

## Strategies to Reduce Sugar Consumption

- Introduction of a minimum 20% tax on sugar-sweetened beverages.
- Ensure that revenue derived from this tax is used to fund health promotion programs, and oral health, diabetes and obesity related health expenditure.
- Reduce the amount and frequency of marketing and promotion of high sugar food and drink products to children and adults.
- Improve food labeling to allow people to make healthy food choices with respect to sugar.
- Pressure manufacturers to reduce the sugar content of their food and drink products.
- Reduce price promotions and marketing of high sugar food and drink products.
- Reduce sponsorship of sporting and recreational activities by companies promoting high sugar food and drink products, particularly those activities directed at children.
- Raise awareness about the impact of sugar levels in diet, with a focus on oral health.

### Rationale for a sugar-sweetened beverage tax:

- Reduce consumption of sugar-sweetened beverages.
- Reduce the incidence and burden of dental disease, overweight and obesity, and subsequent chronic health problems such as diabetes, heart disease and hypertension.
- Reduce subsequent health costs.
- Provide increased funding for implementation of public health and prevention strategies and management of disease.
- Pressure industry to reduce sugar content in processed foods and beverages
- Raise awareness and education in the community about health affects of sweetened foods and beverages