



GLOBAL WEEK
FOR ACTION ON NCDs

3-9
SEPTEMBER
2018

ENOUGH
OUR HEALTH. OUR RIGHT. RIGHT NOW.

DAY 1
MONDAY 3 SEPTEMBER 2018

SODA TAX WORKS

"There is reasonable and increasing evidence that appropriately designed taxes on sugar-sweetened beverages would result in proportional reductions in consumption, especially if aimed at raising the retail price by 20% or more".

World Health Organization (2016), Fiscal Policies for Diet and Prevention of Non-communicable Diseases.

Further reading:

- [World Cancer Research Fund International \(2018\), Building momentum: lessons on implementing a robust sugar sweetened beverage tax](#)
- [Zhong et al. \(2018\) The Short-Term Impacts of the Philadelphia Beverage Tax on Beverage Consumption. American Journal of Preventive Medicine](#)