



Hot Topics in Health Taxes

Let's not Sugarcoat This:
Overcoming Opposition to Taxes on
Sugary Drinks

Thursday, 9th December, 2021

7.00 am - 8.30 am EST

JOIN VIA ZOOM

Meeting ID: 827 5143 5768 | Passcode: DRM@HTss5

Soda taxes hurt business. Soda taxes hit the poorest hardest. Soda taxes won't solve obesity. All commonly heard arguments against introducing taxes on sugary drinks (also known as sugar-sweetened beverages, SSB). Despite consumption of these drinks increasing in most regions, such arguments have frequently prevented or repealed these taxes. In this seminar, recent research into food and beverage industry opposition to one of the earliest sugary drinks taxes in Mexico will be presented. This found that opposition can actually intensify after a sugary drinks tax comes into force, with the objective of delaying implementation and preventing policy diffusion to other countries. The evidence for one of the most prominent arguments against taxes on sugary drinks will then be examined: do these taxes harm business? Finally, policymakers from countries that have been successful in introducing sugary drinks taxes will reflect on how to effectively overcome opposition.

Read more about how Kazakhstan is overcoming such opposition at [No sugarcoating: Concerns over sugary drink taxes are overblown](#)

The webinar is co-organized by Joint Learning Network, World Bank, Global Fund, and Global Financing Facility.

Speaker Details



OPENING REMARKS
Dr. Michele Gragnolati
Practice Manager for Health, Nutrition and Population (HNP) in the Latin America and the Caribbean Region, World Bank



DO TAXES ON SUGARY DRINKS HARM BUSINESS?
Dr. Lynn Silver
Senior Advisor at the Public Health Institute and Clinical Professor at University of California, San Francisco



INDUSTRY OPPOSITION TO MEXICO'S SUGARY DRINKS TAX
Dr. Laura A. Schmidt
Professor of Health Policy in the School of Medicine at the University of California, San Francisco



COUNTRY REFLECTIONS - MEXICO
Dr. Adolfo Martinez Valle
Professor, Policy, Population and Health Research Center of the National Autonomous University of Mexico



OVERCOMING OPPOSITION TO A SUGARY DRINKS TAX IN SOUTH AFRICA
Mr. Mpho Legote
Director of VAT, Excise Duties & Subnational Taxes in the Tax Policy Unit of the National Treasury, South Africa



COUNTRY REFLECTIONS - KAZAKHSTAN
Ms. Jamilya Sadykova
Leader of the National Coalition for a Smoke-Free Kazakhstan



MODERATOR
Dr. Kate Mandeville
Senior Health Specialist, World Bank

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For questions about this event, please contact: Vrishali Shekhar (vshekhar@worldbank.org)