881.36	81.258	

VEHICLE STATION IN	INCHES	METERS
S-112		
FLIGHT SEPARATION		
4062.70	81.290	81.290
S-112 INTERSTAGE BOTTOM		
4062.70	81.290	
LES VENT		
4062.70	81.290	
LES LINE		
4062.70	81.290	
Y RING		
4062.70	81.290	
PRESEPARATION TUNNEL (2) PLACES		
4062.70	81.290	
LES FEED LINE TUNNEL (2) PLACES		
4062.70	81.290	
Y RING		
4062.70	81.290	
BOTTOM OF LES TANK		
4062.70	81.290	
TOP OF FUEL TANK		
4062.70	81.290	
FUEL PRESSURE LINE		
4062.70	81.290	
Y RING		
4062.70	81.290	
TOP OF ENGINE FANING		
4062.70	81.290	
TOP OF THRUST STRUCTURE		
4062.70	81.290	
INTERCONNECT LES SERIAL		
4062.70	81.290	
BOTTOM OF ENGINE FANING		
4062.70	81.290	
FOR (2)		
4062.70	81.290	
BOTTOM OF THRUST STRUCTURE		
4062.70	81.290	
LUNAR		
4062.70	81.290	



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Diagram of geopolitical relationships in the Middle East



Sugar
tax



Increased
price



Reduced
sales

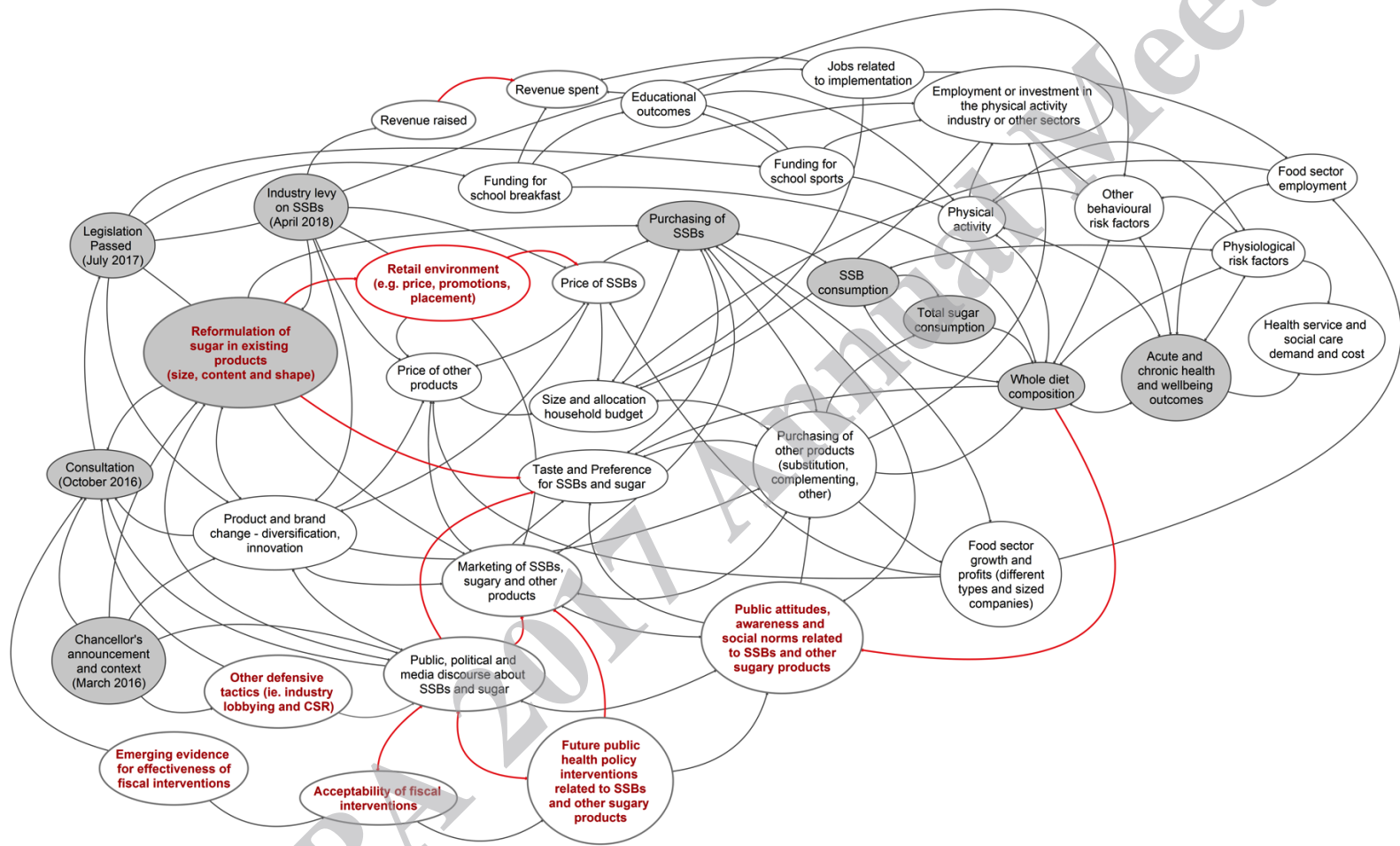


Reduced
consumption

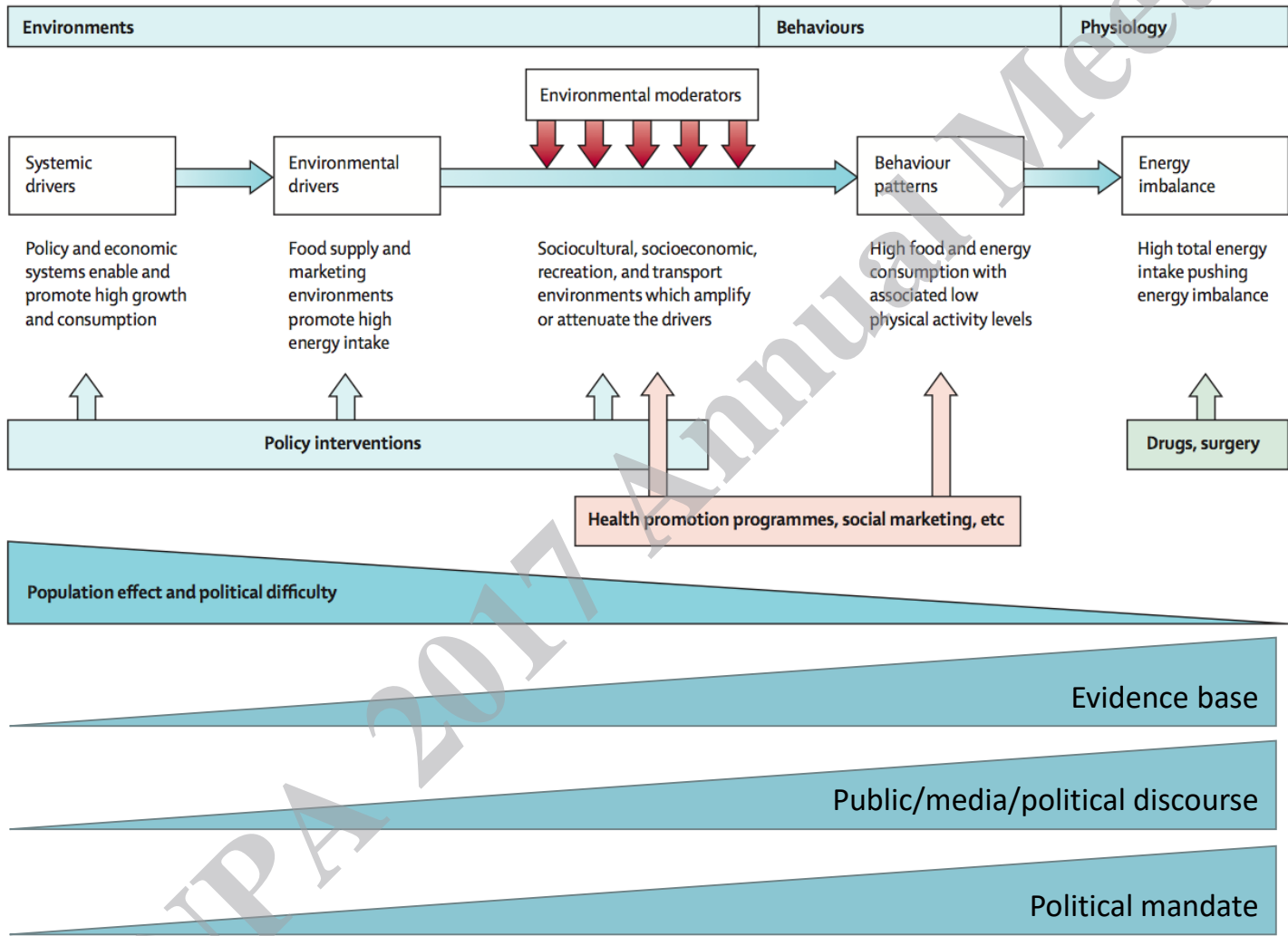


Reduced
obesity

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Study team: Jean Adams, Adam Briggs, Steven Cummins, Oliver Mytton, Tarra Penney, Mike Rayner, Harry Rutter, Peter Scarborough, Richard Smith, Martin White



Source: Swinburn et al, Lancet 2011

Conclusions

- Whole systems approach requires a shift from linear, single perspective thinking to holistic, non-linear systems thinking
- This has implications for planning, implementing, and evaluating interventions
- The obesity epidemic is an emergent property of the complex adaptive food and physical activity systems within which we all live
- Interventions such as sugary drinks taxes create perturbations within these systems; they are not like hammers hitting nails
- Be careful treating complex systems as simple: of course most things will appear not to 'work' if we judge them on the wrong criteria
- Move from 'does it work?' to 'does it contribute?'