

## **Support for Soda Taxes**

Responding to the launch of the [WHO's Independent High-level Commission on NCDs report](#) last week, which regrettably omitted recommendations on sugar sweetened beverage taxes (SSB)<sup>1</sup>, the World Obesity Federation reiterates its strong support for soda taxes as part of a wider strategy to tackle the obesity epidemic.

“In 2014, Mexico implemented a ten percent tax on sugar-sweetened beverages, which resulted in a more than seven percent [decrease in consumption](#) in the subsequent two years,” said Donna Ryan, President of the World Obesity Federation. “There’s no silver bullet for the global obesity epidemic but soda taxes are already being rolled out across the world, they’re supported by the WHO and have been shown to reduce consumption.”

Many countries recognise that reducing the consumption of sugary drinks is an effective response to the growing challenge obesity poses to fragile health systems globally. The NCD report has prompted a lively debate around the use of taxation as a means to both cut soda consumption and fund treatment.

We support WHO Director-General Dr. Tedros’ leadership on soda taxes as well as the many countries around the world that are recommending the use of soda taxation to address the obesity crisis. The High-level Meeting at the UN General Assembly this September provides a key opportunity for world leaders to come together and take action for the millions of people affected by obesity and NCDs around the world.

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<sup>1</sup> One of what has become known as STAX: Sugar, Tobacco and Alcohol Taxes