

You are invited to attend a **FREE Public Panel** in the 2017 Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity (ISBNPA) on the topic:



# Taxing Sugary Drinks Should we or shouldn't we?

## Evidence, challenges and lessons learned from implementing a sugar tax

### Working on a Canadian levy on sugary drinks—evidence and challenges

Dr Warshawski will review the evidence supporting targeting of sugary drinks (SDs) as a uniquely problematic food, provide an overview of Canadian consumption patterns and estimates of morbidity, mortality and health care costs linked with SD consumption in Canada, and then discuss the, as of yet, unsuccessful efforts to enact a levy on SDs at both a provincial and federal level.



*Dr Tom Warshawski is a consultant pediatrician in Kelowna, British Columbia, Canada. He is current Chair of the Childhood Obesity Foundation in Canada.*

*As co-chairman of both the National Sugary Drink Reduction Group and of the British Columbia Rethink Sugary Drinks Coalition he has been active in advocating for sugary drink taxation at both a provincial and national level.*

### What happens to consumer purchases and sales after a sugary drink tax?

Dr Ng will provide evidence across a number of settings and countries on model-based approaches and evaluation studies on how fiscal policies such as sugary drink taxes are influencing consumer purchases and sales, as well as product offerings. Additionally Dr Ng will discuss what policy design issues should be considered given various objectives.



*Dr Shu Wen Ng, is a Health Economist from the University of North Carolina, USA. Dr Ng has evaluated how regulatory policies such as*

*taxation, quotas or nutrition labelling may impact consumer purchases, diet and nutritional outcomes, and alleviate or worsen health disparities.*

### What is so complex about a sugary drinks tax?

Dr Rutter will present a view that tackling the problem of obesity will require a wide range of actions over many years, including fiscal measures such as taxes on sugar sweetened drinks. He will describe how a complex systems perspective can help to maximise the effectiveness of these kinds of interventions, and what it means for interpreting their effects.



*Dr Harry Rutter is a public health physician based in Oxford, England, a senior clinical research fellow at the London School of Hygiene and*

*Tropical Medicine, and senior strategic adviser to Public Health England. His main professional focus is on the application of complex systems thinking to public health policy formulation, implementation, and research.*

Chaired by Alfred Deakin Professor **David Crawford**, ISBNPA Fellow, Institute for Physical Activity and Nutrition, Deakin University, Australia

**Venue:** Victoria Conference Centre (Salon B & C)  
720 Douglas Street

**Date:** June 10, 2017

**Time:** 4:15 pm – 5:30 pm

**RSVP:** This session is free, but seats are limited so please RSVP to [isbnpa2017secretariat@venuewest.com](mailto:isbnpa2017secretariat@venuewest.com)

### Supported by funding from:



University  
of Victoria

Education



CIHR IRSC  
Canadian Institutes of Health Research  
Instituts de recherche en santé du Canada

### For more information contact:

ISBNPA 2017 Secretariat, Venue West Conference Services • Phone: 1-604-681-5226  
E-mail: [isbnpa2017secretariat@venuewest.com](mailto:isbnpa2017secretariat@venuewest.com)