

# Soft drink taxes in the Pacific: Lessons on implementation

Anne Marie Thow

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Menzies Centre <sup>for</sup>  
Health Policy



The New York Times

## A Tax on Many Soft Drinks Sets Off a Spirited Debate

By SEWELL CHAN

Published: December 16, 2008



## Soft-drink tax not the answer to health problems

FORUM | Alex Yuschik

Soda giants all over the country just might be in for a shock.

April 10, 2009

### Food Police Will Not Let Go Of Big Apple Soda Tax



A "fat tax" on New York City soft drinks is a food cop dream that may never die. Just two months after Governor David Paterson's 18 percent tax on sugary drinks fell flat - *very flat* - nutrition

## The Debate Room

### Tax Sugary Soft Drinks

The federal government should help finance the expansion of U.S. health coverage by taxing products, such as sugary soft drinks, that contribute to obesity and other health conditions. Pro or Con?

## FOOD NEWS

### Fight Fat with a Soft-Drink Tax?



Could taxing sugary drinks help reverse the obesity epidemic?

EatingWell, May/June 2009

# Soft drink taxes in the Pacific

	Type of tax		Use of revenue	
	Excise	Import duty	Revenue	Health Preventive Health Fund
Fiji	✓	✓	✓	

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Samoa	✓	✓	✓	✓	

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Samoa	✓	✓	✓	✓	
Nauru		✓		✓	

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Samoa	✓	✓	✓	✓	
Nauru		✓		✓	
French Polynesia	✓	✓			✓

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# Issues in agenda setting

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- Revenue
  - Aligning with Ministry of Finance priorities
  - Public approval of taxes for health
- Effective implementation mechanism
- Industry onside (health rationale)
- International trade law
- Health advocacy

# Lessons for policy makers

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- Relate to government finance priorities
  - e.g. Calculate revenue implications of the tax
- Publicise the health promoting aspect of the tax
- Use existing mechanisms
- Ensure taxes are non-discriminatory in terms of trade

# Acknowledgements

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