

Let's Not Sugarcoat This: Overcoming Opposition To a Tax On Sugary Drinks

SPEAKER INFORMATION

OPENING REMARKS



Dr. Michele Gragnolati currently serves as the Practice Manager for the Health, Nutrition and Population (HNP) in the Latin America and the Caribbean Region of the World Bank. Economist graduated from Luigi Bocconi Commercial University (Italy), Michele also has a Diploma in International Management from HEC (France), a Master's Degree in Population and Development from the London School of Economics (Great Britain) and a Ph.D. in Demography from the University of Princeton (USA).

Michele joined the World Bank as a Young Professional in 1998 and since 2000, he served first as an economist with the health, nutrition and population and education sectors in Latin America, Eastern Europe and Central Asia and South Asia, and later as program leader for Human Development for the Western Balkans, Brazil, and Argentina, Paraguay and Uruguay where he worked on poverty, access to and quality of education and health services, measurement of school performance and safety net programs. His last positions were as Manager for Strategy and Operations in the HNP Global Practice and Global Lead for Population and Development where he worked mostly on issues related to high fertility and rapid population growth in Sub-Saharan Africa. Michele has worked for the World Bank out of HQ in DC and in Country Offices in Sarajevo, Brasilia and Buenos Aires.

Michele has published on different topics, including methodological and statistical demography, poverty during the East Asia financial crisis, malnutrition in Central America and India, the impact of health expenditures on poverty in former Yugoslavia, the economics of demographic change in Africa and the socioeconomic implications of population aging in Argentina, Brazil and Uruguay.

Michele speaks Italian, English, Spanish, French and Portuguese.



TECHNICAL PRESENTERS



Dr. Laura A. Schmidt, is a Professor of Health Policy in the School of Medicine at the University of California at San Francisco. She holds a joint appointment in the Philip R. Lee Institute for Health Policy Studies and the Department of Humanities and Social Sciences. She received her PhD training in sociology at UC Berkeley and while there, also completed doctoral coursework in public health.

Dr. Schmidt seeks to understand how changing lifestyles are contributing to rising rates of chronic disease across the globe and what to do about it. Her work explores the growing pressures of globalizing economies, rising inequality, and the marketization of products that undermine our health. She works directly with policymakers to craft and implement evidence-based policies that reduce the consumption of ultra-processed foods and other commercial products that harm human and planetary health.



Dr. Lynn Silver, MD, MPH, FAAP, is a pediatrician and public health advocate, is Senior Advisor at the Public Health Institute (PHI) and Clinical Professor at University of California San Francisco. She also has served as a consultant to the World Bank, the Pan American Health Organization and other bodies. She directs the Prevention Policy Group at PHI which works on multiple approaches to prevention of noncommunicable disease, including funding for community based prevention and health equity, food policy, and regulation of legal cannabis markets. Dr. Silver is an expert on the use of policy approaches to prevent chronic disease, its risk factors and inequitable impact, including unhealthy diet, tobacco, and physical activity at home and globally. Silver was Assistant Health Commissioner of New York City under Mayor Bloomberg, leading groundbreaking work such as the nation's first trans fat ban, calorie labeling law, and the National Salt Reduction Initiative. She has worked extensively to reduce sugary drink consumption through a wide range of policies including taxation, portion size, and public procurement, and has carried out evaluations of two of the first soda sugary drink taxes in the US.

Silver was previously Visiting Scholar of International Health at the Karolinska Institute, Associate Professor at University of Brasilia and Brazil's National School of Public Health. She has worked widely on health policy as a researcher, educator, government official, consultant and advocate, and served as consultant to the World Health Organization, the Pan American Health Organization, the World Bank, the Federal Reserve Bank of San Francisco, the Low Income Investment Fund, hospitals and foundations. She received her MD and MPH degrees and pediatric training from the Johns Hopkins University. She has published widely and was honored to be the recipient of the 2011 Wavemaker Award of the Campaign for Public Health.

COUNTRY DISCUSSANTS



Ms. Jamilya Sadykova is a well-known and committed tobacco control leader, whose work has led to Kazakhstan's adoption of life-saving public health measures. She is the founder and charismatic leader of the national coalition *For a Smoke-Free Kazakhstan*, which advocates for the adoption and implementation of strong tobacco control measures to save lives and improve public health.

Jamilya's first success was helping Kazakhstan to pass the country's first smoke-free law in 2009, an achievement that nobody believed was possible.

She and her coalition then led the fight to pass pictorial health warnings on cigarette packs and a 250% sharp tobacco excise increase, which were finally passed in 2012 despite enormous pressure from the tobacco industry. In 2017 Eurasian Economic Union (Armenia, Belarus, Kazakhstan, Kyrgyzstan and Russia).

Most recently, Jamilya successfully advocated for the passage of new legislation that will protect even more Kazakhstanis from tobacco. Measures in the new law include: a ban on the display of all tobacco products in all point of sale, a total ban on smokeless tobacco sales, and regulating novel tobacco products (HTP, vapes, hookahs) as cigarettes with ban in public places, requiring pictorial health warnings for HTPs and hookahs, and increased fines for all tobacco-related violations.

Her professional experience includes research, advocacy, and media relations on smoking prevention, capacity building, and tobacco control policy development. She received public health

degrees from the Medical Academy (1998), Kazakhstan School of Public Health (2000), and Braun School of Public Health, Israel (2001). Jamilya has worked in public health and preventive medicine for her entire career, including working for the Soros Foundation, East-West Aids Foundation, and now as leader of the *For a Smoke-Free Kazakhstan* coalition. More information about the coalition can be found at www.nosmoke.kz and www.noshisha.kz

Jamilya is also impacting policy on the regional and international level, providing expertise to the Ministry of Health on tobacco control policy for the Eurasian Economic Union, as a member of WHO working groups, and as a member of delegations to the FCTC COPs and EEU meetings.



Mr. Mpho Legote is Director of VAT, Excise Duties & Subnational Taxes in the Tax Policy Unit of the National Treasury of South Africa. He joined the National Treasury and Tax Policy Unit in 2007. He is responsible for undertaking research, designing and providing advice on policy options and development of appropriate policy interventions with respect to Value-Added Tax (VAT), Excise Duties and Sub-National Taxes. His responsibilities include tax policies on alcoholic beverages, tobacco products and other related excise taxes and recently played a leading role in the implementation of the Health Promotion Levy, which is a tax on sugary beverages.



Dr. Adolfo Martínez Valle is the Deputy Director General with the Economic Analysis Unit of the Mexican Ministry of Health. Dr. Adolfo Martínez Valle has pursued a professional career both as a researcher and a policymaker. In the academic setting, he earned a doctoral degree from Johns Hopkins University on public policy and health and a master's degree on International Health from the Harvard School of Public Health. He has conducted research at the Mexican Health Foundation and the National Institute of Public Health publishing several articles, chapters and books on the social determinants of health, health care systems, as well as health policy planning and evaluation. In the policymaking arena, he has participated in the design, implementation, and evaluation of two of the most important health-related public policies in Mexico in the past fifteen years: Seguro Popular, a voluntary public insurance scheme for the population not covered by social security and Oportunidades, a conditional cash transfer program targeted to address the



multidimensional extreme poverty conditions of Mexican families. Internationally, he has provided technical assistance to several countries through WHO, PAHO, the OECD and has been part of the JLN since 2014. He is currently a professor and researcher at the Policy, Population and Health Research Center of the National Autonomous University of Mexico as well as the Convener of the JLN.

MODERATOR



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.



KNOWLEDGE PACK

BLOG

English: [No sugarcoating: Concerns over sugary drink taxes are overblown](#)

Russian: [О налогах на напитки с высоким содержанием сахара без мифов и преувеличений](#)

Q&A FACTSHEET

English: [Taxing Sugary Drinks in Kazakhstan: Key Questions and Answers](#)

Russian: [Налог на напитки с высоким содержанием сахара в Казахстане: Вопросы и ответы](#)

KNOWLEDGE BRIEFS

(RUSSIAN VERSIONS ATTACHED)

English: [Countering Common Arguments Against Taxes on Sugary Drinks](#)

English: [Business, Employment, and Productivity Impacts of Sugar-Sweetened Beverages Taxes](#)