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70000 deaths and every year patients are getting younger and younger in child obesity rates are among the highest in the world we speak to doctors about their concerns and there's like 10 % of kids between 6 and 12 months of age that are older drinking sodas every hour 30 people are diagnosed with diabetes and lomax gave fights it's a drugs war the country is now fighting on another front one pizza big global drinks companies against health campaigners the seasoning used related to work on tuesday and sometimes could be thorough duties next his diabetes problem season gave the government implemented attacks on cheap drinks insane to try and encourage change in behaviour on the success of course these tax for his team we also travels united states d have mexico is tax has inspired us on by showing that mexico did it was successful the deep support a position of

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this was a policy i think scudamore what and angered others cos what you should do we should play on the word show for you surely there should do this for the out one but it tastes like she's for roly more brock i mean then that the largest city in yucatan peninsula the region's famous the beach resort of cancun in be some state itself is one of the poorest parts of mexico a it's a region of the country that people say he's been part of this they called poker colonization next 10 the plans is a thin black henna is very much a part of everyday life i met up with lady maureen mass yes and nutrition as idiots on miss universe the the yucatan he did it mean for a typical attack on breakfast minutes gave you the next time you see a fat

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she pretty much anything that was a tear in my eye on a breakfast was partner ex again past american that as lydia which food she thought most to blame for the diabetes and obesity problems in the yucatan that on me don't disturb the sadness this fear that mean that some of the by masa fall is industrialised food thoughts that phrase fried fizzy drinks have a big influence to pull that's fact he and taste delicious if it comes from abroad it gives me a different status had the highest status for have coca cola in the house that the legend haven't he does look good for someone around and don't have a coke but how much a mexicans really dying for fizzy drink liddy took me to meet sylvia said order his mother recently passed away due to complications diabetes she lives in a

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tornado hit on the outskirts of media you house is very simple with a couple of on chairs in the front room the big stereo music as well as hammer it's hanging on the wall they also leave in hammocks because of the heat but in the middle of one of the rooms is a double bed that was her mother's sylvia tells me when she became too ill to climb into a hammock that something made her really sad even though my mum my in this and a bottle all of my family drink coca cola sylvia tells me my mother may she rest in peace was a true coke kolarov she couldn't live without it she drink it 3 times a day she could even though she is diabetic she drank she said it kept her alive right up until the end when she was admitted to hospital with smuggle the cocaine and give us sets have come to the south of mexico city it's the hospital's zone the lots of the hospital buildings with a specialism

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an outside the nutrition institute but a lot of the west as a tack coast stands offering everything from friday's attack goes and fizzy drinks all the big brand name as well as crisps and sweets certainly the advice and nutritionists inside is pretty hard to follow if you come outside and have lunch here a i've met dr abdullah abdullah abdullah and the national institute of each session what you see every day how gary is the issue of diabetes a preliminary knows that the dominican of york the his belt there yes it is we are drowning in the programme it would push the government into doing something is that we're starting to see the costs of the epidemic break the health system at the moment there is no capacity to finance kidney dialysis that people who have kidney damage from diabetes and hypertension need the so popular the insurance sector the % of mexicans have no longer finds that since it so people have to

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find their own money to pay for it you're condemning people to death and it is a painful death a terrible liar it's breaking the country more than 40 million mexicans are affected at some level two million of them are in a terminal plays god you're so we have seen a gala speed all this damage costs including the fact that we are destroying our labour force because of illnesses that used to affect those who are retired are now affecting people at the start of their working lives that the coalition can handle a nice went to meet dr salvador the a ban on a childhood obesity specialist at the federico bamu's children's hospital in mexico city he's been running a beast to clinic is hospital for more than a decade this makes success among his patient details a kid to come in with their parents very rarely keep the weight off because parents carry on over feeding them question children coming in or more and more of these acts

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way way with fire it was like the barisan answer because we were so close to the united states them for other acute strain that on obesity is a lot more complex mix of monza very comparable having toby queues in their homes the fizzy drinks tax in legislation around sugary drinks has that made a big difference it that another big difference is just one more element there is a lot more you find the and families he can't get access to clean drinking water for example when rian rubble young kids we would have had installed as thing it's the 4th rule 10 % of kids between 6 and 12 months of age or older drinking sodas where people can get around have an extra penny you will buy something nice for the kids and there's something nice will be chips will be sold us will be on their feet and right from the beginning

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around tory years of age almost 80 % of kids are drinking extra street sweets from 3 and beverages pew run-up used to drink what are not because of safety bit because there's cheap so the survey the success of the tax is highly debated mexico is national institute of public health together with the university of north carolina the attacks on average car sales of said the jinx by 6 % in the 1st year rising as the year went on the drinks industry is pizzas forget or kick their asses is have unpacked mexico is bottled drinks industry group would represent just 5 points 6 present of you are average consumption in the mexican that the mexican day of calories every day it's around 3000 a good average and something there it's gallons and in italy will be 2000 but attacks has slain by some statistics

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perhaps consumption and she garaging house for it really sore prize be because we did an analysis we have been in if the statistics which is the official organisation and mexico and what we cannot compute june of 2015 it's it has been just affected consumption and our sales are round one brit to present he needed that has been made to call their repressive almost 60 % of that door of of poor population was was the one that there for the and college texts so what's the government response doctor needle miss muffet is he under secretary of revenues of mexico is ministry of finance he is gay he helped introduce a tax on sugary drinks and at the same time the tax hike can read junk food to we've been racing it close to 20 beyond this source close to one and a half billion dollars slightly less than it of it as significant a fairly

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significant amount speak in support of the tax consumption of students has fallen speaking to the industry base rates make very little difference i think that the result but we have sold for he'd actually little the changes in behaviour that we want to how much criticism to get from the industry i would live the war if i would work to say that they were happy about that that's what they have asked for anything that there is a legitimate request is that he we end up once we have enough information than we that we end up analysing that information in a careful way in an objective way they can receive mexico rolling back on tax if you think the impact actually hasn't been what you expected to they the numbers that we have seen so far suggest that the tax has been quite successful so to be honest with you i don't consider it but nevertheless it i think that we will be fair and we will wait half more information

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if you are diabetes such a hot cakes cake comes to radio station where a deal week he died but his programme called deal for diabetes as a phone in and currently programme is on and she alleged axe its director of mexican 9 a deceleration so you do a programme here once a week that he shows just how important issue diabetes in mexico david it is there for us to shell problem me here because we have a lot of people are create a complication of the sea is mexico for a lot of countries is seen as a role model they introduced a tax on fizzy drinks do you think that sort of thing is that step in the right direction mexican federation and he's not that greed and all with

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dead tax because it we're not one product is not their enemy it seems are that diabetes federation and supporters of attacks but in some ways it's not surprising the industry is a powerful lobby in force and the mexican is a thirsty consumer across town i'm not a fan of the year he had to organise a should pull consumer power and is one of the leading figures in the call for a sugar tax it is very important to ensure how the so industry is working how this under something of a tree is even more army a lot of resources to prophesy an undercurrent that was here she was great to shake hands how much money is given to some researchers to do some of this to lease that with the jews to protect their own interests we have the highest level of consumption in the world and we need to do something

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this tax could have it is not enough because these attacks that we have is only 10 % of the price queen will present a report we ask for it 20 % is so that's you were a big part of campaigning for the attacks but what opposition to the face from the big companies not a politician as anonymous it is a is that right indeed this is an industry like the tobacco industry and sometimes could be worst did not now so industry is on its why because this other attacks his work in mexico mexican groups like consumer power considered that countries should be taxing role model inspired similar measures iii through to berkeley a small city near san francisco which was the 1st place us to introduce its own soda tax by many many others have failed my name is josh daniels and i'll