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|  | Results |
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| 1. | [Why a tax on fizzy drinks would help tackle the UK's £10bn diabetes epidemic; More than one in 20 people in the UK has type 2 diabetes, with consumption of sugary drinks proven to be a direct cause. Failing to tax them is irresponsible](#doc_id_1) The Guardian, February 4, 2016 Thursday 2:34 PM GMT, GUARDIAN SUSTAINABLE BUSINESS, 815 words, Anna Taylor |

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| 3. | [Pressure on PM as world health chief calls for sugar tax](#doc_id_3) The Times (London), January 26, 2016 Tuesday, NEWS; Pg. 12, 400 words, Chris Smyth |

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| 4. | [Pressure on PM as world health chief calls for sugar tax](#doc_id_4) The Times (London), January 26, 2016 Tuesday, NEWS; Pg. 14, 396 words, Chris Smyth |

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| 5. | [Childhood obesity 'an exploding nightmare', says health expert; World Health Organisation's commission on childhood obesity finds 41 million under-fives overweight or obese](#doc_id_5) The Guardian, January 25, 2016 Monday 4:38 PM GMT, SOCIETY, 518 words, Haroon Siddique |

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| 6. | [Unilever boss warns UK against sugar tax; Paul Polman says the tax is 'not the holy grail' and there is little evidence around the world such a levy can actually tackle Britain's obesity crisis](#doc_id_6) The Guardian, January 25, 2016 Monday 2:39 PM GMT, BUSINESS, 956 words, Graham Ruddick |

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| 7. | [Unilever boss warns UK against sugar tax; Paul Polman says the tax is 'not the holy grail' and there is little evidence around the world such a levy can actually tackle Britain's obesity crisis](#doc_id_7) The Guardian, January 25, 2016 Monday 12:44 PM GMT, BUSINESS, 850 words, Graham Ruddick |

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| 8. | [Unilever boss warns UK against sugar tax; Paul Polman says the tax is 'not the holy grail' and there is little evidence around the world such a levy can actually tackle Britain's obesity crisis](#doc_id_8) The Guardian, January 25, 2016 Monday 12:33 PM GMT, BUSINESS, 842 words, Graham Ruddick |

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| 9. | [Unilever boss warns UK against sugar tax; Paul Polman says the tax is 'not the holy grail' and there is little evidence around the world such a levy can actually tackle Britain's obesity crisis](#doc_id_9) The Guardian, January 25, 2016 Monday 11:48 AM GMT, BUSINESS, 835 words, Graham Ruddick |

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| 10. | [Big sugar; LETTERS TO THE ROB](#doc_id_10) The Globe and Mail (Canada), January 23, 2016 Saturday, REPORT ON BUSINESS; Pg. B9, 160 words, David Sculthorpe |

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| 11. | [Soft drink giants to cut sugar levels - but Coke stays the same; Food and drink giants such as Coca-Cola, Pepsi and Kellogg's pledge to cut the sugar content in their products, ahead of Government decision on sugar tax](#doc_id_11) telegraph.co.uk, January 23, 2016 Saturday 11:39 AM GMT, NEWS, 637 words, By Patrick Sawer |

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| 12. | [Soft drink giants to cut sugar levels - but Coke stays the same; Food and drink giants such as Coca-Cola, Pepsi and Kellogg's pledge to cut the sugar content in their products, ahead of Government decision on sugar tax](#doc_id_12) telegraph.co.uk, January 23, 2016 Saturday 11:38 AM GMT, NEWS, 636 words, By Patrick Sawer |

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| 13. | [TAX SUGAR BEFORE IT'S TOO LATE, PM URGED](#doc_id_13) DAILY MAIL (London), January 22, 2016 Friday, 403 words, BY SOPHIE BORLAND HEALTH CORRESPONDENT |

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| 14. | [Leading health groups call for 20% tax on sugary drinks; More than a dozen health organisations have written to Downing Street just weeks before David Cameron launches his childhood obesity strategy](#doc_id_14) The Guardian, January 22, 2016 Friday 12:01 AM GMT, SOCIETY, 591 words, Mark Tran |

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| 15. | [ECONOMICS; What Canada can learn from Mexico's sugar tax: It's no magic bullet](#doc_id_15) The Globe and Mail (Canada), January 18, 2016 Monday, REPORT ON BUSINESS; Pg. B4, 718 words, PATRICK LUCIANI |

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| 16. | [NHS tells hospitals to impose sugar tax](#doc_id_16) The Times (London), January 18, 2016 Monday, NEWS; Pg. 16, 389 words, Danielle Sheridan |

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| 17. | [A campaign on sugar, like that on transfats, should be led by the Scottish government](#doc_id_17) The Times (London), January 18, 2016 Monday, NEWS; Pg. 7, 308 words |

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| 18. | [Outrage at numbers of obese CHILDREN needing weight loss surgery](#doc_id_18) Express Online, January 17, 2016 Sunday 12:01 AM GMT, 450 words, Caroline Wheeler, EXCLUSIVE |

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| 19. | [Labour wants tax to have a pop at sodas](#doc_id_19) The Sunday Times (London), January 17, 2016 Sunday, NEWS; Pg. 8, 714 words, Siobhán Maguire ; Stephen O'Brien |

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| 20. | [Babies in hospital due to obesity; EXCLUSIVE](#doc_id_20) Sunday Express, January 17, 2016, NEWS; Pg. 6, 346 words, Caroline Wheeler |

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| 21. | [Boris imposes first sugar tax on City Hall drinks](#doc_id_21) The Evening Standard (London), January 14, 2016 Thursday, NEWS; Pg. 8, 390 words, Pippa Crerar |

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| 22. | [Obesity surge drives debate on sugar and other sin taxes](#doc_id_22)FT.com Headlines, January 14, 2016 Thursday, 868 words |

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| 23. | [Fat and sweets or processed meats -- what is really safe to eat?](#doc_id_23)FT.com Headlines, January 14, 2016 Thursday, 1022 words |

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| 24. | [The Observer view on the government's lax attitude to improving public health; David Cameron should certainly introduce a tax on sugary drinks, but only as part of a wider programme to change diets](#doc_id_24) The Observer, January 14, 2016 Thursday 9:58 AM GMT, OPINION, 1067 words, Observer editorial |

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| 25. | [Boris Johnson imposes sugar tax at City Hall](#doc_id_25) standard.co.uk, January 14, 2016 Thursday 10:35 AM GMT, POLITICS, 439 words, PIPPA CRERAR |

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| 26. | [Think tanks hit out over latest sugar tax plans](#doc_id_26) City A.M., January 13, 2016 Wednesday, NEWS; Pg. 10, 219 words, BILLY BAMBROUGH |

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| 27. | [South China Morning Post](#doc_id_27) January 12, 2016 Tuesday, /EDITORIAL/CONTENT/FEATURES/LIFE; fea life 02.pgl; Health Bites; Pg.6, 691 words |

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| 28. | [Is it finally time to tax sugary drinks?; For years the food industry has blocked attempts to tackle Britain's obesity crisis. Now, with doctors, MPs and Jamie Oliver backing a sugary drinks tax, there's a real appetite for change](#doc_id_28) The Observer, January 10, 2016 Sunday 12:04 AM GMT, SOCIETY, 1340 words, Daniel Boffey Policy editor |

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| 29. | [GIVE US SMALLER PORTIONS OR FACE SUGAR TAX, HEALTH CHIEF WARNS FOOD FIRMS](#doc_id_29) DAILY MAIL (London), January 9, 2016 Saturday, 673 words, BY TAMARA COHEN POLITICAL CORRESPONDENT |

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| 30. | [Give us smaller portions or face sugar tax, health chief warns food firms](#doc_id_30) Scottish Daily Mail, January 9, 2016 Saturday, NEWS; Pg. 8, 684 words, Tamara Cohen |

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| 31. | [NOW PM COULD BACK A SUGAR TAX AFTER ALL](#doc_id_31) DAILY MAIL (London), January 8, 2016 Friday, 532 words, BY JASON GROVES DEPUTY POLITICAL EDITOR |

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| 32. | [Some guts, PM; Sun THE SAYS](#doc_id_32) The Sun (England), January 8, 2016 Friday, NEWS; Pg. 10, 200 words |

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| 33. | [Some guts, PM](#doc_id_33) The Sun (England), January 8, 2016 Friday, EDITORIAL; Pg. 10, 211 words |

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| 34. | [Reducing sugar in fizzy drinks can check obesity](#doc_id_34) The Times of India (TOI), January 8, 2016 Friday, SCIENCE, 176 words |

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| 35. | [Sugar tax on the way, PM hints](#doc_id_35) The Times (London), January 8, 2016 Friday, NEWS; Pg. 4, 248 words, Chris Smyth; Michael Savage; Sam Coates |

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| 36. | [Cameron hints at new sugar tax](#doc_id_36) The Times (London), January 8, 2016 Friday, NEWS; Pg. 4, 247 words, Chris Smyth; Michael Savage;Sam Coates |

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| 37. | [700,000 will get cancer from being overweight; Charity calls for sugar tax to save kids](#doc_id_37) Daily Mirror, January 7, 2016 Thursday, NEWS; Pg. 4, 415 words, ANDREW GREGORY |

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| 38. | [Obesity will be 'the new normal' within 20 years, warn experts](#doc_id_38) The Daily Telegraph (London), January 7, 2016 Thursday, NEWS; Pg. 12, 427 words, Laura Donnelly |

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| 39. | [Cameron refuses to rule out sugar tax on drinks; Prime minister says Britain must consider measures to deal with obesity crisis in same way as it did with smoking](#doc_id_39) The Guardian, January 7, 2016 Thursday 7:38 PM GMT, LIFE AND STYLE, 597 words, Haroon Siddique |

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| 40. | [Cameron refuses to rule out sugar tax on drinks; Prime minister says Britain must consider measures to deal with obesity crisis in same way as it did with smoking](#doc_id_40) The Guardian, January 7, 2016 Thursday 6:08 PM GMT, LIFE AND STYLE, 597 words, Haroon Siddique |

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| 41. | [Reduced sugar in soft drinks would prevent diabetes, study says; Cutting sugar in soft drinks by 40% over five years could prevent 300,000 cases of diabetes and 1.5m cases of obesity in the UK, a new study suggests](#doc_id_41) The Guardian, January 7, 2016 Thursday 12:12 AM GMT, SOCIETY, 652 words, Peter Walker |

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| 42. | [Diabetes: Cutting sugar in drinks 'could prevent 300,000 cases'; Some fizzy drinks contain around 10 teaspoons of added sugar](#doc_id_42) Independent.co.uk, January 7, 2016 Thursday 12:02 PM GMT, HEALTH NEWS, 997 words, Francesca Gosling |

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| 44. | [Ministers considering U-turn on sugar tax as evidence suggests it would have strong impact on UK's obesity crisis; It comes weeks after David Cameron ruled it out and said there were 'more effective' ways of tackling obesity](#doc_id_44) Independent.co.uk, January 7, 2016 Thursday 9:48 AM GMT, UK POLITICS, 531 words, Matt Dathan |

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| 45. | [OBESITY TO GIVE 700,000 CANCER SHOCK TOLL SHOCK TOLL; Epidemic's heavy price](#doc_id_45) The Sun (England), January 7, 2016 Thursday, FEATURES; Pg. 23, 226 words, NICK McDERMOTT |

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| 49. | [Sugar tax cuts fizzy drink sales](#doc_id_49) The Times (London), January 7, 2016 Thursday, NEWS; Pg. 12, 581 words, Chris Smyth |

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| 50. | [Reduced sugar in soft drinks would prevent diabetes, study says; Cutting sugar in soft drinks by 40% over five years could prevent 300,000 cases of diabetes and 1.5m cases of obesity in the UK, a new study suggests](#doc_id_50) The Guardian, January 6, 2016 Wednesday 11:30 PM GMT, SOCIETY, 640 words, Peter Walker |

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| 51. | [Mexican Soda Tax Followed by Drop in Sugary Drink Sales](#doc_id_51) The New York Times Blogs (Well), January 6, 2016 Wednesday, HEALTH, 915 words, ANAHAD O'CONNOR |

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| 52. | [Sugar tax in Mexico cuts sales of sugary drinks by 12 per cent; Research published in the British Medical Journal finds that the introduction of a 10 per cent tax on sugar-sweetened drinks resulted in a 12 per cent reduction in sales](#doc_id_52) telegraph.co.uk, January 6, 2016 Wednesday 11:30 PM GMT, NEWS, 899 words, By Laura Donnelly Health Editor |

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The Guardian

**February** 4, 2016 Thursday 2:34 PM GMT

**Why a tax on fizzy drinks would help tackle the UK's £10bn diabetes epidemic; More than one in 20 people in the UK has type 2 diabetes, with consumption of sugary drinks proven to be a direct cause. Failing to tax them is irresponsible**

**BYLINE:** Anna Taylor

**SECTION:** GUARDIAN SUSTAINABLE BUSINESS

**LENGTH:** 815 words

While education remains a crucial factor in ensuring people maintain healthy diets, our latest research shows this alone is not enough: healthy eating is too difficult for typical British families. Too many factors - including an imbalance in the price of healthy and unhealthy food - push our behaviour in the wrong direction. Voluntary industry initiatives have not achieved enough and our food system needs a major overhaul to make healthy eating easier for everyone. The proposed, and often misunderstood, sugar **tax** has a role to play in this.

First, what would be taxed? After all, sugar appears in many foods, including many that are good for us, like fruit. The calls for a sugar **tax** are actually very specific: it should be a **tax** on soft drinks with added sugar - the largest source of sugar in our children's diets.

The reasons for a **tax** on **sugary** **drinks** stems from solid evidence. Last summer the government's independent scientific advisory committee on nutrition concluded that **sugary** **drinks** should be "minimised" in our diets. It is very rare for this committee to make a recommendation such as this, and they are normally reserved for foods with poisonous effects. The committee drew this conclusion after reviewing thousands of studies and finding that consumption of **sugary** **drinks** is directly linked to type 2 diabetes.

Type 2 diabetes now affects more than one in 20 people in the UK. It is a condition that many children are developing, and which causes nerve damage, blindness, kidney failure, strokes and can result in amputations. But it's not just diabetes, tooth decay now affects one third of five-year-olds in England, and is the most common reason for hospital admissions among children aged between five and nine.

Given the strength of the scientific evidence it would be irresponsible not to find ways to lessen the consumption of **sugary** **drinks** among children. We have strict regulations, for example, controlling the safety of toys, or the use of car seats. Why is the food and drink our children consume on daily basis treated differently?

How would a **tax** work? It would probably be applied as an excise **tax** on a per volume or unit basis. The more you buy, the more you pay. Where the additional government revenue goes is an important issue. Spending it on a range of measures to tackle diet-related disease could double the impact of the **tax.** Given that the health consequences of poor diets have a disproportionate affect on those on lower incomes, a sugar **tax** would be progressive if its revenue were used to close our nation's stark health inequalities.

There's no doubt the revenue is urgently needed. Local authorities' public health budgets were cut by £200m in 2015. The NHS currently spends about 10% of its budget on diabetes treatment (and estimated £10bn a year ) and this is expected to rise to 17% in the next 20 years.

But would a sugar **tax** actually reduce consumption? Research published last month in the British Medical Journal shows that it does. The much-cited study, conducted in 53 cities in **Mexico,** measured the impact of the introduction of a 10% **tax** on **sugary** **drinks** and recorded an instant result. Purchases fell by 6% initially and by 12% after one year.

The majority of people bought plain bottled water instead, though untaxed non-sugar sweetened soft drinks provide consumers with healthier, cheaper alternatives. In a separate, systematic review of hundreds of academic papers, Public Health England concluded that price increases in the UK of between 10-20% would help lower purchases of sugar sweetened drinks, with higher increases having the greatest effect.

Would this solve the obesity problem, which now affects 20% of our 11-year-olds? Of course not, but it would certainly help. The global obesity crisis is far more complex than sugar alone. Food Foundation research shows that almost half of the diet of a typical primary school child is made up of foods which are high in fat, sugar and/or salt. The research also shows that calorie for calorie, healthy foods in Britain are three times more expensive than unhealthy foods. The balance of prices in our shopping basket is wrong and this is compounded by an environment - of adverts, promotions and ubiquitous fast food outlets - which makes it incredibly difficult to maintain a healthy diet.

A raft of cross-governmental measures designed to make healthy eating easier for people in Britain is desperately needed. Evidence shows that the rebalancing of prices through a sugar **tax** would be a step in the right direction.

This article was amended on 4 February to correct a subbing error. More than one in 20 people in the UK has type 2 diabetes, not one in 16 as the original stated.

**LOAD-DATE:** February 4, 2016

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

**JOURNAL-CODE:** WEBGNS

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The Globe and Mail (Canada)

**January** 23, 2016 Saturday

Ontario Edition

**Big sugar;**

**LETTERS TO THE ROB**

**BYLINE:** David Sculthorpe

**SECTION:** REPORT ON BUSINESS; Pg. B9

**LENGTH:** 160 words

Re What Canada can learn from **Mexico's** sugar **tax:** It's no magic bullet (Jan. 18): Canadians are eating too much sugar, a habit that is linked to not only obesity, but heart disease, stroke and diabetes. **Sugary** **drinks** are the single greatest contributor of sugar in our diets - one can contains 10 teaspoons of sugar.

Based on the success we've had in reducing smoking, we know that a multipronged approach using a variety of policy measures can reduce the intake of a harmful product. One proven and highly effective component of such a strategy is taxation.

The intent of **Mexico's tax** was to reduce **sugary** **drink** consumption, which is a key contributor to poor health. And it did just that, using sales data as an indicator, which is closely linked to consumption. The average reduction in **sugary** **drink** purchases was 6 per cent and this percentage reached into the teens among low socio-economic groups.

*David Sculthorpe, CEO, Heart and Stroke Foundation of Canada*

**LOAD-DATE:** January 23, 2016

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

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DAILY MAIL (London)

**January** 22, 2016 Friday

**TAX SUGAR BEFORE IT'S TOO LATE, PM URGED**

**BYLINE:** BY SOPHIE BORLAND HEALTH CORRESPONDENT

**LENGTH:** 403 words

MINISTERS must impose a sugar **tax** on fizzy drinks before it is too late, say experts.

They have written to David Cameron urging him to introduce the controversial levy as part of a major anti-obesity strategy.

The letter has been signed by 15 professional bodies and charities including Action on Sugar, the Royal College of Paediatrics and Child Health and the National Obesity Forum.

It states: The Government has a unique opportunity to produce a coherent, structured evidence-based plan to prevent obesity, type 2 diabetes and tooth decay - conditions which are preventable if the food environment is changed.

Current policies are ineffective and we urgently require policies that work. Sugar **tax** must be put back on the table before it's too late.'

The Government, which is due to publish a new obesity strategy next month, faces claims that it has been failing to address the crisis. A third of 11-year-olds and almost two thirds of adults are overweight or obese.

David Cameron has so far resisted calls to impose a sugar **tax,** amid fears that it could be unpopular with the public and penalise poorer families.

But earlier this week, Simon Stevens, the head of the NHS, announced that hospitals would impose their own levy in canteens and vending machines. By 2020, he wants all hospitals to charge more for **sugary** **drinks** and snacks to discourage patients and staff from buying them.

Last month the Prime Minister hinted that he might be considering a sugar **tax** after research showed that it could lower obesity rates significantly. A study in **Mexico,** where a **tax** has been imposed on fizzy drinks since 2014, found that sales had been reduced by 12 per cent.

Mr Cameron said: I don't really want to put new **taxes** on anything but we do have to recognise that we face something of an obesity crisis.

We do need to have a fully-worked-up programme to deal with this problem and address these issues in Britain and we will be making announcements later in the year.'

Experts say the Government should start with a 20 per cent **tax** on sugary soft drinks. This would increase the price of a 68p can of cola to 82p. It could be extended to sweets, chocolate and cakes if it proved successful.

A Department of Health spokesman said its childhood obesity strategy would look at everything, including sugar, that contributes to a child becoming overweight and obese' and would set out what more can be done by all sides.'

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**PUBLICATION-TYPE:** Papers

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The Guardian

**January** 22, 2016 Friday 12:01 AM GMT

**Leading health groups call for 20% tax on sugary drinks;**

**More than a dozen health organisations have written to Downing Street just weeks before David Cameron launches his childhood obesity strategy**

**BYLINE:** Mark Tran

**SECTION:** SOCIETY

**LENGTH:** 591 words

Leading health groups have called on the government to impose a 20% **tax** on all sugar-sweetened soft drinks to tackle obesity, arguing that current policies are ineffective.

More than a dozen health organisations from the British Medical Association to the Royal Society for Public Health have written to Downing Street just weeks before David Cameron launches his childhood obesity strategy. The prime minister has not ruled out a sugar **tax,** after intense public pressure.

Cameron has found himself increasingly isolated as Public Health England, the chief medical officer, the Commons select committee on health, and campaigners including Jamie Oliver have pushed for the introduction of a **sugary** **drinks** **tax.**

In a parliamentary debate on childhood obesity on Thursday, the Tory MP Dr Sarah Wollaston, who chairs the health committee, again called for a **sugary** **drinks** **tax** as well as action on promotional campaigns.

"It is a staggering fact that around 40% of what we spend on consumption of food and drink at home comes from price promotions," she said. "Within British supermarkets a huge amount of those promotions is actually going on sugary and other unhealthy products so I would call on the government as part of their strategy to tackle that."

Wollaston and others have pointed to **Mexico's** success in reducing consumption of **sugary** **drinks** after a sugar **tax.** A 10% **tax** on Coca-Cola and other sugar-sweetened drinks in **Mexico** was implemented on 1 January 2014 after a battle with the beverage industry. An evaluation of the **tax** by the Mexican National Institute of Public Health and the University of North Carolina said the **tax** reduced purchases by an average of 6% across 2014, and by as much as 12% in the last part of the year.

"Unequivocal evidence from other countries has shown that a sugar **tax** duty on soft drinks will reduce sales of sugar-sweetened soft drinks, particularly among the more socially deprived who are more likely to develop obesity and type 2 diabetes," said the health groups.

"The **tax** will encourage behaviour change for those who drink sugar-sweetened soft drinks to either change to an artificially sweetened drink (which is lower in calories than sugar-sweetened) or to drink water - an even better option."

Speaking earlier in January, Cameron said the government would not rule out introducing a **tax** on **sugary** **drinks** to tackle what he called Britain's obesity crisis. "Of course it would be far better if we could make progress on all these issues without having to resort to **taxes,**" he said. "But what matters is that we do make progress."

The NHS is to impose its own sugar **tax** in hospitals and health centres in England, with a 20% **tax** on all **sugary** **drinks** and foods in NHS cafes by 2020. The annual cost to the NHS of obesity alone is estimated at £5.1bn. Diabetes UK estimates that the NHS is already spending about £10bn a year on diabetes. The medical groups say the costs are not sustainable and will bankrupt the NHS.

Separately, the public accounts committee warned in a report that the number of diabetes patients experiencing complications continued to increase, while diabetes specialist staffing levels in hospitals were not keeping pace with the increasing percentage of beds occupied by sufferers of the disease.

The committee said while progress had been made since it last examined diabetes services, there remained "unacceptable variations in the take-up of education programmes, delivery of recommended care processes, achievement of treatment standards and in outcomes for diabetes patients".

**LOAD-DATE:** January 22, 2016

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**PUBLICATION-TYPE:** Newspaper

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The Globe and Mail (Canada)

**January** 18, 2016 Monday

Ontario Edition

**ECONOMICS;**

**What Canada can learn from Mexico's sugar tax: It's no magic bullet**

**BYLINE:** PATRICK LUCIANI

**SECTION:** REPORT ON BUSINESS; Pg. B4

**LENGTH:** 718 words

*Co-author of XXL: Obesity and the Limits of Shame, which was short-listed for the Donner Prize in 2013*

Taxation to address obesity in Canada won't work. Case in point: **Mexico.**

There is no question that **Mexico** faces an obesity and rising diabetes crisis. The average Mexican drinks 163 litres of soft drinks, compared with 70 litres per capita in Canada.

Advocates of higher **taxes** on **sugary** **drinks** have long waited for the final results on **Mexico's** 10-per-cent **tax,** launched in January, 2014. But they will be disappointed by the results.

A study recently published in the British Medical Journal found that sales of sugary soft drinks fell by 6 per cent in 2014, while the consumption of nontaxed drinks such as mineral water and dairy products (such as milk) increased by 4 per cent.

On the basis of that reduction, the Institute of Public Health in **Mexico,** which co-authored the report along with the University of North Carolina, concluded that the **tax** is working to reduce soft-drink consumption across the country and in all socio-economic groups. But reducing sales by 6 per cent is not the same as reducing consumption by the same amount.

Even the authors of the study acknowledge that they can't confirm that the reduction in sales was caused only by the **tax.** In other words, there is no definitive proof that **taxes** caused the entire fall in soft-drink sales.

Other factors, such as slow economic growth and changing consumer behaviour, might be behind falling sales. But more important is the fact that sales of non-taxed items, such as dairy beverage drinks and fruit juices, have gone up. This is no surprise - **tax** one product and consumption of substitutes goes up, leaving the number of calories consumed pretty much the same. And wasn't the objective of the **tax** to reduce calories?

Not only was the **tax** sold on the basis that it would reduce overall obesity rates, which is nowhere proven in the study, but that it was a way to bring down the high levels of Type 2 diabetes in the country. On that claim, the study is completely silent because there is no way to show that the **tax** has any impact on curbing diabetes.

Economic studies consistently show that **taxes** have hardly any effect on slowing weight gain.

One University of Pennsylvania study estimated that even a 100per-cent **tax** on unhealthy foods would reduce body mass index by less than 1 per cent.

The reason is that food, even bad food, is relatively cheap, and a big **tax** on bad food wouldn't force us to cut back much. Those who support higher so-called junk food **taxes** naively assume that higher **taxes** mean less consumption, a relationship that is far from certain.

We also have to deal with the conundrum that obesity rates have been increasing while sugar consumption has been declining as is the case with Australia, Britain and Canada.

Now we have a recent study by RIWI, a global survey and risk management company, that found different results from the Mexican study.

In a 2015 national survey in **Mexico,** just 44 per cent of 3,976 respondents even knew about the soft-drink **tax** implemented a year earlier. That might explain why just 24 per cent of lower-income earners said they were substituting more milk or water for soda as a result of the **tax,** and why just 31 per cent of lower-income earners said they drank less pop as a result of the **tax.**

The RIWI data also found that 67 per cent of higher-income respondents hadn't changed their drinking habits to reduce their soft-drink consumption. And 58 per cent of lower-income earners also hadn't changed their drinking habits because of the **tax.**

It seems that the majority of the Mexican population is in agreement with what economists have been saying all along.

As health economist John Cawley concludes in a recent paper for the Journal of Health Economics, there is no dominant cause of obesity and no magic bullet that will reduce it.

What we do know about the Mexican **tax,** aside from its regressive nature, is that it was successful in raising revenues for the state. In fact, it raised 20 per cent more than originally estimated, which might explain part of the incentive for the **tax** in the first place.

Given all the attention and enthused reporting on the study in some news outlets, you'd be forgiven for thinking there's plenty of evidence to support beverage **taxes.** But there isn't.

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South China Morning Post

**January** 12, 2016 Tuesday

**SECTION:** /EDITORIAL/CONTENT/FEATURES/LIFE; fea life 02.pgl; Health Bites; Pg.6

**LENGTH:** 691 words

**Sugary drinks tax** in **Mexico** linked with 12 per cent cut in sales after one year

In **Mexico,** a 10 per cent **tax** on sugar-sweetened drinks has been associated with an overall 12 per cent reduction in sales and a 4 per cent increase in purchases of untaxed beverages one year after implementation, finds a study published by The BMJ. **Mexico,** which has some of the highest levels of diabetes, overweight, and obesity in the world, implemented an excise **tax** of 1 peso (HK$0.45) per litre on sugar-sweetened beverages from Jan 1, 2014. Using nationally representative food purchase data from more than 6,200 Mexican households across 53 large cities above 50,000 inhabitants, the researchers compared predicted volumes of taxed and untaxed beverages purchased in 2014 with the estimated volumes that would have been expected without the **tax,** based on pretax trends. Purchases of taxed beverages decreased by an average of 6 per cent in 2014 compared with expected purchases without the **tax.** Furthermore, these reductions became large over time, reaching a 12 per cent decline by December 2014. In other words, during 2014 the average urban Mexican purchased 4.2 fewer litres of taxed beverages than expected without the **tax.**

In contrast, purchases of untaxed beverages were 4 per cent higher than expected without the **tax,** mainly driven by an increase in purchases of bottled plain water. This translates to the purchase of 12.8 more litres of untaxed beverages by the average urban Mexican over 2014 than expected.

Fight your obesity genes with regular exercise A physically active lifestyle can blunt the effect of inherited obesity genes, McMaster University researchers have found. "This provides a message of hope for people with obesity predisposing genes that they can do something about it. Our body weight destiny is not only written in our genetic blueprint," says lead researcher David Meyre, an associate professor of clinical epidemiology and biostatistics. His team looked at data from up to 17,400 people from six ethnic groups (South Asian, East Asian, European, African, Latin American, Native North American) who were recruited from 17 countries and followed for more than three years. The researchers used both basic and precise (metabolic equivalent score) measures of physical activity, and compared the traditional body mass index to the recently developed body adiposity index. They analysed the impact of 14 obesity predisposing genes and found that physical activity can blunt the genetic effect of FTO, the major contributor to common obesity, by up to 75 per cent. "These promising results encourage us to investigate how additional lifestyle factors, such as diet, stress and sleep patterns, may impact the genetic predisposition to obesity," says Meyre.

Social networks as important as exercise and diet across the span of our lives The more social ties people have at an early age, the better their health is at the beginning and end of their lives, according to a new study from the University of North Carolina at Chapel Hill. The study, which drew on data from four nationally representative surveys of the US population, found definitive links between social relationships and concrete measures of physical well-being such as abdominal obesity, inflammation, and high blood pressure. Specifically, the team found that the sheer size of a person's social network was important for health in early and late adulthood. In adolescence, social isolation increased risk of inflammation by the same amount as physical inactivity while social integration protected against abdominal obesity. In old age, social isolation was actually more harmful to health than diabetes on developing and controlling hypertension. In middle adulthood, it wasn't the number of social connections that mattered, but what those connections provided in terms of social support or strain. "Based on these findings, it should be as important to encourage adolescents and young adults to build broad social relationships and social skills for interacting with others as it is to eat healthy and be physically active," says researcher Kathleen Mullan Harris.

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DAILY MAIL 2 ON The SPREADSHEET Only one sentence about study

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DAILY MAIL (London)

**January** 8, 2016 Friday

**NOW PM COULD BACK A SUGAR TAX AFTER ALL**

**BYLINE:** BY JASON GROVES DEPUTY POLITICAL EDITOR

**LENGTH:** 532 words

FIZZY drinks could be hit with a sugar **tax** in the fight against obesity, David Cameron warned yesterday - despite having vetoed the idea last year.

In a surprise U-turn, the Prime Minister dropped his blanket opposition to a sugar **tax,** saying it might be needed to deal with the obesity crisis.

Mr Cameron vetoed a sugar **tax** in October without even reading a report from Public Health England that recommended a levy of up to 20 per cent. At the time his spokesman said he didn't see a need for a **tax** on sugar.'

But he has come under mounting pressure from campaigners - including celebrity chef Jamie Oliver - to include a **tax** as part of the Government's child obesity strategy, which is due in coming weeks. A quarter of children aged two to seven are classified as obese.

Speaking in Budapest yesterday, Mr Cameron indicated he was considering a **tax.** He said obesity must be considered as big a threat as smoking, and hinted the food industry was not moving fast enough to cut sugar.

Mr Cameron said: It would be far better if we could make progress on all these issues without having to resort to **taxes?**...but what matters is that we do make progress.

We need to look at this in the same way in the past we have looked at the dangers of smoking to health.'

He added: We shouldn't be in the business of ruling things out but obviously putting extra **taxes** on things is?...something I would rather avoid.' Asked if the PM was issuing a warning to the food industry, a spokesman for No?10 said: More needs to be done to address this challenge and that is not just for Government to do. It does include the industry doing more to develop alternatives to products that are high in sugar.'

Last night Mr Oliver welcomed Mr Cameron's apparent change of heart. He wrote on Twitter: Good to see **sugary** **drinks** **tax** back on the table. Over to you David Cameron.'

Mr Cameron's rethink came after a study published in the British Medical Journal on Wednesday found a 10 per cent **tax** on **sugary** **drinks** in **Mexico** has led to a 12 per cent reduction in sales one year after it came in. Ministers are divided on the merits of a sugar **tax,** which critics say smacks of the nanny state. Health Secretary Jeremy Hunt is thought to be open to the idea , but Chancellor George Osborne is opposed.

Andrea Jenkyns, a Tory member of the Commons health committee, said she was concerned a **tax** would unfairly penalise low income families. She added: There are other measures we should be looking at first...?Education is the most important thing.'

Cancer Research UK yesterday called for a **sugary** **drinks** **tax** for the first time to curb rising rates of cancer caused by obesity.

The obesity strategy will look at a range of measures, including persuading manufacturers to cut sugar levels in processed foods. But campaigners claim ministers have been got at' by food industry lobbyists.

Gavin Partington, of the British Soft Drinks Association, said a **tax** would be ineffective, adding that **Mexico's** has reduced average calorie intake by just six calories a day.

By contrast, the soft drinks industry is taking practical steps to help consumers, through reformulation?...and increased promotion of low and no-calorie options.'

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The Times (London)

**January** 7, 2016 Thursday

Edition 1;

Scotland

**Sugar tax cuts fizzy drink sales**

**BYLINE:** Chris Smyth

**SECTION:** NEWS; Pg. 12

**LENGTH:** 581 words

Sales of **sugary** **drinks**, particularly to the poorest people, fell faster after extra **taxes** were imposed, according to the first study of its kind.

The sales in **Mexico** fell 12 per cent more than would have been expected without the **tax,** with the impact increasing over time, the research found. The findings are the most solid evidence yet of the impact of a sugar **tax** and will contribute to growing willingness in Whitehall to consider measures once deemed beyond the pale.

Even if a **tax** is ultimately ruled out, a forthcoming obesity strategy for England is likely to include tough curbs on advertising and promotions, including a possible ban on ads for unhealthy foods before the 9pm watershed.

Little more than a year ago, Andy Burnham, then shadow health secretary, was ridiculed when he suggested banning cereals such as Frosties. In a sign of how quickly opinion has changed, Public Health England and the Commons health select committee have since called for Tony the Tiger, the cereal's mascot, to be banished from supermarket shelves, and ministers may well adopt the idea.

**Mexico** imposed a 10 per cent **tax** on **sugary** **drinks** in 2013 and a study of 6,200 families, published today in the BMJ, found that this reduced purchases by 12 per cent to the end of 2014. In the poorest households there was a 17 per cent fall, suggesting that they were the most likely to switch to healthier drinks or tap water rather than take a financial hit. There was a 4 per cent rise in sales of untaxed drinks such as bottled water.

Researchers from the National Institute of Public Health of **Mexico** and the University of North Carolina argued that the effect of the **tax** would be even greater if the levy was increased.

"These reductions became larger over time, while the purchases of untaxed beverages increased," they wrote.

"Models of addiction and related behavioural models imply that the long term impact of a price change will be much larger than the short-term effect."

Franco Sassi, the head of public health at the Organisation for Economic Co-operation and Development, said that **Mexico** was a great example for other countries. He said that a **tax** was not a magic bullet but argued in the journal: "The most valuable contribution **taxes** can make to a public health strategy is the signal they give consumers and the food system that a government is concerned about the harms associated with unhealthy diets and is serious about tackling them."

However, Tom Sanders, of King's College London, said that the Mexican reductions were equivalent to one less sugar cube a day per person, which was "a drop in the calorific ocean".

Public Health England estimates that about 4,700 lives and £576 million a year could be save if the nation cut down to recommended levels of sugar. Britons eat twice as much sugar as they should, with fizzy drinks one of the main sources, particularly for children. Letters, page 24 What other countries have done Norway Levy on **sugary** **drinks** and larger one on chocolates and sweets, thought to have cut consumption frequency. Finland Levy on **sugary** **drinks** and smaller one on sugar-free drinks; early results suggest 5 per cent fall in sales. France Small levy on drinks containing sweeteners or sugar; not evaluated. Hungary **Taxes** on a range of sugary and salty snacks and drinks. Reports suggest sales down by a quarter, with some companies making products healthier to avoid **taxes.**

Denmark Levy on saturated fat was scrapped after a year. Plans for a sugar **tax** also abandoned.

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The New York Times Blogs

(Well)

**January** 6, 2016 Wednesday

**Mexican Soda Tax Followed by Drop in Sugary Drink Sales**

**BYLINE:** ANAHAD O'CONNOR

**SECTION:** HEALTH

**LENGTH:** 915 words

**HIGHLIGHT:** A **tax** on **sugary drinks** in **Mexico** appears to have had a significant impact: After one year, a new study found, sales of sugary beverages in **Mexico** fell while bottled water purchases rose.

A **tax** on **sugary** **drinks** implemented in 2014 in **Mexico** appears to have had a significant impact: After one year, sales of sugary beverages in the country fell as much as 12 percent while bottled water purchases rose 4 percent, a new study found.

Public health authorities hailed the findings as the first hard evidence that a nationwide **tax** could spur behavioral changes that might help to chip away at high obesity rates. Some predicted that other countries that have been looking at **Mexico** as a test case would follow in the country's footsteps and implement their own **taxes** on sugar sweetened beverages.

"There are many countries in the region and other parts of the world that have been waiting on empirical evidence from **Mexico** to determine whether to implement similar measures," said Franco Sassi, head of the public health program at the Organization for Economic Cooperation and Development in Paris, a research and policy group. "I think this is encouraging for all the countries that have been deciding whether to use this measure. This is a demonstration that it works."

**Mexico's** obesity epidemic has attracted worldwide attention. Of the 34 developed countries that are members of the O.E.C.D., **Mexico** has the highest rate of adults who are overweight or obese - about 70 percent - and the highest rate of Type 2 diabetes. It also has the highest per capita intake of soft drinks, which account for 70 percent of the total added sugars consumed by the average Mexican.

Public health advocates in **Mexico** led an effort to levy a nationwide **tax** on **sugary** **drinks** in 2013, which was widely endorsed and supported by medical groups. After fierce debate and opposition from the food and beverage industry, **Mexico's** government passed a 1-peso per liter sales **tax** on sugar-sweetened beverages that went into effect on the first day of January 2014. The **tax** amounted to a roughly 10 percent price increase on soft drinks, half of what health advocates had been calling for.

The **tax** was part of a broad anti-obesity program with other measures that also went into effect later in 2014, including healthier school meals, food labels with clearer nutrition information and a ban on certain junk food ads aimed at children.

To assess whether the **tax** had its intended effect of getting Mexicans to consume fewer soft drinks, a team of researchers from **Mexico's** Instituto Nacional de Salud Publica, a federal health agency, and the University of North Carolina at Chapel Hill compared sales data before and after the **tax** was implemented. Their study, published Wednesday in the journal BMJ, looked at purchasing patterns in more than 6,000 households across 53 large Mexican cities.

The researchers found that sugary beverage sales fell an average of 6 percent in 2014, and that the decline accelerated over time, reaching a 12 percent drop by December 2014. The decline was seen across all socioeconomic groups, but it was greatest among people who were low income, whose consumption had fallen 17 percent.

At the same time, sales of bottled water rose 4 percent. The researchers said they believed the increase in water consumption was likely greater because the study did not account for water intake from other sources, such as water fountains. **Mexico's** government has pledged that it will use some of the revenue from the soft drink **tax** to provide clean drinking water to public schools in low-income areas.

The findings are encouraging but **Mexico** should raise the **tax** from 10 percent to 20 percent, the figure originally proposed by the public health community, said Dr. Juan A. Rivera, an author of the new study and the director of the center for research in nutrition at the Instituto Nacional de Salud Publica. The new research was funded in part by Bloomberg Philanthropies and the Robert Wood Johnson Foundation.

"In the area of obesity prevention and control, there are not many examples of measures that actually work," Dr. Rivera said. "But these findings suggest that the **tax** is working and that it's reducing the intake of sugar sweetened beverages. This is really important for **Mexico** and for the world."

The study was challenged by the beverage industry. William Dermody Jr., vice president of policy at the American Beverage Association, a trade group that has fought strongly against the **tax,** pointed to a recent study that found that the **tax** had "minimal effects" on overall calorie consumption and no impact on body mass indices. That study was led by the **Mexico** Institute of Technology and funded by ConMexico, an industry trade group that includes Pepsi and other beverage companies.

"This **tax** was sold on a claim that it would make people healthier and cause people who were obese to become not obese," Mr. Dermody. said. "It didn't. It can't."

"No single product is driving obesity," he added, "and saying otherwise is misleading people and public policy."

Dr. Sassi of the O.E.C.D. said that such **taxes** were not a magic bullet against obesity and that they would not be appropriate for every country. But in places like **Mexico, where sugary drink** consumption is alarmingly high and obesity and chronic disease rates are soaring, they are "a necessary evil" because other strategies do not seem to work, he said.

"Many governments have relied on soft measures like education campaigns and promoting messages of better nutrition," he added. "But it's clear that obesity keeps growing despite these soft policy approaches, and governments are realizing that they need something tougher."

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telegraph.co.uk

**January** 6, 2016 Wednesday 11:30 PM GMT

**Sugar tax in Mexico cuts sales of sugary drinks by 12 per cent;**

**Research published in the British Medical Journal finds that the introduction of a 10 per cent tax on sugar-sweetened drinks resulted in a 12 per cent reduction in sales**

**BYLINE:** By Laura Donnelly Health Editor

**SECTION:** NEWS

**LENGTH:** 899 words

A sugar **tax** on fizzy drinks in **Mexico** has cut sales by 12 per cent, in the first year it was introduced, according to research published in the British Medical Journal.

**Mexico** introduced a 10 per cent **tax** on sugar sweetened beverages in 2014 in a bid to reverse trends which have seen it overtake the United States to become the most obesity country in the world.

Researchers in the US and **Mexico** examined data from more than 6,200 Mexican households across 53 large cities, during the first 12 months since the **tax** was introduced.

They found that over the course of the year, the average person purchased 4.2 fewer litres of sugar-sweetened drinks.

By the end of the year, monthly purchases of such beverages had fallen by 12 per cent, the study led by **Mexico's** National Institute of Public Health, found.

Meanwhile, there was a four per cent rise in sales of untaxed drinks - mainly due to more purchases of bottled plain water.

The greatest reduction came in the poorest households, where monthly purchases of sweet drinks fell by 17 per cent.

In the coming weeks, the Government will announce a long-awaited strategy on childhood obesity, which will consider a range of measures to reduce Britain's heavy sugar consumption.

So far the Prime Minister has indicated that he does not want to increase **taxes** on sugary foods.

Public Health England has said a sugar **tax** of between 10 and 20 per cent would be an effective way to combat obesity, if combined with other measures, such as clampdown on marketing and advertising of junk foods.

Prof Richard Tiffin, Director of the Centre for Food Security, University of Reading, said the study was one of the most rigorous analyses of the implementation of a sweetened beverage **tax** anywhere in the world.

"Its results support studies that have been based on simulation, which essentially suggest that that percentage **tax** is matched by the percentage change in consumption, with a slightly larger response among the poorest people," he said.

But Prof Tom Sanders, Professor emeritus of Nutrition and Dietetics, King's College London, questioned whether the patterns in **Mexico** would be replicated here, if **taxes** were introduced.

He said: "**Mexico** is a relatively poor country compared to the UK so the impact of **tax** is likely to be greater. In the UK, only 15.7 per cent of the household budget is spent on food in the poorest groups according to the latest Family Food Survey and soft drinks only provided 40 kcal per person per day. Consequently a sugar **tax** in the UK would be unlikely to have much impact on energy intake."

It follows warnings from health officials that the average five-year-old is consumes the equivalent of their body weight in sugar in the course of a year, health officials have warned.

Parents are being urged to take control of their children's habits, as the Government prepares to publish its strategy on child obesity, amid calls to introduce a **tax** on **sugary drinks** and foods.

The new campaign by Public Health England (PHE) warns that five-year-olds should only be consuming the equivalent of five sugar cubes a day.

On average, child are having three times their recommended maximum daily intake, which rises to six cubes for six to ten-year-olds, and seven cubes for anyone of the age of 11.

Over the course of a year, a child aged between four and 10 will consume around 5,500 sugar cubes - or three and half stone - the average weight of five year old, PHE said.

Officials have launched a new free app, which reveals how much sugar is in everyday food and drink in a bid to encourage parents to take control of their families' sugar consumption.

It works by scanning the barcode of products and showing the total sugar in each product in cubes and grams.

Tooth decay has become the most common reason that five-to-nine year olds are admitted to hospital, with a 14 per cent increase in admissions in three years.

In total, 25,812 children aged between five to nine-years old were admitted to hospital with a primary diagnosis of dental caries in 2013/14, official figures show, with almost half of eight-year-olds suffering decay.

One in five children is overweight or obese by the age of five - rising to one in three by the age of 11.

"Children are having too much sugar, three times the maximum recommended amount"Dr Alison Tedstone, chief nutritionist at PHE

Dr Alison Tedstone, chief nutritionist at PHE, said: "Children are having too much sugar, three times the maximum recommended amount. This can lead to painful tooth decay, weight gain and obesity, which can also affect children's wellbeing as they are more likely to be bullied, have low self-esteem and miss school."

Obesity costs the NHS £5.1 billion per year which is projected to rise to £9.7 billion by 2050, with wider costs to society estimated to reach £49.9 billion per year.

There are now 2.5 million people suffering from Type 2 diabetes, 90 per cent of whom are overweight or obese.

This month the Government is due to publish its strategy on childhood obesity.

Ministers are expected to unveil plans to clamp down on marketing and advertising of unhealthy foods, with restrictions on TV ads during "family viewing" times, and a crackdown on "two for one" deals on junk fare.

David Cameron has so far resisted calls for a "sugar **tax**" on drinks and foods, despite calls from PHE, celebrity campaigner Jamie Oliver and the Commons health select committee.

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