



## **Modelling the impact of SSB tax on health and beyond: the role of modelled analysis in shaping pro-health fiscal policies.**

**March 3, 7.00-8.30 am EST**

(1:00-2.30 pm Lagos time| 5.30- 7:00 pm Colombo time|5:00-6:30 pm Pakistan time)

### **OPENING SPEAKER**



**Ms. Trina Haque** is Practice Manager in the Health, Nutrition and Population Global Practice of the World Bank with responsibility for Afghanistan, India, the Maldives, and Sri Lanka. An economist by training (M.Phil (Economics) University of Cambridge, BA (Major in Economics) Wellesley College), Trina has a multi-disciplinary background in social protection, poverty, as well as in health systems. Her work experience within the World Bank ranges across East/West/Central Africa, Middle East and North Africa, Central America, and now South Asia. She is Bangladeshi, an amateur poet and photographer, and lives in Washington D.C.

### **MODEL AS A “LIVE TOOL” IN SHAPING SSB TAX POLICY IN SOUTH AFRICA**



**Dr. Michele Cecchini** is responsible for work on Public Health at the OECD where he focuses on priority setting and programme evaluation of policies influencing population health. Michele represents OECD in the board of the Global AMR R&D Hub and holds a position of adjunct professor in applied health economics at the University of Siena. Michele is a medical doctor specialized in public health and holds a Master degree from the London School of Economics and PhD from Imperial College London.

## MODELLING THE IMPACT OF SSB TAX IN PAKISTAN AND SRI LANKA



**Dr. Veerman** is Professor and discipline lead Public Health at Griffith University's School of Medicine and Dentistry. He is a Dutch-trained public health physician with expertise in epidemiological modelling, burden of disease studies, and the cost-effectiveness of prevention. He has a keen interest in physical activity, diet, and body mass.



**Dr. Linda Cobiac** is a Senior Research Fellow in the School of Medicine and Dentistry at Griffith University. She is an epidemiological modelling expert, with a research focus on developing tools and making use of diverse datasets for population health modelling and cost-effectiveness analyses.



**Ms. Sarah Mounsey** is a final-year PhD Candidate with University of Sydney. Her research has focused on the health and economic evaluation of fiscal policies for diet-related NCD prevention from both a qualitative politico-economic perspective as well as assessing quantitative impacts of fiscal interventions.

## COUNTRY DISCUSSANTS



**Dr. Zainab Shinkafi-Bagudu** is a renowned public health advocate who is passionate about strengthening health systems in Sub-Saharan Africa through resource sensitive and sustainable models. She is a consultant paediatrician, founder and medical director of Medicaid Radio-Diagnostics and Medicaid Cancer Foundation. She is the First Lady of Kebbi State, Nigeria, and serves on the board of the Union for International Cancer Control (UICC).



**Dr. Samra Mazhar** is an experienced Public Health Professional working presently as Deputy Director at Ministry of Health. Her domain of work is Non-Communicable Diseases, Mental Health and Tobacco Control. Spearheaded the development of National Non-Communicable Diseases & Mental Health Framework (2021-2030), and specifically working for taxation on cigarette and SSBs in the country.



**Dr. Renuka Jayatissa (MBBS, M.Sc, MD)** has Obtained MBBS, M.Sc and MD in Community Medicine from University of Colombo. Public health and clinical nutrition training in UK. Worked as a Nutrition Specialist UNICEF Colombo for 5 years. Head of the Department of Nutrition, Medical Research Institute, Ministry of health. Current President of Sri Lanka Medical Nutrition Association and Past President of Nutrition society of Sri Lanka.

## CLOSING REMARKS



**Dr. Kate Mandeville** is a Senior Health Specialist at the World Bank. She is a public health physician and has over 12 years of experience in health system strengthening. She has previously worked for the National Institute for Health and Care Excellence (NICE), Public Health England, and the London School of Hygiene and Tropical Medicine. She joined the World Bank in 2012 as a Young Professional. Since then, she has worked in Eastern Europe, Central Asia, and Latin America, particularly on health technology assessment, value for money, and primary health care. For the last two years, she has led a Bank-wide program to support governments in designing and implementing taxes on sugary drinks. She has a BSc and MD from Imperial College London and a MPH and PhD from the London School of Hygiene and Tropical Medicine.

## MODERATORS



**Dr. Hideki Higashi** is Senior Health Economist with the World Bank, recently relocated from Colombo to Delhi. His work spans several countries in South Asia focusing on health economics, human capital and pandemic preparedness. Prior to joining the Bank in 2018, he worked in various capacities in the academia (e.g., Institute for Health Metrics and Evaluation) and development and humanitarian activities in Africa and Asia (e.g., Japan International Cooperation Agency, Médecins sans Frontières). He obtained his PhD Health Economics from the University of Queensland, Australia.



**Dr. Jahanzaib Sohail** is a Health Economist with the World Bank. His main areas of interest involve economic evaluation of health care projects, health economic modelling and data analytics, national health accounts, domestic resource mobilization, and analyzing the impact of country's health financing policies in the context of universal health coverage. Prior to joining the Bank in 2019, he has worked with different government bodies, UN agencies and INGOs on a local and global basis in regard to public health, health management and health financing. Dr. Sohail has obtained his MBBS, MBA and MSPH degrees from the renowned universities of Pakistan, Master of Health Economics degree from the University of Queensland, Australia and currently enrolled as DrPH (Health Economics) candidate at London School of Hygiene and Tropical Medicine, United Kingdom.



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

The World Bank's support to the Joint Learning Network for UHC is made possible with financial contributions from the following partners:



BILL & MELINDA  
GATES foundation



THE  
ROCKEFELLER  
FOUNDATION