

# **An evidence base for policies to reduce SSB consumption**

## Abstract

Argentina is one of the world's highest consumers of sugar-sweetened beverages (predominantly sodas) and has rapidly increasing rates of obesity and diabetes among youth and adults. Argentina has begun to implement important policies to reduce the burden of Non-Communicable Diseases. It is a regional leader in developing regulations on tobacco control and reduction of salt and trans-fatty.

There is now an increasing regional public health interest in regulations on sugar-sweetened beverages to prevent Non-Communicable Diseases. As awareness of the health impact of soda consumption grows, stakeholders at various levels of government and civil society are interested in policy options to decrease consumption.

In this project, a multidisciplinary group of researchers will generate rigorous evidence to inform policy development targeting sugar-sweetened beverages. It will describe the market process from its production to distribution and consumption, explore the regulations and legal framework of the market and the feasibility and impact that potential rises in taxes will have on soda consumption as well as the mechanisms that would enable these taxes to increase.

By using a public health perspective, it will explore the magnitude of cardiovascular morbidity and mortality benefit associated with the proposed fiscal policies. The project will determine health and health cost benefits of a reduction in soda intake associated with possible price increases over the next decade.

Women stand to bear a disproportionate burden of the predicted global increase in non-communicable diseases. Thus, all analysis will consider possible differential impacts of policies by socioeconomic status and gender. The project team includes physicians, lawyers, sociologists, and economists, and includes expertise from the US and Mexico. Knowledge translation will include a wide dissemination of results and the development of partnerships with health advocates, decision makers and other local and international players, such as the Pan American Health Organization.